



## Niva Bupa strengthens its presence in Pune

**Pune (Voice news service):-** Niva Bupa, one of India's leading standalone health insurance players strengthens its presence in Pune, as part of its next phase of growth. Niva Bupa aims to provide health coverage to over 1,50,000 people of Pune by FY 23-24. The Company is targeting to clock around INR 95 crore gross written premium by FY 23-24 and onboard 5,000 agent advisors in the next two years. Customers can avail cashless hospitalization at 300+ network hospitals located in Pune and have access to 9,100+ hospitals across the country. In the current phase of its expansion journey in the regional markets of India, Niva Bupa is marking its entry in Hadapsar. Niva Bupa targets to clock around INR 5 crore gross written premium in the next 5 years and bring around 5,000 people of Hadapsar under the ambit of health coverage by FY 2026-27. The customers can avail cashless hospitalization

at 7 network hospitals located in Hadapsar. The company will also bring business opportunities for people as it plans to onboard around 1,100 agents in Hadapsar by 2027. The company will provide adequate training programs and encourage women and housewives living in the city to become insurance agents, thereby helping them to become financially independent. As part of its growth plans in Maharashtra, Niva Bupa has consolidated its position in the region with a steady growth of 74% in retail business in the last two years and expanded to 14 cities in Maharashtra including 7 offices across Mumbai, Amravati, Jalna, Yavatmal, etc. Niva Bupa aims to achieve Gross Written Premium of INR 535 crore by FY 23-24. The company plans to provide health coverage to over 8,50,000 people of Maharashtra in next two years and onboard around 40,000 agent advisors by FY 23-24. In the last two financial years,

the company has paid overall claims worth around INR 390 crores in Maharashtra, including INR 52 crores for Covid related hospitalization. Talking about its expansion plans in Maharashtra, Mr. Ankur Kharbanda, Director - Retail Sales, Niva Bupa Health Insurance said, "At Niva Bupa, our endeavour is to bring a shift in the narrative around Health Insurance, to enable people to invest in health insurance early in life to secure the health of their loved ones to avail quality medical services whenever needed. With the surge in critical illnesses and lifestyle diseases and medical inflation in India, health insurance has become a priority purchase today. We are expanding our footprint in the Tier 2, 3 and beyond markets to democratise health insurance and make it affordable and accessible for everyone, which will thereby lead to health insurance penetration across markets. Moreover, we are investing heavily in growing our product portfolio.



lio. We plan to continue on our growth journey by introducing more innovative products to serve the evolving and diversified needs of our customers." Niva Bupa is one of the most trusted brands in the country with around twelve years of experience in offering quality healthcare support to people pan India. The company offers a wide range of comprehensive plans including indemnity, fixed benefit, and disease-specific products such as ReAssure, Health Premia, GoActive, Senior First, Criticare, Health Recharge, TravelAssure, etc. to suit the varying health needs of today's customers.

## IIFL Home Finance Ltd. (IIFL HFL) focusses on expansion of green affordable housing in Pune

**Pune (Voice news service):-** IIFL HFL, India's fastest growing digital first home finance company, launched the 13th chapter of Kutumb in Pune. Kutumb is IIFL HFL's flagship programme to provide green and sustainable housing to the economically weaker section and lower income groups. This is the seventh chapter that IIFL HFL has launched in association with the Asian Development Bank (ADB). Kutumb endeavours to promote green, sustainable, future-ready and affordable housing by actively collaborating and consulting with developers, architects and rating agencies. The association explores understanding of green designs, rating and finance choices to allow people from middle and lower income groups access to environmentally-friendly dwellings. It is part of a broader

attempt to promote green, affordable, and sustainable housing in India. In the past three years, this is the second time IIFL HFL is organising Kutumb in Pune. IIFL HFL organised Kutumb on November 18th, 2022 titled 'Expansion of Green Affordable Housing' in Pune on the occasion of the chapter's launch. The event focused on addressing subjects such as population demography, urbanisation, and the need for green, affordable, and climate-resilient housing, particularly in the light of Maharashtra's vernacular architecture and Pune's changing housing regulations. The participants and speakers dwelled on the challenges of uneven distribution of urbanisation and lack of consistent supply of housing projects for the low-income community. Irrespective of the demand, flooding, and an increase in

the run-off volumes because of the increased build-up area were also addressed during the event. The event was graced by many dignitaries, including Monu Ratra (ED & CEO, IIFL Home Finance Ltd), Jaiprakash Shroff (Chairman, IGBC Pune Chapter & Managing Director & Chairman, Shroff Group), Ashok B. Lall (Principal, Ashok B. Lall Architects, New Delhi), Priya Sunder (Senior Investment Officer, Asian Development Bank), Neha Kumar (India Programme Manager, Climate Bonds Initiative), Poorva Keskar (Director, VK: environmental) and Rupesh Agarwal (MD, Sara Group). Speaking at the event, Monu Ratra (ED and CEO, IIFL HFL) said, "Maharashtra is one of the pioneers in including green and sustainable housing as a component of climate action. By financing

and facilitating the creation of green dwellings for the economically weaker sections, Kutumb seeks to make these sections the beneficiaries of a broader climate action movement. The 13th chapter of Kutumb in Pune will carry the programme's mission forward by bringing in developers, policymakers, and all other relevant institutions to deliberate on the need for green housing and to find ways to overcome the challenges in popularising it." Maharashtra is one of the top states with the highest number of green structures. The Government of Maharashtra has been a pioneer in climate action. It released its first Climate Action Plan (MCAP) in March 2022 where it pledged to achieve net zero emissions by 2050. The Pune region is at the forefront of the state's mission and boasts of 107 green initiatives.

