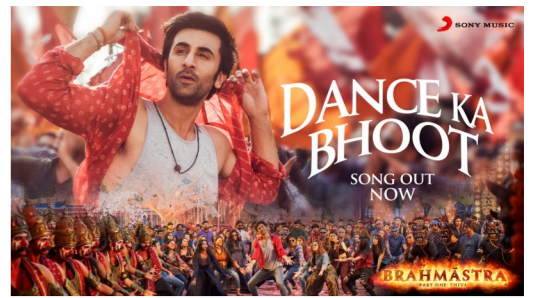


Brahmāstra
Ranbir Kapoor said, "I am extremely excited to present our latest track to the audience 'Dance Ka Bhoot'. Sung by Arijit Singh



Sunday

Date 4th September 2022

ADP India celebrates Annual Day with a celebratory performance from the kids of the NGO it supports' Over 1,700 associates in Pune join after 2 years, to celebrate their success



Pune (Voice news service):- ADP India, a leading provider of Human Resources Management Software & Services, has celebrated its Annual Day at JW Marriott, Pune on 28th August. Reviving and rejoicing the shrouded flagship event of commitment, collaboration, and growth, over 1,700 associates had united to celebrate the day, post 2 years of going remote due to COVID-19. Recognizing the need for reimagining employee engagement, ADP India's annual Company Day brought together and celebrated the success of the organization and the associates that contribute to its unceasing growth. In 1999, 102 associates had established operations in India, and 23 years later, ADP has tremendously grown, boasting a family of over 10,500 associates. As the market leaders in HCM, ADP enjoys the same satisfaction quotient with its employees

and clients alike. In anticipation of the event, ADP India had begun celebrations of its annual day much in prior at office, including office decorations, selfie booths and more to build excitement amongst the associates. Overjoyed with the gathering, Mr. Vijay Vemulapalli, General Manager and Managing Director, ADP Pvt. Ltd. said, "If there was one thing that I missed in the last couple of years, it was celebrating in person with my ADP family. This spectacle exemplifies the value, heart, life, resilience, and compassion that our associates add to the purpose of ADP - to always design better ways to work for our associates and clients. This was also a great opportunity to look back at everything that inspired us to innovate with heart, and this huge turnout signifies how we simplify, innovate, and grow to Win as One!" The evening was witness to dance performances by



ADP's associates, showcase of innovatory internal projects, a theatre act conceptualized and performed by the associates, and a musical medley by ADP Studio - the company's music group. One of the highlights of the event was a performance by the talented children, who are a cherished part of ADP India CSR program, TARANG. The company presented Annual Excellence Awards and recognitions in the celebration of outstanding individuals and projects which contributed to ADP India's success. On this special occasion, the organization also announced a new ADP Cycling Club in-line with its ongoing attention to associate wellbeing and further amplify the efforts towards helping create a cleaner, sustainable envi-

ronment, which is one of the core focus areas of Tarang. Speaking on the occasion, Dr. Vipul Singh, Divisional Vice President and Head of HR, ADP India said, "This milestone is a symbol of pride for ADP. It is a reminder of our core value of success through solidarity. Our unrelenting growth throughout the past 2 years, overriding the physical, psychological, and economic strains is a promise of numerous more milestones ahead. We are confident that through the commitment, innovation, and support of ADPeers, we will persist as the industry leaders. This is a celebration of us winning as one, and ADP India will continue to sustain a supportive, inclusive and progressive environment for our diverse associates."

Face of India 2022 grand finale held in Pune Winners represent India at Asia Model Festival, October 2022 in Seoul, South Korea



Pune (Voice news service):- Internationally acclaimed Face of India in association with the Asia Model Festival, held its grand finale in Pune and crowned six winners from the 6000 entries received from various parts of the country. The property opens gates to endless opportunities for aspiring models and plays the role of a mentor in their fashion journey. The extensive judging panel included Mr. Badal Saboo, Chairman, Face of India, Rajiv Sonigara, Co-Director, Sonigara Corp, and acclaimed Indian actors that included Sahil Shroff, Elakshi Gupta, Nikki Tamboli, Ayesha Aiman, and Kabir Singh. Alisha Chandrakar from Bhilai, Chhattisgarh and Vedant Mahewar from Nanded, Maharashtra were crowned as the winners of Face of India. Ravi Naval from Mumbai & Niharika Joshi, Una, Gir Somnath, Gujarat, Maharashtra were the second winners and Kriti Karmakar from Gauripur, Assam & Rohit Rana from Chalisgaon near Jalgaon, Maharashtra were third winners. All the winners will further represent India and compete with the winners from other 27 Asian countries for the most coveted "Face of Asia" title at the Asia New Star Model Contest 2022 which has a prize money of 100,000 USD. The whole world of fashion, glamour, and culture was present as contestants all across India spiritedly walked the ramp to be the next Face of India with acclaimed designers such as Amin Farista, Niti Singhal, Bhavini Parikh, Ishodia London, Sumit Das Gupta, Ashok Maanay and Siddhant Agrawal. The

showcased collection was a story beautifully woven through sustainable fashion in different styles. Talking about the pageant Mr. Badal Saboo, Chairman, Face of India and Managing Director of Pune Fashion Week, shares, "It is unquestionably an immense joy to see top Indian models at this global stage. Through this pageant we have tried to help the imminent talent and hope India bags the title there!" This pageant has surely brought the best of opportunities for aspiring models from all over the country. Unlike other pageants this doesn't end for the winners here. They get to go meet different people from the same fraternity, experience their culture, their ways and get abundance of exposure. This is the second time that India is participating in the Asia New Star Model Contest, the largest and most prestigious platforms in Asia's fashion fraternity". Sonigara Corp. also teamed up with Face of India and launched a new ultra-fashionable residential project near Aundh on a 9+ acre land parcel. This property will add a fashionable sentiment to the city and claims to create a New Aundh. Talking about the launch Mr. Rajiv Sonigara, Co-Director, Sonigara Corp said, "Sonigara Corp's new property is truly a unique project aimed at setting the highest levels when it comes to luxury and fashionable property offerings in Pune. We are enabling the community to make their style statement through their new address. "The glamour associated with the iconic Face of India is only matched by So-

nigara's standards for delivering unique homes and lifestyle experiences," added SachinSonigara, Co-Director, Sonigara Corp. The event also recognized different Faces of India who had contributed tremendously in their fields, such as Dr. Amit Nagpal - President Bloggers Association, Mr. Devendra Jaiswal - Co - founder Story Mirror, Mr. Vikram Kotnis, Founder and Managing Director, Beyond Walls, Mr. Aman Mehra, Director at Tribe Co-living, Mr. Abhishek Mishra, CEO of Dada Saheb Phalke International Film Festival (DPIFF), Mr. Jimmy Mistry, Founder DLC, Ms. Amita Deshpande- Founder, Recharhka, Mr. Raqesh Bapat & Ms. Isha Bapat, Earth Canvas, Mr. Ganesh Bakale, Director, Maha Ngo foundation and previous winners of Face of India Ms. Dimple Vaghela & Ms. Laveena Keswani. Mr. Lalit Dhanve a young force of figurative art from Karaha Studio performed a live on-spot sculptor at the event, was also awarded for his achievements. Below are the list of some of the eminent people of Pune who attended the event and added their charm at the occasion. Actor, Zuber Khan, Actor Gaurav Deshmukh, Mr. Ravi Thopte (Suvidha), Ms. Chahat Dalal (Mrs. Galaxy 2022-23), Mr. Paresh Pawar (Owner, Mayfield Estate), Mr. Shantanu Lele (Mayfield Estate), Mr. Rohan and Mrs. Pooja Kulkarni (Nagarkar Jewellers) Corporation, Mr. Yuvraj Renuse, Mr. Dheeraj Mutke, Mr. Shailesh Vedepatil (D'palace) Mr. Yuvraj Pimple (Vishal Multiplex), Mr. Yogesh Kalbhor, Mr. Pramod Kshirsagar, Mr. Herambh Shelke (2bhk Nightclub), Mr. Rakesh Yadav, Mr. Prateek Jadhav, Mr. DinodaySirmaik, Ms. Kavya Yadav, Ms. Trupti Pharande (Pharande Builders), Ms. Shruti Mahale, Ms. Meenakshi Mahangoankar, Mr. Akshay Pisal (Cafe Durga), Professor Ravindra Bharati, Dr Saksham and Ms. Komal Gupta (Serum Hospital), Mr. Sunny Sankla & Mrs. Prajal Sankla, Ms. Mudra Wedhikar, Mr. Nitin Mahendrekar & Mrs. Natasha Mahendrekar, Dr. Rajani Indulkar, Mr. Vikrant Indulkar. It was an evening full of glamour, passion, competition and style.