## Best time to be an entrepreneur in India - Nandan Nilekani

**Pune (Voice news service):-** We are seeing a change in mindset where everybody wants to become an entrepreneur, the excitement is palpable across the country. With no shortage of opportunities, this is the best time to be an entrepreneur. India is in a sweet spot and the next decade is ours said Nandan Nilekani, Co-founder and Non Executive Chairman of Infosys. He was speaking through a virtual interaction with Dr. Ganesh Natarajan, Chair TIECON 22 at the two days TIECON-2022 Future Achievers Conclave organised by TIECON at Hotel Conrad in Pune. Nandan Nilekani said that we are seeing the impact of Digital India, all these things are helping people lead a better life and improving the productivity and creating a very fertile ground for

innovation. The way the digital India is structured is such that the basic rails are provided for public system. The entrepreneurs can build on that and create applications. I see these complement each other. One of the biggest challenges in India is job creation. A large part of it has to come from domestic activity. Small businesses have to do well which will create jobs. But they need access to capital and market. Account aggregator systems will allow access to capital and will lead to democratization of small businesses. The second challenge is access to markets and there is where ONDC comes in. So Account Aggregator for credit and ONDC for access to markets will allow small businesses to grow and drive India's economic future.

## Wolters Kluwer opens Innovation Hub in Pune

Global technology leader expands presence in India with state-of-the-art facility



**Pune (Voice news service):-** Wolters Kluwer (Euronext: WKL), a leading provider of expert solutions, insights, and services for professionals, launched its new office in Pune, India. At the opening, leaders from across the company were present,

including Karen Abramson, CEO of Wolters Kluwer Tax & Accounting, Brian Diffin, the Executive Vice President, Global Technology - Tax & Accounting, and Pramod Paranjape, General Manager, Wolters Kluwer, India. India is among the key mar-

kets for Wolters Kluwer, and it has built a strong presence in the country from 2006, with offices in Pune operational since 2012. Given the diverse pool of engineering talent in Pune, the city has become a global hub of innovation for Wolters Kluwer. Karen Abramson, CEO of Tax & Accounting Wolters Kluwer, said, "We are proud to have the best technology talent and it's wonderful to see our employees energized about an exciting new space. Expanding in Pune is a significant milestone for us. Collaboration lies at the very core of our culture as an organisation, and we believe our modern office will inspire

our engineers and developers to continue to innovate and develop products for the future of the tax and accounting profession." With a traditional office seating capacity of 1100 and contemporary collaboration spaces, the sustainable facility promotes innovation and collaboration. The current employee strength comprises of primarily local talent across software engineers, managers, and support staff that caters to the tax and accounting segment. The new office is located at: Wolters Kluwer India Pvt. Ltd. IndiQube Orchid, Plot 3A, Loop Road, Shastrinagar, Yerawada, Pune 411006.

## The Call of the Blue Weekend Event held at Pune



**Pune (Voice news service):-** As a part of its engaging brand campaign "The Call of the Blue", Yamaha Motor India Group on Sunday (13th November), organized 'The Call of the Blue Weekend Event' at RMD Singhad College Parking, Warje in Pune. The customer engagement event by Yamaha was the first in Pune this year. Around 500 riders from Blue Streaks (a community of passionate Yamaha owners) and close to 1000 Yamaha fans participated in the event. Through this event, every motorcycle enthusiast got the opportunity to experience the thrill of riding and ex-

ploring the best of technology, performance, and safety features in Yamaha's premium model range. During the event, activities like Gymkhana Ride was organized for the participants to showcase their talent and sharpen their riding skills. To further build excitement, Test Ride Activity, display of the Yamaha product range and an Accessories & Apparel Zone was also arranged. Another major highlight of the event was the Styling Zone, wherein customers indulged in various forms of face painting and tattoo art. The company will also organize 'The Call of the Blue Weekend Events' in other locations of Maharashtra.

## Spirometry Key to Addressing the Challenge of COPD Under-diagnosis in the Country



**Pune (Voice news service):-** World COPD (Chronic Obstructive Pulmonary Disease) Day is observed in November, to raise awareness about this chronic lung condition which is the 2nd leading cause of death and accounts for approximately 9.5% of the total deaths in India. An umbrella term for a group of chronic inflammatory lung disorders, COPD is characterized by obstructed airflow and damage to the lungs. The onset of COPD is gradual, leading to patients failing to

recognise their condition and not seeking timely medical intervention. Early diagnosis of COPD has proven to be critical in addressing the COPD burden and can result in significantly improved outcomes. COPD is usually caused by long-term exposure to noxious particles or gases like cigarette smoke, chulha smoke, and air pollutants, to name a few. Patients experience symptoms like shortness of breath, cough, sputum production, wheezing, and a feeling of tightness in the

chest. In such patients, a lung function test called spirometry needs to be done to confirm a COPD diagnosis. Spirometry is the gold-standard diagnostic test for COPD2 and involves measurement of the amount of air one can breathe in and out, depicting the lung function of an individual. However, spirometry is highly underutilized, especially among primary or first point of care physicians for patients at the early stages of the disease. This is largely due to limited access to spirometers and limited innovation in this area. Highlighting the importance of a spirometry test, Dr. Mahavir Modi, Chest Physician & Interventional Pulmonologist, Punesaid, "Chronic Obstructive Pulmonary Disease (COPD) is characterised by persistent respiratory symptoms and lung airflow limitations. Given the progressive nature of COPD, early symptoms are often ignored by most patients until more severe late-stage symptoms

occur. Often in clinical practices, patient history and a clinical examination are relied upon to diagnose COPD, making it easy to miss the early warning signs of the disease. Standardising the diagnosis by use of a spirometer test as the first stage of intervention for patients experiencing early-stage symptoms is critical to ensure early diagnosis and treatment. Adding to the conversation Dr. Mahendra M. Kawedia, Chest Physician, Bronchocopist & Allergy Specialist, Pune said, "Administering a lung function test, specifically a spirometry test, can help avoid a delayed COPD diagnosis, mismanagement of the condition and ultimately prevent more severe flare-ups of the disease. So, for regions as well as populations that display high susceptibility to respiratory diseases like COPD, and are experiencing persistent respiratory symptoms, a spirometry test can help greatly. While the causes for respiratory ailments may

not completely be in one's control, being alert and aware for timely detection and diagnosis is important." Recently, considerable progress has been made to innovate and bring in devices that can improve the accessibility of spirometers to every pocket of the country by introducing elements of portability as well as wireless functionalities. Commenting on the access and innovation in spirometer devices, Dr. Jaideep Gogtay, Global Chief Medical Officer, Cipla Ltd. said, "Spirometers have proved to be instrumental in the early and accurate diagnosis of COPD. In order to bridge the access gap in spirometers, Cipla launched Spirofy<sup>®</sup>, India's first pneumotach based portable, wireless spirometer which significantly increased access to accurate spirometry across the country. Spirofy<sup>®</sup> has been tested in Indian patients and has been found to be as accurate as the gold-standard spirometer in diagnosing COPD with a 97% sensitivity<sup>3</sup>."

## Dabur Odomos Initiates '#MakingIndiaDengueFree' Campaign Spreads awareness on effective prevention from Dengue & Malaria



**Pune (Voice news service):-** Moving forward on its mission to help the city fight mosquito-borne diseases more effectively, Odomos - India's most preferred personal application mosquito repellent brand from the House of Dabur announced the launch of its mega initiative, #MakingIndiaDengueFree in Pune. Under this initiative, Odomos - will be directly reaching out to around 20 lakh people and educate them about the harmful effects of dengue & malaria and how to protect themselves, apart from providing free Odomos mosquito repellent creams. As part of this campaign, Dabur Odomos will conduct awareness sessions in public areas like Bus terminals, Railway stations & schools on effective prevention from Dengue. The drive was flagged off in Pune today. Dr. Satish Pathkar, took session for 200 kids from SVS school Khadki. Mr. Pradeep Magar (Principal) & Mr. Rajendran Ramamur-

thy (Joint secretary) present there, which will cover close to 70 towns across the states of Uttar Pradesh, Punjab, Rajasthan, Maharashtra and Delhi. "As a brand, Odomos has been working towards helping people stay safe from Dengue and other such mosquito-borne diseases. Taking this further, we have taken up this social initiative to help build public awareness on Dengue prevention since there has been significant increase in the number of Dengue cases in recent months. The need of the hour is to spread awareness around preventive measures and encourage a disciplined community, so that people may safeguard themselves from Dengue. Under this campaign, we will be spreading awareness about Dengue & Malaria and how one can protect themselves from it." Dabur India Ltd, Brand Manager, Ms. Sakshi Prasad said. Dabur India Ltd, Senior Marketing Manager - Home Care Mr. Santosh

Jayswal said: "Prevention is the key to avoid diseases like dengue & Malaria. Under this campaign we are spreading awareness around preventive measures so that people may safeguard themselves from vector-borne diseases is the safest bet. Making India Dengue free campaign is an initiative in the same direction. While taking necessary steps to protect ourselves, we should ensure that we protect our children too, not just while they're playing in the open but also inside the closed confines of their rooms. Odomos is the most preferred personal application product that offers users complete protection from mosquitoes that spread such life-threatening diseases. Whether it is day or night, one is outdoors or inside home, it is advisable to apply Odomos for complete protection from mosquito bites." About Dabur India Ltd: Dabur India Ltd is one of India's leading FMCG Companies. Building on a legacy of quality and experience for 137 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company. Dabur India's FMCG portfolio includes nine Power Brands - Dabur Chyawanprash, Dabur Honey, Dabur Honitus, Dabur Pudina Hara and Dabur Lal Tail in the Healthcare space; Dabur Amla, Dabur Red Paste and Vatika in the Personal care space; and Real in the Foods category.

## Pune schools come together to boost financial literacy among young students

**Pune (Voice news service):-** Pune schools are fast embracing and building on the principle that students learn best when they are given a chance to take charge of their own learning. Over 5000 students from Grade 7 to Grade 12 from city based prestigious institutions like The Bishops School (Camp), The Bishop's Co-ed School (Kalyani Nagar), City International School & Junior College and Silver Crest School amongst others participated in FINMANIA, India's largest Money Olympiad for Students. The first initiative of such scale is

being hosted by mavin, India's leading pocket money app for teens empowering Indian students with digital financial literacy and inclusion. India's teens are increasingly showing a strong inclination towards learning about new age digital financial solutions. Aligned with their sentiment, Pune schools are encouraging its students to test their financial literacy levels through offline and online exams which will then be followed by the zonal exams and the finale, with the winning prizes worth up to INR 10 lacs. Students from these schools are being

exposed to age-appropriate financial literacy skills via graded curriculum specifically designed for Grade 7 and 8, Grade 9 and 10, and Grade 11 - 12. Shayne McPherson, Principal, The Bishop's Co-ed School (Kalyani Nagar) says, "Participating in FINMANIA has been an enlightening and a unique experience not only for the children but also for the teachers, staff and myself. We often fail to give importance to a topic as crucial as financial literacy at this stage. With the help of this unique money olympiad, our children will

now be able to control their finances efficiently when they enter adulthood. We are impressed by the positive effect FINMANIA has had on our children and how it helped them develop a curiosity in the different domains of finances". Anuja Yerudkar, Principal, Silver Crest School remarks, "We are thankful for the excellent support provided through FINMANIA in shaping the young minds with the concept of money management. Associating with mavin's initiative was a valuable learning opportunity for these youngsters to get an exposure on varied as-

pects of banking and finance which will be beneficial for them in the long run". Mukund Rao, Co-Founder, mavin adds, "Indian teens are becoming financially independent, more than ever before. As young consumers, they are opinionated when it comes to their personal life and the choices they make, whether it is related to gadgets, fashion, food or travel. Partnering with over 200 schools across India for the Olympiad has brought us closer to our vision of empowering India's 200 million teens with financial inclusion and literacy".