Greytip Software plans to train 25,000 learners through greyHR Academy in 2023

Pune (Voice news service):- Regarded as the No.1 HR & Payroll software for Indian businesses, greyHR has announced its plans to double the number of working professionals and students trained through its academic initiative, greyHR Academy in 2023. Having trained more than 12,500 candidates over the last 3 years, greyHR now plans to initiate a placement drive in 2022/23 and offer its client base of over 15,000+ preferential access to this talent pool. greyHR Academy offers a wide range of HR educational topics including payroll process in India, HR operations in India like recruitment and performance management covering the entire employee life cycle, payroll statutory compliance in India, new labor codes, Income tax, and payroll processes in UAE. The Academy also offers a certified professional program, career education program and certificate programs for HR & recruitment executives in partnership with Management & Entrepreneurship and Professional Skills Council (MEPSC) under National Skill Development Corporation (NSDC), Government of India. Available for students, working professionals as well as those seeking jobs in HR roles, greyHR Academy helps them in learning concepts from a pragmatic perspective while also acquiring in-demand skills that can accelerate their career growth path.

Learning courses are available in regional languages such as Tamil, Malayalam, and Telugu

Elucidating on the vision behind greyHR Academy, Girish Rowjee, Co-Founder & CEO, Greytip Software, added, "Armed with over 25+ years of domain experience in developing native HR and Payroll solutions for leading brands across the world, we wanted to give back to society by providing exclusive courses that are structured to meet current industry needs. With this thought process, we started greyHR Academy and are even empanelled as an Industry partner to impart HR training in joint certification with MEPSC." He added, "Covering HR and Payroll subjects related to the entire employee lifecycle, all e-learning modules and blended learning courses offered in conjunction with our training partners have been developed with meticulous care. We aim to expand our outreach, both through online and offline mediums, and establish greyHR Academy as the leading knowledge provider in the HR & Payroll domain going forward." While most of greyHR Academy's courses are offered on their site and Udemy completely free of cost, only the blended learning courses require learn-

ers to complete a basic registration process. With 15 e-learning and 4 blended learning courses available in languages such as English, Hindi, Tamil, Malayalam, and Telugu, the course duration varies from 90 minutes to 60 hours and may spread across 5 to 30 days. Upon completion, every learner is awarded a completion certificate and enjoy the privilege of being part of India's largest HR-focused talent pool in existence today. The Academy has started connecting with MBA colleges to offer career-oriented add-on courses on HR & Payroll. The academy looks at helping MBA/BBA students to enhance their employability through this academic tie-up. While there are hundreds of add-on courses for engineering graduates, not many options are available for MBA HR students to gain practical knowledge on HR operations and payroll processing. This would also help recruiting companies to deploy the fresh recruits from day one. A flagship product of Greytip Software that was founded in 1994, greyHR launched greyHR Academy as an in-house initiative in 2019 with the objective of developing competent manpower through a range of carefully crafted courses that are available both as e-learning courses and blended learning programs with online course provider Udemy.

RENAULT INDIA ROLLS OUT THE LIMITED EDITION OF KIGER, TRIBER AND KWID TO CELEBRATE THE FESTIVE SEASON

Pune (Voice news service):- To augment the spirit of the festive season, Renault, the number one European brand in India, offers its customers Festive Limited Edition (LE) of its entire range that includes its innovative product portfolio - KIGER, TRIBER and KWID. Staying true to its focus on innovation, these Limited Editions have been designed keeping in mind the ever-evolving demands of the customers. The Festive Limited Edition range will be available in RXZ variants of Renault KIGER & TRIBER and CLIMBER variant of Renault KWID across all transmissions in Dual Tone combination of White colour and a Mystery Black Roof only. Accentuating the attractiveness of the cars, the Limited Edition range boasts of a striking exterior colour harmony with Sporty Red Accents around the front grill, DRLs/headlamps and side door decals. Renault KIGER has been instrumental in driving In-



dia among Renault's top five global markets. In addition to all the above features of the LE Range, Renault KIGER Festive LE offers wheel silverstone and calipers in red colour, further enhancing the sportiness of the car. Powered by a world-class turbocharged 1.0L petrol engine, Renault KIGER offers enhanced driving experience and comfort with Wireless Smartphone Charge and Cruise Control functions. Renault KIGER has been awarded with the 4-Star Safety Rating for Adult occupant safety by Global NCAP. Built on the pillars of attractiveness, innovation and affordability, Renault KWID has been a true game-changing product for Renault in India with more than 4,00,000 happy customers. The Re-

quality, modularity and attractive design with superior value packaging. In addition to all the features of LE Range offering new colour harmony with Red accents, the TRIBER LE becomes more attractive with Piano Black wheel covers and door handles. Renault TRIBER offers the best level seating space in all rows and offers one of the largest boot space of 625L in its category. It is built with best level safety features and boasts of a 4-Star Safety Rating for Adult occupant safety by Global NCAP. Built on the pillars of attractiveness, innovation and affordability, Renault KWID has been a true game-changing product for Renault in India with more than 4,00,000 happy customers. The Re-

nault KWID LE adds an extra dash of style with red highlights in the front and rear skid plates, roof rails along with exterior embellishment "Climber" decal in red on C-pillar. The addition of Piano black colour in wheel cover and ORVM enhances the overall visual appeal of the car. The Festive Limited Edition offers an unmatched value proposition with all the additional design elements curated for the festive season available to the customers at the same price as existing Kiger RXZ, Triber RXZ & Kwid Climber respectively. The bookings of the Festive Limited Edition Range will commence from 2nd September at a Renault authorized dealership.

FTH Daily enables Launch of Pooja Store in Pune

Pune (Voice news service):- FTH Daily, an initiative of FreshToHome, has enabled the creation of Pooja Store, an exclusive section for festival-related products, on its platform in view of the upcoming festive season. Witnessing a surge in consumer demand for Pooja essentials, FTH Daily has enabled the launch of Pooja store in Pune with over 250+ SKUs in the dedicated end-to-end festival essentials range. A wide spectrum of products including fresh Flowers, Agarbatti, Camphor, Pooja Oil, Banana leaves, Mango Leaves, Fresh Fruits, Vegetables, Groceries, and

others are now available at the convenience of a click/tap in the app. Launched in 2020, the subscription-based e-grocery app enables the delivery of over 2 million orders every month across Pune, Bengaluru, and Hyderabad. Widely accepted for its sunrise delivery, FTH Daily has been instrumental in enabling the delivery of farm-fresh fruits and vegetables that are directly sourced from neighbourhood farmers in regions like Akola, Aurangabad, Kolhapur, Nagpur, Nashik, Sangli, Satara, Thane, Washim, and others, to Pune residents before 7.30 am every day.

Shan Kadavil, Co-founder, FreshToHome, said, "FTH Daily has been instrumental in making daily nutrition accessible and affordable to 2 million people. Our key propositions - the standard quality checks before direct sourcing farm fresh fruits and vegetables from farmers at mass market prices and enabling delivery of orders before 7.30 am every morning -- have transformed the way customers access nutritional essentials on a daily basis. Now, with the launch of the Pooja Store, FTH Daily strives to make celebrating festivals a one-stop affair for all its customers."

He further added, "In the last quarter alone, FTH Daily has grown by 3x in Pune owing to the early morning delivery model which offers convenience, further attracting thousands of new customers month-on-month. Customers find value in every rupee spent with us and we are happy to be empowering a community of healthy eaters and local farmers." Last year, FTH Daily recorded a surge in festival orders and it grew by 35% in Pune alone. While festival orders are already being placed on the app, so far the D2C brand has witnessed 2X growth in festival orders this year.