## Courtyard by Marriott Pune Chakan Supports Physical Diversity

**Pune (Voice news service):-** There can be times when physical diversity suddenly stops us from enjoying life, and a part of us just refuses to perform to its fullest, leaving us hopeless and disheartened about our future. We might lose meaning to

our lives all together. Speaking about Courtyard by Marriott's personal commitment to giving back to society, Ms. Kumari says, "At Courtyard by Marriott Pune Chakan, we believe in giving back to the society in every way possible. Apart from

speaking to beneficiaries, we understood that this kind of support would assist in their daily quality of life, improving their personal outcomes for years to come. With the specialised help and support of specialised doctors.



**VIRSAA & DROME LIVE BRINGS SONU NIGAM TO PUNE**  
**Sonu Nigam is a genuine artist, a student of life!**  
**A musician who strives to better himself every day!**

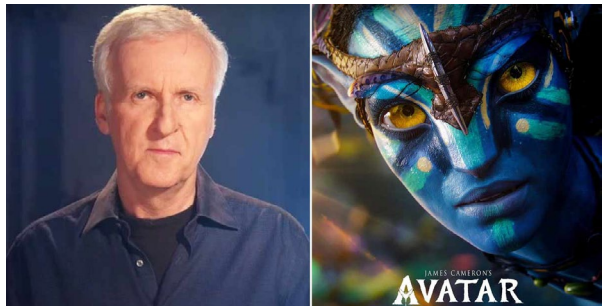


**Pune (Voice news service):-** Virsaa is back with the Indian musical genius, Sonu Nigam, with

Drome Live. The legend will perform in Pune on 26th November, 2022 at Mayfield Estate, Kharadi. His iconic melodies will fill the air of this musical evening. Virsaa, a highly glamorous musical concert, has previously received overwhelming support from the fans, with tickets selling out in no time. Directed and scripted by TrustFort Events, the musical gala will be a night unlike any other from the singer extraordinary.

Date: November 26, 2022, Venue: Mayfield Estate, Kharadi, Time: 7:00 pm Onwards. Tickets can be bought online from BookMyShow | Standing, Gold : Rs 2,499 | Seating Diamond 5th row : Rs 80,000 / 6 pax, Diamond 4th row : Rs 80,000 / 6 pax, Diamond 3rd row : Rs 80,000 / 6 pax, Diamond 2nd row : Rs 80,000 / 8 pax, Diamond 1st row : Rs 100,000 / 8 pax

**THE BIGGEST VISUAL SPECTACLE OF THIS DECADE JAMES CAMERON'S AVATAR**



**Pune (Voice news service):-** Return to Pandora, as James Cameron weaves his magic yet again! With "Avatar: The

Way of Water," the cinematic experience reaches new heights as Cameron transports audiences back to the magnificent world of Pandora in a spectacular and stirring action-packed adventure. Set more than a decade after the events of the first film, "Avatar: The Way of Water" begins to tell the story of the Sully family (Jake, Neytiri, and their kids), the trouble that follows them, the lengths they go to keep each other safe, the battles they fight to stay alive, and the tragedies they endure. Directed by James Cameron and produced by Cameron and Jon Landau, the Lightstorm Entertainment Production stars Sam Worthington, Zoe Saldana, Sigourney Weaver, Stephen Lang and Kate Winslet. Screenplay by James Cameron & Rick Jaffa & Amanda Silver. Story by James Cameron & Rick Jaffa & Amanda Silver & Josh Friedman & Shane Salerno. David Valdes and Richard Baneham serve as the film's executive producers. 20th Century Studios India will release "Avatar: The Way of Water" in English, Hindi, Tamil, Telugu, Kannada and Malayalam on December 16, 2022. Only in theatres.

**I have done romantic films and comedy films ,for the first time it's going to be my horror film**

**Pune (Voice news service):-** Sunny Singh has made a name for himself in Bollywood with movies like Sonu Ke Titu Ki Sweeti, Pyaar Ka PUNCHAMA 2, Ujda Chaman and a few more. His "Chal Joothi" from Pyaar Ka PUNCHAMA 2 went on to become one of the cult dialogues for the new Genz crowd. While fans are super excited to watch him

as Lakshman in Adipurush, the actor drops another surprise for them by being a part of an upcoming horror-comedy. This will also mark his debut in the horror genre. Speaking about the same, Sunny Singh shared, "The VarGin Tree is a little Spooky at the same time it's a horror comedy. So, I have done romantic films and comedy films, for the first time it's going to be my horror film, horror-comedy and action-comedy which I always love but also the VFX will be an interesting part to look forward to for our audiences. And on top of all this, it's Sanju Sir (Sanjay Dutt) so, it's going to be a different roller coaster." Well, fans can fasten their seat belts as Sunny Singh is all set to take them on a fun ride with his astonishing upcoming projects, be it The VarGin Tree or Adipurush.

**SHV Energy expands its LPG terminal capacity by 30,000 metric tonnes in Tuticorin, India**

**Pune (Voice news service):-** SHV Energy has expanded its cryogenic LPG storage terminal facility in Tuticorin, India. The expansion ensures LPG supply to the Indian market, primarily through SHV Energy's Indian subsidiary SUPERGAS. SHV Energy's Singapore-based trading unit S&RM (Supply & Research Management) will also supply third parties via the Tuticorin terminal. The facility, which is situated at the port, will expand from 8,500 metric tonnes to 38,500 metric tonnes, representing an investment of about INR 500 Cr. The terminal expansion was inaugurated today in the presence of Mr Bram Gräber, CEO of SHV Energy and Mr Santanu Guha, CEO of SUPERGAS. Mr Bram Gräber, who is a member of the World LPG Association (WPGA) Board of Directors, was also present at the World LPG Week 2022, being held this week in New Delhi. Speaking to media on the expansion, Mr Bram said: "Our strategy for expanding this terminal

is to ensure that our customers in Tamil Nadu have easy and affordable access to LPG. This expansion will allow us to offer government-run oil companies both the LPG and the storage facilities they need, thereby optimising logistics and strengthening the overall LPG landscape in India." Further adding: "LPG will help to accelerate India's long-term energy needs and will support the country's transition away from more polluting fuels, such as coal and oil." "LPG is not only a cleaner fuel than many existing alternatives, it's also much more accessible in India and can more easily reach areas that natural gas cannot reach," said Mr Santanu Guha, CEO of SUPERGAS. "LPG also has many important applications, from being used as a cooking gas, to transport and increasingly used in Industry. We look forward to further deregulation of the market to ensure increased investment in LPG infrastructure in support of India's long-term energy needs," said Mr Santanu.