Aman Verma, Ruchi Gujjar & Jubin Shah 'Ek Ladki' song Out Now

Pune (Voice news service):- The emotional & heart breaking song 'Ek Ladki' starring Aman Verma, actress Ruchi Gujjar and Jubin Shah is not out on Filmy Clap Desi Music Channel. The video song has taken over social media and has gone viral.

The music video is produced by Filmy Clap Production house, and is directed by Sajjan Agarwal. The song is composed by Sumit Saha and sung by singer Rishabh Giri. It's being produced by Guruji Kailash Raigar. Actress Ruchi Gujjar has celebrated her birthday

along with co-star and director. Sajjan introduced Ruchi Gujjar through this music video. In the music video, Ruchi Gujjar, Aman Verma and Jubin Shah will be seen in a love triangle story. The song was shot at beautiful location in Mumbai

Akshay Kumar is appreciative, Cuttputli co-star Sargun Mehta



Pune (Voice news service):- The most-loved celebrity and heart-

throb of Punjab with multiple music albums and films breaking all records, Sargun Mehta is all set to make her Bollywood debut with Akshay Kumar and Rakul Preet Starrer Cuttputli. Sargun Mehta will be playing the role of a cop in the suspense thriller, speaking about her experience working with Akshay Kumar, she said, "He makes his co-actors feel so comfortable and you know Akshay Kumar is very easy to work with. Once you're

on set it doesn't feel like Oh my God it's Akshay Kumar, he just makes you feel like any other co-actor. He is appreciative, he knows what to say and not to intimidate the other person and he gives you a free hand at improvising or doing as many takes as you want to. He makes sure that we all have dinner together, the entire cast so that there's like a good bond and on the next day on set it doesn't like seem Oh my God whom am I working with."

The film marks Khiladi Kumar in his most loved avatar along with the proficient star cast including Rakul Preet Singh, Sargun Mehta and Chandrachur Singh. Produced by Vashu Bhagnani and Jacky Bhagnani, Deepshikha Deshmukh and Pooja Entertainment, Directed by Ranjit M Tewari Cuttputli unmasks the killer and decodes the mystery using Arjan's skills to understand the psyche of the murderer. Tune into Disney+ Hotstar.

Hema Malini performs dance at 34th Pune Festival Hema Malini's "Ganga" ballet



Pune (Voice news service):- Renowned actress and danseuse Hema Malini is continuing the tradition of presenting ballet at the Pune Festival this year as well, with her ballet innovation 'Ganga', which will delight the fans. Saturday, 3 Sept. at 8 pm



the program will commence at Shri Ganesh Kala Krida Rangmanch. The ballet focuses on water, river and environment conservation. The ballet has been created by Hema Malini's Natya Vihar Kalakendra. Presented in an audio-visual format with 50 co-artists, the details of how the journey of the Ganga took place in different eras will be revealed through narration and dance. The music is by Padmashree Ravindra Jain while Suresh Wadkar, Kavita Krishnamurti, Shankar Mahadevan, Mika Singh, Rekha Rao, Hema Desai and Alap

Desai have rendered melodious playback singing for the program. Aashit Desai and Alap Desai have also supported to the music. Dance direction is by Bhushan Lakhandri, costumes by Ram Govind and some lyrics by Shekhar Awasthi.

Vikram Vedha: Saif Ali Khan starrer trailer to be OUT on Sept 8



Pune (Voice news service):- The new poster of Pushkar and Gayatri directorial brings Hrithik and Saif together in the same frame. While Hrithik can be seen in a sliding position holding a gun, Saif is standing in a shooting position with an intense expression on his face. Well, the poster certainly looks captivating and promises an action-packed and enthralling face-off between the two superstars. As is mentioned on the poster, the Vikram Vedha trailer, which fans are waiting for with bated breath, will be out for the world to see on September 8. Vikram Vedha is an action-thriller written & directed by Pushkar-Gayatri. The story of Vikram Vedha is full of twists and turns, as a tough cop Vikram (Saif Ali Khan) sets out to track and chase a dreaded gangster Vedha (Hrithik Roshan). What unfolds is a cat-and-mouse chase, where Vedha - a master storyteller helps Vikram peel back layers through a series of stories leading to thought-provoking moral ambiguities. Vikram Vedha is presented by Gulshan Kumar, T-Series and Reliance Entertainment in association with Friday Filmworks & Jio Studios and a YNOT Studios Production. The film is directed by Pushkar & Gayatri and produced by Bhushan Kumar & S. Sashikanth and Vikram Vedha will hit the big screens globally on 30th September 2022.

After the success of 'Bhool Bhulaiyaa 2', T-Series and Diamond Comics are set to make us laugh with 'Rooh Baba ki Bhool Bhulaiyaa'



Pune (Voice news service):- Rooh Baba ki Bhool Bhulaiyaa comics is based on Kartik Aaryan's character 'Rooh Baba' and is sure to leave us amazed. Following the massive success of Bollywood's recent blockbuster 'Bhool Bhulaiyaa 2' starring Kartik Aaryan in the lead role, T-Series along with Diamond Comics is soon to publish 'Rooh Baba

ki Bhool Bhulaiyaa' a comic based on Kartik's iconic character 'Rooh Baba.' Being a family entertainer, 'Bhool Bhulaiyaa 2' was very well received by families especially children, due to the actor's enormous kids fan base. The horror comedy has particularly fascinated children amongst the colossal audience that cherished the film. Needless to say, Kartik Aaryan's problem solving character 'Rooh Baba' garnered ample of love and giggles from the fans and is now trailed by a super amusing comic which is surely to win hearts. On this exclusive partnership, Bhushan Kumar, Managing Director and Chairman, T-Series said, "We're still celebrating the

film's success and thanking the audience for the abundance of love that they have showered on the film. This special collaboration with Diamond Comics is another way of adding on to this celebration. For every film, the promotional and marketing phase is very important and is something that impacts the accomplishment of the film, and that is what we had in mind for Bhool Bhulaiyaa 2. I'm extremely joyed and looking forward to this super fun comic." Speaking about the Comic, Kartik Aaryan said, "I'm very excited about this because this is the first time that I'll have my own comic book character which is based on my most recent and loved film Bhool Bhulaiyaa 2. This

comic is another addition to the success of the film and I'm really looking forward to it." Anshul Verma, Diamond Comics said, "Bhool Bhulaiyaa 2 is a film that is loved by everyone who has watched it, especially the younger audience. This comic is inspired and based on Rooh Baba, a character that received admirations from across the globe. We couldn't think of a better character to create a fun masterpiece with other than Rooh Baba. I think just like the film, 'Rooh Baba ki Bhool Bhulaiyaa' is also going to smother everyone with ample of snickers and joy. Also, any association with T-Series and Bhushan Kumar is something that works like a cherry on the cake for a project."

PinkAprons launched its mobile application at one of the biggest awards for Home Chefs in Pune



Pune (Voice news service):- PinkAprons, one of the leading online platforms for ordering home-cooked food in Mumbai and Pune, organised "Maggi Presents Ek Shaam Aapke Naam - Awards Night For PinkAprons Masterchef" on August 28th, 2022 at Maharashtra Chamber of Commerce, SB Road, Pune. The programme is being hailed as Pune's biggest gathering of home chefs, as more than 80+ home chefs participated in this event. The event was sponsored by Maggi,

FoodGinie, JuiceWale, and other prominent brands who joined their hands with PinkAprons to make it a big show. During the event, top home chefs were facilitated with award trophies and were appreciated for their passion and hard work. Along with home chefs, the event also witnessed a rendezvous of renowned food entrepreneurs, bloggers, and experts in the food and beverages industry. On the occasion, Adee Agarwal, Founder and CEO of PinkAprons said, "We thank all home chefs and



veterans of the food industry, who participated in our first offline event and contributed to make it a mega success. We celebrated the passion of home chefs, acknowledged their relentless and unstoppable dedication towards culinary arts, and awarded them for their hard work." During the event, renowned food photographers shared their knowledge with the audience and showcased how they can use the visual medium to spread the message. PinkAprons also launched their new app, which is now

available on Google Playstore and will be soon launching on Apple app store. The application will help users to order home-cooked food more easily and without much hustle while ordering. "We are sure that PinkAprons will continue to empower home chefs, especially women home chefs, and continue to unleash a revolution in the home-cooked food market. We thank all our sponsors, especially Nestle Maggi for supporting us, and encouraging us," concluded Ms. Agarwal.