**Cummins India Limited wins the prestigious Golden Peacock Sustainability Award 2022**



**Pune (Voice news service):-** Cummins India Limited bagged the prestigious Golden Peacock Sustainability Award 2022 in the engineering sector. The award was presented at the Institute of Directors' 2022 Annual London Global Convention on Corporate Governance and Sustainability.

to receive the acclaimed Golden Peacock Sustainability Award. Our PLANET 2050 sustainability targets give clear insights of the organization's commitment towards climate change. Cummins' priorities include reducing greenhouse gas emissions, volatile organic compound emissions, water consumption and waste of all kinds. 2030 goals based on scientific studies are clearly laid out as part of this commitment. Cummins India has made significant progress against the 2030 sustainability goals and this award is a testament of our efforts. Cummins' ESG performance starts with an expectation for excellence in all environmental, social, and corporate governance matters. We are fully aware of the crucial social and environmental factors that present opportunities for better relationships with people and planet, both internally and in the communities the company serves. We aim to be conscientious corporate citizens, committed to serving all our stakeholders. This award is also dedicated to our employees, whose excellence powers us towards our PLANET 2050 targets." Rajat Kumar, HSE Leader, Cummins India also presented Cummins Sustainability Strategy insights with the gathering during one of the sessions at the event. He elaborated on how Cummins had a consistent strategic orientation across the decades, and HSE partners with leaders, employees, and key stakeholders across the organization to continuously and proactively work toward sustainability goals.

**Data from Indus Health Plus show that Males are at a higher risk of developing diabetes than female**

**Pune (Voice news service):-** This Year World Diabetes Day theme is 'access to diabetes education', with the sole purpose of adding access to diabetes education and helping improve the lives of people with diabetes. To highlight the rising incidences of Diabetes Mellitus (DM), Indus Health Plus - a pioneer in preventive healthcare has observed trends related to blood sugar levels based on the healthcare check-ups conducted. The study examined health check-ups from Oct 2021 - September 2022, indicating that 23% of the people are diabetic and

32% of the people tested were in the borderline or the prediabetic range which meant that their levels were between 100 to 125 mg/dl. Regarding the health check-up data, Mr. Amol Naikawadi, JMD & Preventive Healthcare Specialist, Indus Health Plus said "India is considered as diabetic capital of the world and to address the same, Indus health Plus has always been into several awareness campaigns to educate people about the importance of early screening and timely treatment of the disease. People who are already diabetic can reverse the disease if corrective measures like healthy lifestyle, diet control and lifestyle changes are implemented. People with obesity, strong family history, having a sedentary lifestyle, with a history of raised sugars in pregnancy etc. are at a higher risk of developing this condition and they should be counselled about the importance of regular monitoring of blood sugar levels as well as the necessary precautions to be taken to prevent its onset due to lifestyle triggers. Besides this, genetic testing also plays a key role in identifying high risk people in the population. Based on the study, the following key findings were found Sample Size: 9000 Out of all the check-ups conducted, 25% males and 20% females are diabetic and 32% males and 31% females are tested were in the borderline. It is mainly caused by stress, obesity, sugar intake, alcoholic drinks, junk food consumption, and not exercising enough. A higher prevalence of the disease is observed in males compared to females. According to the Indus Plus Data, the test results of HbA1c done by Indus Health plus for the same data period showed 26% to be borderline or Prediabetic and 24% to be in the Diabetic range.

**vivo PRO KABADDI LEAGUE SEASON 9 PLAYOFFS & FINAL TO BE HELD IN MUMBAI**



**Pune (Voice news service):-** Mashal Sports, organisers of the vivo Pro Kabaddi League, announced that the vivo PKL Season 9 Playoffs & Final will be held at the Dome, NSCI SVP Stadium, Mumbai. The Eliminator 1 and Eliminator 2 will be hosted on 13 December

2022, while the Semi-Finals will be organized on 15 December 2022. And the Grand Finale is set to be held on 17 December 2022. The announcement was made during the launch conference for the Hyderabad leg of the vivo Pro Kabaddi League Season 9 on Thursday, 17 November 2022. After the completion of two high-octane legs at Bengaluru and Pune respectively, the 12 franchises will face off against each other at the Gachibowli Indoor Stadium until 10 December 2022 to find a place in the playoffs. Speaking about the venue announcement of the vivo Pro Kabaddi League Season 9 Playoffs & Final, Mr. Anupam Goswami, Head Sports Leagues, Mashal Sports and League Commissioner, vivo Pro Kabaddi League said, "Mumbai has always been a sport-loving city and especially a kabaddi-loving city. And therefore, we are very excited to organize the vivo Pro Kabaddi League Season 9 Playoffs and Final in the City of Dreams. Of course, before the Playoffs and the Final, our prime focus will be to entertain the fans in Hyderabad. I look forward to kabaddi lovers in Hyderabad to make the most of watching their favourite stars in the stadium after a gap of three years." The Telugu Titans Head Coach Venkatesh Goud expressed that the crowd in Hyderabad will spur the team on to put up good performances in the third leg of the vivo PKL Season 9, "We are very excited to play in front of our home fans in Hyderabad. The fans will certainly spur us on to put up great performances and we can't wait to entertain them in the stadium. Hopefully, we'll strike form in our home city."

**FOOD & RESTURANT**

**Enjoy the 'Anything at 99/-' brunch at Farmaash Lounge and Bar, Viman Nagar**



**Pune (Voice news service):-** Farmaash Lounge and Bar, a flagship bar with a large air-conditioned lounge & terrace, with happy hours & sports on TV has introduced their 'Anything at 99/- brunch'.