MultiFit hosts 'Multisol', a Futsal Tournament, in association with Poona Hoteliers Association!



Pune (Voice news service):- MultiFit, in association with Poona Hoteliers Association, recently hosted 'Multisol', a Futsal Tournament. The fitness tournament consisted of 16 teams (200 participants), approximately 150 spectators, and members of the gym who were present to cheer and enjoy the sporting event. At MultiFit, we believe fitness is a way of life. Unlike other traditional gyms, we also strive to build a community. We encourage our members to work out in groups or include routines that involve groups and participate in outdoor team activities like Treks, Volleyball etc. With

this in mind, MultiFit has hosted several sporting events in the past, centered around fun sports activities. Multisol was no different. The event witnessed participants and spectators making the most of this fun activity. Several soccer clubs from Pune, Panchgani, and Mumbai, participated in the event to compete in the finals. It was a day when everyone's spirits were high, with adrenaline rushing at its peak as they cheered for their favourite team to win. "At MultiFit we like to keep things upbeat and fun for all. It is not only about gym workout routines, people also like to engage in group activities and host-

ing such events keeps everyone together through fun yet fitness-centred activity. In the past as well we have received a great response from people when such activities have been organised and we will continue hosting many more sport centred activities.

Multisol in particular, was a huge success and it was exciting to watch people be a part of it to this extent", says Ms. Reshma Merchant, Lead - Fitness Innovation and Events, MultiFit. Of the 16 teams that participated, Panna Boys and Amar FC made it to the finals. Panna Boys won the tournament.

All in all, the evening ended with high energy levels. Everyone was stoked to be a part of the event, be it the participants or the audience. All enjoyed the tournament and were enthusiastic about the next one!



Adda52's new brand campaign 'Khel Jaao' aims to take Poker to every Indian

Pune (Voice news service):- Adda52.com - India's No.1 online poker destination announced their new brand campaign #KhelJaao, welcoming all Indians to play poker. The campaign is aimed to take the game of Poker to the youth of India and make it a part of the dominant youth culture in India. The brand's ultimate aim is to democratize poker in India. In India, every individual is already a 'Khiladi' in their day-to-day lives. Through this campaign, Adda52 brings the ingenuity of Indians, their ability to negotiate, make the best out of a given situation and their willingness to punt on themselves - the same qualities are also essential to be

a poker player. The ad further showcases the real-life examples of people from different walks of life, exhibiting these qualities in their day-to-day lives. The bottomline of the ad film is that these qualities make Indians perfectly ready for the game of poker, and that they should try their hands at this skill-based game. The campaign further reiterates Adda52's mission to make Poker popular in India and ensure that the game gains mainstream recognition across the country, just the way it is across the globe. Speaking on the campaign, Mr. Shivanandan Pare, CEO, Deltatech Gaming Ltd. said, "With this campaign, we want to encourage every Indian to play Poker, the most

recognized global 'game of skill', as we believe every Indian has within them what it takes to be a poker player. Just like any field of sports where Indians are establishing themselves, it's time we master poker and make a mark on the international stage. The #KhelJaao campaign is our effort towards communicating the requisites to be a poker player and narrating them through common situations we experience everyday. #KhelJaao is our way of telling every Indian that we naturally have in us what it takes to be a poker player." Mr. Krishnendu Guha, Chief Revenue Officer, Adda52.com, added, "This campaign is truly aligned with our determination to democratize

the Poker gaming scenario for people in India. We want to ensure that Poker gains mainstream recognition and becomes a part of our youth culture. Our campaign explains how we all are equipped with basic life skills like negotiating, being street smart, understanding people and maximizing our profits through all this -- similar skills are also required for you to win your Poker game. It's that simple! We are excited and hopeful that this new brand campaign will resonate well with our audience, and we can see increased participation from across the country."



FOOD & RESTAURANT

The Westin Pune Koregaon Park presents the future of Indian cuisine with the launch of AAFREEN - Inspired Indian



Pune (Voice news service):- Over the past decade or two the concept of dining out, globally, has seen an evolution; more-so in the past few years. While there are numerous restaurants serving Indian cuisine or an interpretation of it, there are a few truly representing the vastness of India's culinary culture. With a focus on presenting Indian food in its unabashed form, The Westin Pune Koregaon Park presents the future of Indian dining with the launch of AAFREEN - Inspired Indian. In recent past, the palate of Indian diners has also evolved, allowing for further exploration of regional Indian food and infusing modern techniques to elevate the overall dining experience. Aafreen - Inspired Indian

aims to offer a glimpse into the vastness of regional Indian cuisine, through small plates and comfort food concepts, created by a team of culinary experts led by Chef Vikram Khatri. Chef Khatri, with his team, spent over six months researching dishes from across India before getting to food trials. The handcrafted menu presents a mix of classic recipes with unique ingredient pairings, offering familiar tastes. The team has consciously endeavored to keep the focus of each creation on the four pillars that form the basis of the cuisine at Aafreen - Inspired Indian - flavor, aroma, texture and visual appeal. Aafreen - Inspired Indian, envisages to bring forth traditional Indian cuisine, sans theatrics, focusing on flavors representing the dining



cultures of its varied regions. Speaking about Aafreen, Chef Vikram Khatri, Culinary Director, The Westin Pune, shares, "The Cuisine at Aafreen brings alive the spirit of India through its Comfort Indian Food and Unique Combination of Pan Indian Flavors. The entire menu mix is a bouquet of ingredients emphasizing the freshness and a bold taste palate. Barring the Lamb Chops (Barrah), all other ingredients are locally sourced and are proudly indigenous to the Indian Sub-continent. The thought behind the menu mix is also to put together an array of small plates, with various offerings along with Timeless Classics and some comfort Dessert options." Sudeep Sharma, General Manager, The Westin Pune, added, "Indian cuisine, in re-



cent times, has captured the imagination of diners around the world. While the endeavor has been to make Indian food exciting, we felt that it was becoming more theatrical and falling short on the culinary strengths that our cuisine offers. With the belief that Indian food has much more to offer and realizing the gap, we felt it was time for us to introduce a concept like Aafreen to our discerning guests" With an average cost of two priced at Rs. 2500 (food only; excluding taxes, other charges & liquor), Aafreen - Inspired Indian is open on all days for Lunch (12:30pm until 3pm) and Dinner (7pm until 11:30pm). For further queries & reservations, the restaurant team can be reached on +91 70662 00300

Witness an amalgamation of cultures at Sweet Bengal Add a heavenly touch to your Celebrations this GANESH CHATURTHI

Pune (Voice news service):- This Ganesh Chaturthi witnesses the amalgamation of cultures at Sweet Bengal, with a twist! PuneKars can relish the quintessential delicacies albeit with a unique touch, as artisans from Bengal add flavors that satiate your taste buds in true celebratory tradition. Sweet Bengal brings to you this festive season a wide selection of Modaks, leaving you spoilt for choice. Pick from Chocolate Sondesh, Gurer Sondesh, Mawa Sondesh, Strawberry Sondesh and so many more.

You can also make this Ganesh Chaturthi special with a delicious pack of freshly made Kaju Anjeer Roll, Dry fruit Roll, Kaju Pista Sandwich, all aesthetically arranged in a beautiful box - a feast for you and your eyes. Date: 31st August to 9th September, Time: 10 AM TO 10 PM, Price: 750/- Plus taxes onwards Venue: ICC Tech Tower, Plot no :403, Unit no :7, Ground, Senapati Bapat Rd, Pune, Maharashtra 411016. Ground Floor, City Point, Boat Club, Dhole Patil Road, Pune

The Lexicon International School, Wagholi organises a screening of the documentary 'The Devil We Know' to educate students on Plastic segregation, collection and its reuse



Pune (Voice news service):- Plastic waste is one of the most pressing environmental issues that we are facing globally. Today, while many initiatives are being carried out, ensuring that every individual does their bit in contributing towards a lesser polluted, more sustainable and better future for the upcoming generation is the need of the hour. Keeping this in mind, The Lexicon International School, Wagholi,

recently organised a screening of the documentary 'The Devil We Know' for their students. This initiative aimed to educate students about the adverse effects of Teflon and similar chemicals. An interactive Live Session on Plastic segregation awareness and collection followed the documentary screening. It is estimated that "India generates around 3.5 million tonnes of plastic annually and the per capita plastic

waste generation has almost doubled over the last five years". These statistics raise a concern, but it's not enough. For, now is the time to sow the seeds so future generations can reap its benefits. Mr. Shirish N. Phadtare, Founder of Rudra Environmental Solutions (India) Ltd., conducted the session on Plastic segregation awareness and collection. He not only educated the students on the importance of plastic segregation and its collection but also shared insights on the process of converting plastic into biofuel. He explained how every individual can contribute towards recycling, shared its benefits, and also suggested numerous ways one could support the cause of plastic collection and its reuse. The session ended with a round of Q&A to clear any doubts encountered by students. "We often complain about the increasing pollution on a daily basis, only to



forget that we are the sole contributors. As much as we talk about leaving behind a much better future for the generations to come, in the moment we live lives selfishly. The documentary was an eye opener for students to be more mindful of their practices. Not just that, but the session with Mr. Shirish Phadtare gave great insight into how we all can practice sustainability in our day-to-day lives. Now is the

time to practice everything we have been preaching all these years and this stood to be a great opportunity to begin. " says Ms. Kesar Patel, Principal of The Lexicon International School, Wagholi. To practice what they learned, the students of The Lexicon International School, Wagholi, will bring plastic from home, which will be picked up by the center once a fortnight.

'ICAI MSME Yatra' received a huge response in Pune & PCMC

Pune (Voice news service):- 'ICAI MSME Yatra' & ICAI MSME SETU, a nationwide campaign organized by The Institute of Chartered Accounts (ICAI) has received a huge response in the Pune & Pimpri-Chinchwad industrial area. This yatra departed from Mumbai and reached Pune recently. ICAI MSME YATRA has launched under the backdrop of 'Azadi Ka Amritmahotsav' for promoting entrepreneurship. Under this yatra, planned 75 programs to promote entrepreneurship in 75 days and 75 cities, said CA Rajesh Agarwal, Vice Chairman of the Pune branch of ICAI, and CA Sachin Bansal, Vice Chairman of the Pimpri Branch. This ICAI MSME Yatra was welcomed in Pune and Pimpri-Chinchwad areas. On this occasion, ICAI Pune and Pimpri branch office bearers including CA Pritesh Munot, CA Amrita Kulkarni, CA Hrishikesh Badve, CA Sachin Miniar, CA Mousumi Shah, MSME Committee Secretary Dr. Sambit Mishra, Joint Director of Department of Industries, Abhay Daftardar,

Laghu Udyog Bharti's Ravindra Sonwane, MCCI Vice Chairman Deepak Karandikar, SIDBI Deputy General Manager Manish Kumar, CA Maheshwar Marathe, CA Santosh Doshi, CA Srikanth Dandavate, CA Ravindra Kamat along with representatives of various industry related organizations were present. The Yatra Rath, showcasing various efforts & initiatives taken by the government to promote Micro, Small, and Medium Enterprises, was driven around the city. Guidance sessions were organized throughout the day on information about enterprise registration, loan schemes, subsidy schemes, and other topics. All these programs were organized under the guidance of CA Chandrasekhar Chitale, a member of the Central Committee of the ICAI. A large number of representatives of entrepreneurs, various organizations, regional departments, local chambers, industry associations, and MSME centers participated in the event. CA Rajesh Agarwal said,

"The Chartered Accountant (CA) plays an important role as a link between various sectors of the industry and MSMEs. CA respond to their needs immediately. Representatives from the Ministry of 'MSME', Government of India, representatives from Small Industries Development Bank of India (SIDBI), Representatives of the National Small Industries Corporation (NSIC), bank officials, district industry center officials, chartered accountants, etc., guided the day-long session." The work of delivering the schemes of MSME and SIDBI is being done through this medium. Also, people are still not aware of the benefits of Enterprise Aadhaar. It is necessary to create awareness among people about it. Recovery of your business can be done quickly if there is Enterprise Aadhaar. The purpose of this yatra is also to promote it said, Bansal. Amrita Kulkarni and Manish Kumar gave information about Yatra, the role of CA, and the SIDBI scheme. CA Amrita Kulkarni compared the program.

FOGSI Inks MoU with NABH to Collaborate for Improving Quality Standards for Maternal Healthcare in India

Pune (Voice news service):- The Federation of Obstetricians and Gynaecological Societies of India (FOGSI), India's professional organization representing practitioners of obstetrics and gynaecology, today, announced its collaboration with the National Accreditation Board for Hospitals and Healthcare Providers (NABH)/Quality Council of India (QCI), India's apex body for accreditation and quality promotion, to advance the Government's vision to improve the quality of maternity services. This collaboration will ensure 'One Nation One Standard' where Maternity service providers (MSPs) will be jointly assessed by NABH and FOGSI. This is a crucial quality-improvement sectoral collaboration aimed at reducing maternal mortality in line with the Sustainable Development Goals (SDGs) and strengthening health systems for safer childbirth in India. Under the MoU hospitals and nursing homes having maternal care facilities, clinical standards will be assessed, ensuring consistent, safe, and respectful care for mothers during and after childbirth. This collaboration is envisaged to improve and standardize quality across all MCH facilities in the country, a landmark step in our evolving health system. Emphasizing the need for quality at the foundational level, Dr. Mahesh Verma, Chairman of National Accreditation Board for Hospitals and Healthcare Providers (NABH) said, "We are driven to develop a culture of excellence, enhance healthcare systems, and promote continuous quality improvement and patient safety. We are delighted to collaborate with



FOGSI to enhance maternal health standards in the country with its flagship initiative, Manyata." Dr. Atul Mohan Kochhar, CEO of National Accreditation Board for Hospitals and Healthcare Providers (NABH) added, "Improving the quality of maternal healthcare in the country is certainly the need of the hour as India has one of the highest numbers of maternal deaths in the world. We strongly believe that it is imperative to lift the quality standards in maternal healthcare to be able to improve our health outcomes overall. This collaboration with FOGSI is a crucial step forward to strengthen the maternal health ecosystem across the country." Dr. S. Shantha Kumari, President, FOGSI, and Treasurer, FIGO, said, "Embedding standards for quality of care in health systems hold great potential in reducing maternal mortality and achieving the health-related SDG targets. However, in India, despite the increase in the number of women delivered in facilities, maternal mortality remains alarmingly high, suggesting gaps in quality of care. The current SRS data suggests that India's maternal mortality ratio (MMR) has improved to 103 in 2017-19,

from 167 in 2011-13, highlighting improvements in our health systems but we still have a lot of ground to cover. With around 50% of women in the country delivering in private maternity hospitals, there is an urgent need for the adoption of clinical standards by the obstetric community. We welcome the collaboration with NABH that will only promise better outcomes and health for women in India." Dr. Hrishikesh D. Pai, President-Elect, FOGSI, and Chief Administrator, FOGSI-Manyata initiative, added, "We are delighted to come together with NABH towards improving the quality of maternity care as well as access to this care with Manyata so that every woman in the country receives quality services wherever and whenever she seeks care. This collaboration is a significant milestone and will strengthen our commitment to providing equitable and high-quality maternal care in India." Dr. Hema Divakar, National Convener, FOGSI-Manyata initiative said, "A decade of efforts has shown us that it is worth investing in strengthening maternal health care systems so as to bridge the gap between knowing and doing. Upskilling of existing

human resources has made a huge impact on the quality of care in the Manyata accredited centers." This collaboration will involve quality care sensitization workshops for Maternity Service Providers (MSPs) aimed at creating a pool of FOGSI specialists to assess facilities for NABH quality accreditation and assessments of MSPs by NABH as per FOGSI's Manyata standards. Although the share of India's institutional deliveries has increased to 88.6% in 2019-2021 (NFHS 5), the country has one of the highest numbers of maternal deaths, globally. A considerable proportion of maternal mortality is in fact due to preventable causes such as obstetric haemorrhage, pregnancy-related infections and hypertensive disorders of pregnancy. To address this, the Government of India has increasingly prioritised quality maternal care by instituting quality improvement programmes in public health facilities. However, with a significant proportion of women choosing private care to deliver, the private sector plays a critical role in providing quality maternal care to women. This highlights the need for

a national system to oversee the quality of maternity care among private providers and thereby improve maternal health outcomes. To bridge this gap, FOGSI has been driving Manyata since 2013, a programme that promotes the adoption and practice of 16 clinical standards based on the World Health Organization's (WHO) standards of quality care for antenatal, intrapartum and postpartum care. The programme evidence by Ariadne Labs (Affiliated to Harvard) shows a 70% increase in Manyata facilities being able to manage life-threatening complications, such as obstructed labour, pre-eclampsia and/or eclampsia, and postpartum haemorrhage greatly improved. Manyata's footprint spans 22 states across a network of 1500 facilities in the country. It is a first-of-its-kind initiative which is building the capacities of healthcare workforce and providing certification, thereby setting a benchmark for maternal quality care. Manyata has laid the foundation for self-driven awareness and demand in Quality improvement amongst facilities and with this collaboration endeavours to scale together with NABH. The initiative is powering innovation through social health entrepreneurs and institutional business models as part of its sustainability and scale-up strategy. It has the potential to be replicated in nations with similar socio-economic demographic and mixed health systems. Hence, the sectoral collaboration between NABH and FOGSI can create a paradigm shift in the maternal health ecosystem by complementing each other's efforts to reach more mothers and create a more significant impact.