Get your friends and family to Farmaash Lounge and Bar for an amazing brunch experience with delicious delicacies and an exquisite range of drinks to choose from. The 'Anything at 99/- brunch' includes an exclusively curated menu which is strictly pocket-friendly. At Farmaash Lounge and Bar, there's something for everyone to have a good time! Prices are per dish/drink ordered. This is not an unlimited brunch. Venue: Farmaash Lounge and Bar, 3rd Floor, Lunkad Sky Cruise, above Shivsagar Veg Restaurant, Clover Park, Viman Nagar, Pune, Maharashtra 411014, Time: 12:00pm to 06:00pm, When: Every Sunday, Contact: +91 9096888899 book your tables

**Bank of Baroda inaugurates the 5th Edition of the 'Baroda Kisan Pakhwada'**

**Pune (Voice news service):-** Bank of Baroda (Bank), one of India's leading public sector banks, today announced the launch of the 5th Edition of the Baroda Kisan Pakhwada. The annual farmer engagement programme commences on November 15, 2022, and concludes on November 30, 2022, with the Baroda Kisan Diwas celebrations. During the 2-week agri festival, the Bank will connect with 4.5 lakh farmers through a number of outreach events. The Bank's network of ~5,000 semi-urban and rural branches across the country that predominantly serve the agri customer segment will actively participate in 'Baroda Kisan Pakhwada'. 'Baroda Kisan Pakhwada' has been designed to help the Bank boost engagement with the farming community and create awareness about various agri products, schemes & delivery channels offered by Bank of Baroda and initiatives taken by the Government for the benefit of farmers. Speaking on the occasion, Shri Sanjiv Chaddha, Managing Director & CEO, Bank of Baroda said, "As a leading public sector bank, Bank of Baroda has a strong legacy and deep roots with the Indian farming community. We connect rural and semi-urban India to mainstream banking, enabling them to scale up their agri operations with a range of lending products and banking services. 'Baroda Kisan Pakhwada' is a unique and truly one-of-its-kind initiative in the banking industry, an opportunity to strengthen our relationship with our agri customers and acknowledge their contribution to the nation."

The earlier four editions of the Pakhwada received an enthusiastic response from customers and were appreciated at various levels. In 2018, the inaugural edition of the Baroda Kisan Pakhwada was acknowledged by the "Limca Book of Records" as the largest farmer engagement programme of this nature in the country. Bank of Baroda's lending to the agriculture sector stands at Rs 1,14,964 crore as on September 30, 2022, recording a 14.1% year-on-year growth.

**"Mai bhi Subhas" campaign reaches Pune, Ministry of Culture, Government of India**

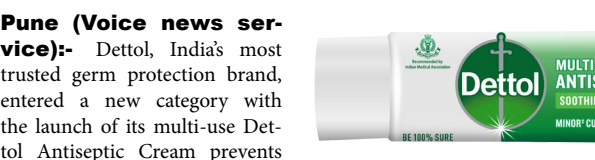
Supported National Celebration of 125<sup>th</sup> Birth Anniversary of Netaji Subhas Chandra Bose



**Pune (Voice news service):-** The 125th anniversary will be celebrated on the 23rd of January 2023, with pomp and grandeur, as it will be a special birthday of Netaji - One of Mother India's greatest sons for the entirety of India. "Mai Bhi Subhash" a Historically rich informative campaign aiming to create, and propagate awareness about Netaji Subhas Chandra Bose's contribution to the freedom struggle of India and his arduous life, was launched simultaneously from Leh, Kolkata and Mumbai, by the Netaji

Shelali Vaidya and Principal Mrs. Jayashree Anand Thatte Poona School and Home for The Blind Girls. This mobile exhibition was specially adapted and conducted for the specially abled students in Braille Lipi and received an emotional and heart warming reception. The enthusiasm and excitement surpassed all expectations. Most dignitaries felt such a dedicated exercise must be replicated extensively for the benefit of the specially abled schools who feel marginalized. In the exhibition, eight different milestones of Netaji are displayed, so that specially abled children can understand these milestones, the school made it in Braille Lipi, so that children can fully comprehend the information displayed. The on-wheel touring Mobile exhibit displays Netaji Subhas Chandra Bose's life through life-like statues/mobile displays. These audio-visual feedback loops have mesmerized and garnered respect in all the audience who have attended and thoroughly enjoyed the show. The theme driving these 3 mobile-vehicles, is Chalo Dilli a historically significant nara said during the oppressive British raj, to drive the Occupiers out. The aim of Mobile Display is To make the experience meaningful and accessible to persons in places where information on Netaji is not easily available. An exhibition including display of Netaji's message aimed at inspiring the youth and to raise awareness amongst the viewer's using multilingual approach. The mobile display will traverse both rural and urban areas. Mai Bhi Subhas" is a glorious campaign for a righteous and a noble cause; The life of Netaji Subhas Chandra Bose was filled with immense Challenges but his will to stand strong and proud for the country will never be forgotten. Every corner of the nation will cry out Netaji's name and sing of his valiant achievements.

**Dettol enters a new category with Dettol Multi-Use Antiseptic Cream**



**Pune (Voice news service):-** Dettol, India's most trusted germ protection brand, entered a new category with the launch of its multi-use Dettol Antiseptic Cream prevents infection in a variety of minor wounds, cuts, scratches. Dettol Antiseptic Cream is the only product in the Dettol portfolio to be exclusively available in drug-stores and pharmacies across India. This 'Made in India' product is formulated and crafted specially to cater to the first aid needs of Indian consumers. Nielsen's consumer research indicates that only 56% of consum-

ers use any form of branded first aid products, while the remaining 44% use basic home remedies or avoid applying anything with a marginal few consulting a doctor\*. With the launch of this antiseptic cream, Dettol aims to create a niche for itself in the cuts and wounds segment, building on its existing antiseptic liquid heritage. This OTC product with its soothing formulation is an effective and easy-to-use first level treatment attending to various kinds of minor cuts/wounds to prevent infections. Commenting on the product launch, Dilen Gandhi, Regional Marketing Director, South Asia - Health & Nutrition, Reckitt said, "As market leaders, it is our responsibility to address consumer gaps with products that cater to the needs of the Indian consum-