Syngenta rolls out multi-lingual 'Cropwise Grower' App for farmers in India

Pune (Voice news service):- Leading crop science company Syngenta India has rolled out a multi-lingual 'Cropwise Grower' Application for farmers across the country. The availability of the App in nine Indian languages makes it easily accessible to farmers. The App promises to add tremendous value to farmers' experiences and empower them to leverage technology in a seamless manner. The mobile Application has

been developed as part of 'Farmer Centric Ecosystem,' initiative of Syngenta and is available with numerous features and personalized advisories to assist farmers and help them improve their yield and profitability. It can be downloaded from the Play Store on Android devices. The App provides farmers with access to latest technology-led services such as spray services using Drone and Boom sprayers. The Application consists of eight key features which include agronomy services, farm loan for growers, product scan, grower loyalty program, mandi prices, spray services, farm area calculator and weather information. "We at Syngenta develop every offering keeping farmers at the core. Our Application 'Cropwise Grower' also follows the same philosophy. This application is an effective platform for our growers to leverage technology into their farming practices and achieve great results. Syngenta has always been helping Indian small holders and the Cropwise Grower App will add momentum to this mis-

sion of ours," said Susheel Kumar, Country Head and Managing Director, Syngenta India Pvt Ltd. The Cropwise Grower Application is based on Syngenta's Global Cropwise platform. It leverages innovative technologies to deliver advanced farm-tech solutions to Indian growers. The Application also features personalized advisory for farmers based on the challenges that they face. The advisory provides agronomy solutions for farmers, according to the pests and diseases or weather conditions," informed Sachin Kamra, Head FCE, Syngenta India Pvt Ltd. The Application currently supports crop advisory for nine crops and is available in nine major Indian languages including Hindi and Marathi. "The new Cropwise Grower application is a key differentiator for Syngenta in the agriculture market. It will be a single touchpoint for farmers to access all Syngenta products and services. The company plans to incorporate e-commerce as well in the near future," informed Kumar.

Kirloskar Oil Engines (Kolhapur) wins Golden Peacock Award for Energy Efficiency 2022



Pune (Voice news service):- Kirloskar Oil Engines Limited (KOEL) - Kolhapur has won the prestigious Golden Peacock Award for Energy Efficiency for the fourth year in a row. Hon'ble Justice MN Venkatchaliah, National Chairman - Institute of Directors, Former Chief Justice of India, Former Chairman - National Human Rights Commission of India, Former Chairman - National Commission of Constitution of India Reforms; and Dr N Kalaiselvi, Director General - Council of Scientific and Industrial Research (CSIR), Secretary - Department of Science and Technology, Govt of India; presented the award to Santosh Parab, AGM-Util-

ities, RE and Environment; Chandrasahas Ranade, Plant Head; and Nitin Kulkarni, Manager-Utilities, KOEL - Kolhapur; on August 25 in Bengaluru in the presence of business and industry leaders. Gauri Kirloskar, Managing Director, Kirloskar Oil Engines, said: "As an industry leader in the power generation space, we understand the importance of energy efficiency in all areas of our operations, from manufacturing, to developing sustainable energy solutions, in offering products to our customers that adhere to the strictest of emissions standards, and in being accountable for our actions. We are committed to our sustainability and energy efficiency roadmap.

We will continue to invest significantly in our R&D to develop products that are cleaner and more sustainable using various energy sources, at a cost and quality that are acceptable to the customer while constantly making our facilities more energy efficient." Kirloskar Oil Engines' Kagal plant is a state of the art manufacturing plant, is CII Greenco Platinum certified, with sustainable and energy efficient practices built in across the value chain. 58% of the water needs of the plant are self-generated, the initiatives around water conservation and reuse has helped in improving the water table in the nearby community as well. The plant is equipped with a 7.7 MW solar plant in-house, the electricity requirements for the street lights and canteen inside the plant are generated by a biogas fuelled generator along with a parabolic heating system and the plant also has a plastic fuel plant that converts plastic to fuel with 70% yield. All of these initiatives have resulted in a certified carbon neutral plant and 64% of the energy needs are met from renewable sources.

Ready for the future: ŠKODA AUTO unveils new brand identity and accelerates e-campaign



Pune (Voice news service):- ŠKODA AUTO is presenting its new brand identity as part of the NEXT LEVEL - ŠKODA STRATEGY 2030. The focus is on a new design language, a new logo and comprehensively updating the corporate identity (CI). In addition, the Czech car manufacturer is accelerating and expanding its e-campaign: ŠKODA AUTO is going to have three new all-electric models on the

market as early as 2026, with more to follow. The VISION 7S concept study provides a specific preview of one of these models. The all-electric share of the ŠKODA brand's European vehicle sales will rise to over 70% by 2030. To support this, the Czech car manufacturer will be investing a further €5.6 billion in e-mobility and €700 million in digitalisation over the next five years. Martin Jahn, ŠKODA AUTO Board Member for Sales and

3rd song Dance Ka Bhoot, is a celebration of Brahmāstra

Pune (Voice news service):- After two straight blockbuster hits, Dance ka Bhoot is the newest track to come out of the much-awaited magnum opus Brahmāstra Part One: Shiva. Featuring Ranbir Kapoor as DJ Shiva and choreographed by Ganesh Acharya, this music video has the perfect combo of Ranbir's incredible dance moves and an upbeat,

colourful vibe that is guaranteed to make you shimmy as you get lost in the music. With music composed by Pritam, lyrics by Amitabh Bhattacharya, and vocals by the Bollywood legend Arijit Singh, the song which is the 'Celebration of Brahmāstra'; Dance Ka Bhoot is all set to be a treat for all the Ranbir Kapoor fans awaiting this movie.



The JCB Prize for Literature announces its Longlist for the 5th year



Pune (Voice news service): Now in its 5th year, the longlist is announced today for the 2022 JCB Prize for Literature. The list of ten novels was selected by a panel of five judges: AS Panneerselvan, (Chair) journalist and editor, Amitabha Bagchi, author; Rakhee Balaram, author and academician; Dr. J Devika, translator, historian and academician; and Janice Pariat, author.

The longlist for 2022 is dominated by 6 translations. Amidst titles in Bengali and Malayalam, titles in Urdu, Hindi and Nepali have been featured in the longlist for the first time. A truly diverse representation of what Indian fiction has to offer, the 2022 longlist brings forth stories from Nagaland, Arunachal Pradesh, Kalimpong, Punjab, Kolkata, Kerala and the heartland. The longlist was chosen from a vast range of submissions by writers from sixteen states writing in eight languages including English, published between 1st August 2021 and 31st July 2022. The JCB Prize for Literature is awarded each year to a distinguished work of fiction by an Indian writer. The jury will announce the shortlist of five titles in October. The winner of the Rs 25-lakh JCB Prize for Literature will be announced on 19th November. If the winning work is a translation, the translator will receive an additional Rs 10 lakh. Each of the 5 shortlisted authors will receive Rs 1 lakh; if a shortlisted work is a translation, the translator will receive Rs 50,000.

The 2022 longlist is:

Rohzin by Rahman Abbas, translated from the Urdu by Sabika Abbas Naqvi (Vintage Books, 2022)

Imaan by Manoranjan Byapari, translated from the Bengali by Arunava Sinha (EKA, 2021)

Escaping the Land by Mamang Dai (Speaking Tiger, 2021)

Paradise of Food by Khalid Jawed, translated from the Urdu by Baran Farooqi (Jug-

gerhant, 2022) **Song of the Soil** by Chuden Kabimo, translated from the Nepali by Ajit Baral (Rachna Books, 2021)

Spirit Nights by Easterine Kire (Simon & Schuster, 2022)

Crimson Spring by Navtej Sarna (Aleph Book Company, 2022)

The Odd Book of Baby Names by Anees Salim (Penguin Hamish Hamilton, 2021)

Tomb of Sand by Geetanjali Shree, translated from the Hindi by Daisy Rockwell (Penguin Random House India, 2022)

Valli by Sheela Tomy, translated from the Malayalam by Jayasree Kalathil (Harper Perennial, 2022)

Commenting on the longlist for 2022 and the overall reading experience, AS Panneerselvan, Chair of the jury observed,

“This year’s deliberation to select the novels for the JCB prize for the 2022-long list was an enriching experience. It was a rich collection, the translations from different languages showed how writers were pushing the linguistic and creative boundaries to document our lives. These ten novels are in a sense a metaphor of contemporary India, where each language is permitted to shine; its intrinsic beauty is not subsumed by the other.”

Now in its 5th year, the JCB Prize for Literature has had four winners so far, the 2018 Prize was awarded to Benyamin for his Jasmine Days, translated from the Malayalam by Shahnaz Habib. In 2019 the Prize went to Madhuri Vijay for The Far Field. In 2020 the Prize was awarded to S. Hareesh for his Moustache translated by Jayasree Kalathil from the Malayalam, followed by M. Mukundan’s Delhi: A Soliloquy translated by Fathima E.V. and Nandakumar K. in 2021.

Talking about the journey of the JCB Prize for Literature and the support it has had from the industry, Mita Kapur, Literary Director, said: “The JCB Prize is chuffed with

brutal and mesmerizing account of the contemporary body, home and nation told through the food and kitchen. In a world consumed by hyper-consumerism, the book provides a bracing counter-narrative making it an important piece of work. The incredibly skilful translation highlights the poetry and music of the original text. **Chuden Kabimo: Song of the Soil** is a shining example of how one can write about a violent incident without recreating the violence. The author blends bildungsroman with a conflict story with great dexterity, bringing out new aspects of both forms. This book is able to make poetry out of brutal situations, but does so with honesty, humour, and gentleness.

Easterine Kire: Spirit Nights Spirit Nights posits a different view of the world where the human is just another creature struggling within the vastness of creation. Simple yet evocative, full of deep insights and important teachings, this grounded, lyrical novel is a powerful celebration of oral storytelling traditions.

Navtej Sarna: Crimson Spring A solidly crafted work of historical fiction, Crimson Spring not only talks about the historical moment of turbulence and terror triggered by the Jallianwala Bagh massacre but also vividly brings to life rural Punjab at the turn of the century.

Anees Salim: The Odd Book of Baby Names Dealing with a multiplicity of perspectives, the narrative moves from one to the other with ease. A smooth and enjoyable read, with a smattering of dry humor, yet filled with tenderness and poignancy. The book proves it is possible to produce a criticism of the decaying feudal order, presided over by Muslim authorities without resorting to any othering devices

Geetanjali Shree: Tomb of Sand Wild and unruly, Tomb of Sand challenges our notions of what a novel should be. The impression of several novels within one give it a carnivalesque atmosphere. This novel is witty and irreverent yet filled with tenderness and psychological insight.

Sheela Tomy: Valli is a beautifully written work that transports us into another time and place. It presents a world gone by in which the natural world is an extension of the human world. The prose has many textures, with letters and quotes from scriptures, making for a deeply satisfying reading.

Daimler India Commercial Vehicles Partners with IIT Madras Incubation Cell to Accelerate Future Mobility Solutions



Pune (Voice news service): Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a wholly-owned subsidiary of Daimler Truck AG (“Daimler Truck”), today announced the signing of a Memorandum of Understanding (MoU) with IIT Madras Incubation Cell (IITMIC) to set up a technology epicenter to identify mid to long term solutions necessary for the future of Mobility. The partnership coined as DICV-IITMIC was inaugurated today at IIT Madras Research Park situated in the city.

Under this MoU, DICV will partner with IITMIC to identify, mentor and provide

opportunities to Indian technology start-up companies who will work towards finding futuristic solutions for the Indian Mobility Space, in the years ahead. DICV is the first and only OEM from the Indian automotive space that has partnered with an academia like IITMIC for future mobility solutions.

Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles, said, “India is going through rapid industrial and economic changes and technology will be at the core of businesses and lifestyle going forward. Daimler Truck has always been at the forefront of technological development in

the commercial vehicle space. We invested in India for the long term because we believe in its huge potential.

The DICV’s partnership with IITMIC is a watershed moment because this collaboration is based on a common belief that technology should be created and leveraged to transform the marketplace and not just product offerings. We also believe that by investing in and nurturing bright Indian technology start-up companies we will contribute to India’s growing economy and sustainably lead the change in commercial vehicles, logistics and in the domain of mobility services.”

Prof. Ashok Jhunjhunwala, President – IIT Madras Research Park, IITM Incubation Cell said, “IITMIC is the leading deep-tech incubator in India. Daimler Truck is one of the foremost heavy vehicle manufacturers in the world.

It designs vehicles for the world in India. As the fossil-fuel based vehicles get replaced by battery powered

or Hydrogen powered Electric Vehicles in near future, innovation and pursuit of deep-tech start-ups in the area will be a major task. This Daimler India Commercial Vehicles-IITMIC joint incubator would strive to become a leading incubator, where young talent flourishes; further it will become a think tank for fossil-fuel free world tomorrow. IITMIC and DICV will leverage our respective strengths to jointly provide mentorship and nurture start-ups by exchanging and participating in seminars, forums, events and symposiums that will help drive solutions for future mobility.” Situated in IIT Madras Research Park, this is India’s first University-based Research Park and Incubation Cell. It is India’s leading Deep-Tech Start-up hub with an aim to drive solutions for future mobility. DICV signed a Memorandum of Understanding (MoU) with IITMIC and has set up the Co-incubation Cell at IIT Madras Research Park.

pTron unveils Smartwatch with BT Calling just at INR 1499/-



Pune (Voice news service):- pTron, India’s rapidly growing and leading accessories brand for the youth, introduces the fully-loaded and stylish smartwatch that covers the essentials of a smartwatch and also features Bluetooth calling and receiving function at a fraction of the price of smartwatches with similar features provided by competitors. With an ultra-slim and light design and easy-to-use health management features, the pTron Force X10 is packed with power, so that the users can keep a closer check on

their health with out missing on style. Lightweight and ergonomically made, Force X10 features 1.7” large HD full-touch color display offering crisp graphics and amplified brightness. The elegant 2.5D curved spherical dial rests in a premium alloy metal casing. Built to last, Force X10 has been rigorously tested to ensure it makes for a perfect and comfortable all day and night wearable accessory suitable for men, women, and teens.

Commenting on the launch, Mr. Ameen Khwaja, Founder & CEO, pTron said, “We have

become the most preferred youth brand for products that are both visually appealing and value for money. With our all-new Force X10 smartwatch, we are making ground-breaking tech in smart wearables category accessible to masses at a remarkable price point. Our Force X10 combines innovative technology with iconic design aesthetic made for the GenZ and adults alike, at a price never seen before in the category, making it the perfect accessory to fulfill one’s health, fitness & fashion goals.”

Perfect blend of style and smartness, the Force X10 with its 8 active sports modes keep track of every step, every lap, every stat, so that you crush all your fitness goals. The smartwatch allows users to monitor their blood oxygen and heart-rate on a real-time basis. The pTron Force X10 also comes with support for IP68 rating for added protection against

water. Other features include Raise & Wake Display, Camera Control via Bluetooth, Sedentary Reminder, Music Control, and multiple watch faces.