## Diabetes Awareness Rally by Lions Lions Club works like lions said by Dr. Sancheti



**Pune (Voice news service):-** On behalf of the Lions Club, social work is being done like lions in the world, including in the city of Pune, Dr. Kantilal Sancheti said. He was speaking at the 19th Lions World Diabetes Awareness and Organ Donation Program organised by the Lions Clubs of Pune 21st Century. As part of the awareness campaign on diabetes, an awareness rally was organised today, on November 18, and after that, a guidance programme was conducted on diabetes care, yoga, etc. Also, Samajratna Award Lions Narendra Bhandari, Sa-

maj Mitra Award Lions Dr. Eknath Gondkar, Dr. Mandar Dev, and Divya Jyoti Award Lions Camelia Patnaik were presented on the occasion. Currently, Dr. Chandras Shetty, Chief Convenor (Lions Provincial (2016-17) and Maharashtra Organ Donation Program Head), Dr. Harshal Ektapure, Lions Premchand Bafna, Dr. Sheetal Mahajan, Lions Sunil Chekar, Co-Convenor Lion Sham Khandelwal, Co-Convenor Lion Satish Rajhans, Organizing Secretary Lion Balwinder Singh Rana, Organizing Secretary Lion Vitthal Kute, Sharad Pawar, Vikas Mulay, etc.)



were present. Lions Club Charitable Hospital, Patit Mitra Parivar, Lions Club of Pune 21 Century, Patron Club, Participating Club, Ch. Various activities were organised on the initiative of Wadia Hospital, Sky Clinic, Seth Tarachand Ramnath

and precision farming. Mudita and Radhesh Pvt Ltd upcycles the chicken waste generated in butcheries and create woolen fibres and fertilizers. The winners were awarded a cash prize of Rs 50,000 each and a one year mentorship program from PIC Social Innovation Lab. The program saw 18 finalists across three categories who were selected from over 130 entries from across 20 states. The day long conference organized at YASHADA, Baner Road saw various sessions on tribal, rural and urban innovations which included presentations by the participants and interaction with various experts. Pratima Kirloskar, Social Innovations Society, Mukesh Malhotra, Chairman Weikfield Group of Companies and Dr. K.V. Somasundaram, Director, Associate Professor School of Public Health and Social Medicine PIMS-DU interacted with the social innovators. NCSI 2022 has been organized by PIC along with National Innovation Foundation, New Delhi and Tata Institute of Social Sciences (TISS, Mumbai) and provides innovators a platform to showcase

## Shikha Khanna Launches her First book celebrating Motherhood '100 Self Portrait, 100 Dreams'



**Pune (Voice news service):-** Shikha Khanna, India's first baby photographer has conceptualised MUM (Mothers United Moment) - a forum developed to uplift the spirit of motherhood. As a part of the moment, Shikha is launching her first ever coffee table book titled 100 Self Portrait, 100 Dreams. The book showcases 100 inspiring stories of mothers from different corners of the world. On this occasion, MUM also launched the MUM Empowerment Foundation. The foundation will work toward starting a series of CSR initiatives that will focus on the physical and mental well-being of mothers from all walks of life, including those who belong to socio economic disadvantaged backgrounds. MUM has already received love and gratitude from Prime Minister, Shri Narendra Modi who has written a letter appreciating and encouraging the moment that supports women empowerment. MUM concluded its first ever event curated for mothers in Pune at Oxford Golf Resort,

from November 11 to 13, 2022. The three-day event was replete with activities such as an Art of Living session and sound healing, an essential oil workshop, and a run for MUM marathon that was flagged off by Ms. Sucheta Pal, Zumba Ambassador of India. The event concluded with the launch of the book 100 Self Portrait, 100 Dreams. The book was launched by Mrs. Neeta Lad, philanthropist, social worker and founder of Antyodaya Pratishthan. Speaking at the launch of the book, Shikha Khanna said, "When I started this journey, I did not expect to garner so much love and appreciation from across the globe. Everywhere I go, I carry with me the inspiration from these 100 mothers from every nook and corner of the world and I am sure this will help me progress in my journey of impacting and empowering as many lives as possible."

Mrs. Neeta Lad added, "MUM is a fantastic forum conceptualized by Shikha and I am honored that I got the opportunity to be part of this book launch and the first ever MUM event. I congratulate Shikha on her efforts that have beautifully translated into this book and the foundation. I am confident that she will steadfastly continue on her journey to empower and inspire more people through her work." MUM is a forum conceptualized to empower mothers. The purpose of this project is to bring awareness and make an impact by using photography and different forms of art that can help mothers share empowering stories with the next generation. Pune was only the beginning, Shikha plans to take the event to various cities across the globe, to impact as many lives as possible through workshops, books and community building.

## Two day National conference by BNCA on "Built Environment and Beyond: Theory and Practice"

**Pune (Voice news service):-** As India moves forward on a progressive path, everything from the ancient knowledge of our tradition to today's modern science and technology should be included in a coordinated research in architecture required for man-made construction design. This should start from our academics itself opined Internationally renowned architect and professor of architecture and planning department at Indian Institute of Technology (IIT) Kharagpur, Dr. Joy Sen. As per the new national education policy, it is necessary to make comprehensive enhancements in architecture education. Architect Habib Khan, President, Council of Architecture (COA) expressed that responsible and confident professionals will be able to achieve qualitative growth. MKSS's Dr. Bhanuben Nanavati College of Architecture for Women (BNCA) recently organized a two-day national conference on Built Environment and Beyond: Theory and Practice. Dr. Sen and Architect Habib Khan presented the keynote speeches. The national conference was organized under the guidance of Dr. Anurag Kashyap, Principal BNCA. Convenor of the conference Dr. Aarti Verma and co-convenor Dr. Amrita Garud were present on this occasion. In this conference based on research papers, Dr. Vaishali Angal, Dr. Dharitri Wankhede, Dr. Amita Pradhan, Dr. Sanjivani Pendse etc including 29 scholars and 13 fellow scholars presented research papers. Dr. Abhijit Natu, Dr. Sharveya Dhongde, Dr. Vasudha Gokhale, Dr. Chetan Sahasrabudhe, Dr. Parag Narkhede, Dr. Shubhada Kamalapurkar, Dr.