The pTron Force X10 smartwatch comes with pTron’s proprietary pTron Fit+ App for Android & iOS. Intuitive & effortless the pTron Fit+ app features smooth animations and a tailored smartwatch UI that, together, allow seamless navigation for better insights into users health data. The pTron Force X10 features four stunning colors, including Glam Black, Pure Black, Space Blue & Suede Pink that make this smartwatch a fashion statement that complements all outfits. Force X10 is available on Amazon India at a special launch price of INR 1499/- on 4th September 2022 at 12 noon and comes with one year warranty. As a Special Launch offer, first 100 customers can buy Force X10 for just 99/- during the launch.

Falcon Corporation, ND Western & FHN consortium sign Gas Infrastructure Development Agreement with Lagos Free Zone

Pune (Voice news service):- A consortium of Falcon Corporation, ND Western Midstream Limited & FHN Gas Limited, has been selected to exclusively build, own, and operate a Natural Gas distribution infrastructure network within the Lagos Free Zone (LFZ). To actualize this opportunity, the Consortium shall incorporate a Special Purpose Vehicle (SPV): Optimera Energy LFZ Enterprise (Optimera Energy) within LFZ. The consortium signed a Gas Infrastructure Development Agreement with the Lagos Free Zone to formalize this engagement. The signing ceremony was recently held at the Corporate Head Office of LFZ in Victoria Island, Lagos.

At the event, Mrs. Audrey Joe-Ezigo, MD, Optimera Energy, said, “The Optimera consortium is made up of like-minded shareholders passionate about a common

goal: accelerating the further growth of domestic gas utilization in Nigeria.

Having reliable dedicated gas supply infrastructure installed in the LFZ adds tremendous value to existing industrial concerns and will increase the Zone’s attractiveness to future customers.” Ezigo noted that the endeavour would be a big step towards actualizing the objectives of the ‘Decade of Gas’ initiative of which gas-based industrial growth is a significant part. The Nigerian Petroleum Industry Act (PIA) provides the necessary regulatory environment for projects such as these to succeed in Nigeria. We look forward to working collaboratively with the Nigerian Midstream & Downstream Regulatory Authority (NMDPRA) in this project’s development and operation phases.

“The Consortium members bring over 50 years of experience and expertise in

operating across the Natural Gas value chain from upstream production in the Niger Delta to downstream distribution to industries in Lagos. Our dedicated Project Team will work diligently with a strict adherence to the highest standards of safety, operational excellence and regulatory compliance to deliver this project on time and under budget, as we have done within our respective portfolios.

The Managing Director/CEO of LFZ, Mr. Dinesh Rathi, during his interaction with the press, remarked, “In our continued efforts at Lagos Free Zone to provide a world-class industrial ecosystem that enhances the competitive positioning of Nigeria as a manufacturing hub, our partnership with the consortium of Falcon Corporation, ND Western Midstream Limited & FHN Gas Limited, is a landmark development.

With Lekki Port’s construction slated to be completed in December 2022,

we needed to secure a reliable arrangement to meet the energy needs of our fast-growing tenant base and we are confident that our partnership with the Consortium would help us realize the same.

This is a unique transaction in the history of Nigeria’s downstream sector wherein a consortium formed of reputable upstream and downstream companies come together to ensure gas supply to LFZ, the sunrise economic epicentre of West Africa.

Under this arrangement, the Consortium, through their special purpose vehicle, Optimera Energy, would deliver uninterrupted piped gas by early 2024 to all the enterprises within the Lagos Free Zone. “We welcome the Consortium on this collective journey towards unlocking Nigeria’s true potential.”

HERO MOTOCORP SELLS 462,608 UNITS OF MOTORCYCLES & SCOOTERS IN AUGUST 2022

Pune (Voice news service):- Hero MotoCorp, the world’s largest manufacturer of motorcycles and scooters, sold 462,608 units in August 2022. The Company had sold 453,879 units in the corresponding month of the previous year (August 2021). Sequentially, this translates into a growth over the month of July 2022, when the Company had sold 445,580 units. The Company expects the momentum to build-up in the coming months on account of a combination of multiple factors, including a healthy growth in country’s GDP, a normal festive season after a gap of two years, better monsoon resulting in decent agricultural harvest and positive consumer sentiments. Hero MotoCorp launched

multiple initiatives for customers, communities and enthusiasts in August.

The Company introduced the company’s two-wheeler resale platform “Wheels of Trust” in a phygital avatar. By offering an integrated omni-channel (digital and on-ground) exchange ecosystem, Hero MotoCorp aims to strengthen its one-stop solution to exchange existing two-wheelers of any brand by providing the best resale value.

Hero MotoCorp also inaugurated its first-ever ‘Xpulse Experience Centre’ in the country.

Set up at the Big Rock Dirt Park on the outskirts of Bengaluru, the state-of-the-art Xpulse Experience Centre with curated biking tracks and infrastructure is

designed to provide an unmatched off-road bike training experience to Xpulse 200 4V owners and enthusiasts. The company will soon reopen the bookings for the Xpulse 200 4V Rally Edition which will be available on Hero MotoCorp’s online sales platform – eSHOP at a price of Rs. 152,100/-.

Hero MotoSports Team Rally strengthened its National Team’s rider line-up by onboarding three new young riders including Tanika Shabbag, our first ever lady rider along with Karan Kumar and Arun T.

During the month, Hero MotoCorp announced the launch of the much awaited Harley Davidson “Nightster” motorcycle in India at a starting price of Rs 14,99,000/-

(Ex-Showroom Delhi).

Under the Company’s Corporate Social Responsibility (CSR) platform “Hero WeCare”, Hero MotoCorp extended its “Hero for Humanity” project to Karnataka, adopting 150 Covid-affected families in the state. As part of this program, the Company has already been supporting over 300 Covid-affected families in several states including Uttarakhand, Rajasthan, Haryana, Odisha, Andhra Pradesh and Gujarat.

Under the ‘Hero Salutes Heroes of the Nation’ project, the company also partnered with the Central Reserve Police Force (CRPF) personnel to provide 90 retro-fitted Hero Destini scooters and livelihood support to the families of the divyang ex-personnel.

ŠKODA AUTO RECORDS BIGGEST YEAR IN INDIA

Pune (Voice news service):- ŠKODA AUTO India, after witnessing record-breaking months in sales, a record-breaking quarter and a record-breaking H1 in 2022, has broken yet another sales record. That of selling the largest number of cars ever in its 20+ year legacy in India. The company sold 4,222 cars in August 2022, a 10% rise over the 3,829 cars it sold in August 2021. These cars see ŠKODA AUTO India touch 37,568 total sales for 2022 with more than a quarter yet to go. This makes 2022 the Biggest Year ever for ŠKODA AUTO in India. The previous best by the company was 34,678 units sold in 2012.

Zac Hollis, Brand Director, ŠKODA AUTO India, said, “All of my communication this year has been about making 2022 the Biggest Year. And now, we have done it. This is a landmark moment for ŠKODA AUTO in India, and in the world. The credit to this achievement goes to our teams, our partners, and most importantly to our customers and our fans. It is their trust in our brand that has made this feat possible. Moving ahead, we look forward to more mountains to climb and more horizons to conquer.” The foundation for this achievement was laid in 2018 with the announcement of INDIA 2.0. At the time, IN-

INDIA 2.0 was a path-breaking project that involved all-new Made-for-India products based on Made-for-India platforms and a complete overhaul of ŠKODA AUTO India’s business process including more customer touchpoints and severe reductions in ownership and maintenance costs.

The bulwark of INDIA 2.0 was on the Made-for-India MQB-A0-IN platform with 95% localisation and an ownership cost going as low as Rs 0.46 per kilometre. The KUSHAQ SUV debuting in July 2021 and the SLAVIA sedans introduced in March 2022 are world-first cars developed for India in unison with teams in India and the

Czech Republic. The incredible success of these INDIA 2.0 cars is what has driven most of the sales for ŠKODA AUTO India, ably supported by the OCTAVIA and SUPERB sedans and the KODIAQ SUV.

INDIA 2.0 continues on the customer satisfaction front with ŠKODA AUTO India constantly expanding its number of customer touchpoints across the country. From 175 touchpoints in December 2021, the company counts over 205 touchpoints as of date. ŠKODA AUTO India, in an endeavour to be closer to its customers has set a target of 250 touchpoints by the end of 2022.