Meera Shirodhekar, Dr. Swati Sahasrabudhe and Dr. Sujata Karve also spoke during the conference as an expert. Dr. Anurag Kashyap said that the culture of doing research in architecture on a multidisciplinary basis has already been cultivated in BNCA with 18 teaching professors and 37 research professors. It is on this basis that we have set a broad goal of starting a research center at local level, then national and finally international level. This national conference is the beginning of this initiative. Dr. Verma said that all the research papers to be presented in the national conference will be made available 'online'. The best research paper will be awarded. Dr. Joy Sen speaking on the topic of Scope of Research on Architectural planning in built environment said modern psychology and sciences is coming close to the Indian knowledge system. This has pushed the world to an understanding that we have to design our paradigm in such a way that our architecture and planning gives much more than measurements, coding and pythons and is about understanding the people, culture and ecosystems. So the ancient wisdom is increasingly realized. Some of the great wisdoms rooted in India recognized by modern sciences need to enter the vocabulary of design. This will help interconnectedness and interconnected living. The whole idea of designing a systems building is about understanding of all energy cycles in relationship with the socio economic and policy and institutional setups, this is the kind of research value we must imbibe in architecture and planning students so that they evolve holistically.

## Swachh Sustainable Solutions, Krishigati, Mudita and Radhesh Pvt Ltd win the PIC Social Innovation Awards 2022

**Pune (Voice news service):-** Rahul Nainani (Recircle-Swachh Sustainable Solutions), Sonali Weljali (Krishigati) and Radhesh Agrahari (Mudita and Radhesh Pvt Ltd) have bagged this year's Social Innovation Awards given by Pune International Centre (PIC). The winners were awarded in urban, rural and tribal categories respectively in presence of Kishor Chaukar, Former Managing Director Tata Industries Ltd, Dr. Raghunath Mashelkar, eminent Scientist and President PIC Dr. Raghunath Mashelkar, Dr. Vijay Kelkar Vice President PIC, Abhay Vaidya, Director PIC, Prashant Girbane, General Secretary PIC and Mandar Joshi, Head- Social Innovation Lab. Sangita Jindal, Chairperson JSW Foundation delivered the keynote address. Under the Recircle initiative Swachh Sustainable Solutions works to divert plastic waste from oceans and landfills by implementation ethical and traceable reverse supply chain for the waste. Krishigati provides technology solutions to farmers for modern

and precision farming. Mudita and Radhesh Pvt Ltd upcycles the chicken waste generated in butcheries and create woolen fibres and fertilizers. The winners were awarded a cash prize of Rs 50,000 each and a one year mentorship program from PIC Social Innovation Lab. The program saw 18 finalists across three categories who were selected from over 130 entries from across 20 states. The day long conference organized at YASHADA, Baner Road saw various sessions on tribal, rural and urban innovations which included presentations by the participants and interaction with various experts. Pratima Kirloskar, Social Innovations Society, Mukesh Malhotra, Chairman Weikfield Group of Companies and Dr. K.V. Somasundaram, Director, Associate Professor School of Public Health and Social Medicine PIMS-DU interacted with the social innovators. NCSI 2022 has been organized by PIC along with National Innovation Foundation, New Delhi and Tata Institute of Social Sciences (TISS, Mumbai) and provides innovators a platform to showcase

## Manarang exhibition at MMF Hospitals Joshi Hospital

**Pune (Voice news service):-** Manarang - colours of the mind, exhibition has been organised at MMF Hospitals Association-Joshi Hospital in association with Niche Advocacy Foundation from 17 November to 19 November to mark the National Epilepsy Day. The exhibition includes paintings expressing the feelings of patients of epilepsy. The exhibition will be open from 10 am to 6 pm at ground floor at Joshi Hospital.

The exhibition was inaugurated at the hands of Dr. Sudhir Kothari, Dr. Poornima Gauri, Consultant Neurologist, Dr. Ashish Atre, Director of MMF Hospitals Association, Dr. Shalini Pawar - Chief Operating Officer, Dr. Vijay Agrawal - Administrator and staff members. Dr. Poornima Gauri, Consultant Neurologist at Joshi Hospital and Director at Niche Advocacy Foundation said that the main aim behind organizing the exhibition is to create awareness

about epilepsy and to give a platform to patients to express themselves through art. Chief Guest and well known Senior Neurologist Dr. Sudhir Kothari said that epilepsy somehow is looked upon differently. We need to remove the whole stigma around the epilepsy. This is a unique activity in the form of art exhibition to create awareness about epilepsy and that it is just like any other disease which can be managed and the patient can lead a normal life.

ADP India celebrates 'Bring Your Kids To Work', rekindling the annual ritual post-COVID



**Pune (Voice news service):-** ADP India, a leading provider of Human Resources Management Software & Services, has celebrated its 'bring your kids to work day' today. The annual event was celebrated with grandeur, fun and cheer, owing to the two-year gap of the celebration caused by the pandemic. With over 800 associates and 1200 children in Hyderabad, and over 350 associates and 500 children in Pune, the event was a grand success. Recognizing the importance of family for an employee, ADP India's annual event brought together associates and their families for a day filled with fun activities, engaging gaming sessions and a delicious lunch for everyone.

ADP India was established in India in 1999, and 23 years later, it has only grown into a big family amounting to 10,500 associates. The bring your kids to work day at ADP is a much-awaited event, and the event preparations started well ahead of time. It creates an opportunity for children to understand the workplace of their parents, to meet their work family and other children through this activity. For ADPeers, it is an event for them to rejoice in togetherness with their families. The pre-celebration included office decor, kids' area, inflatable play pens, coloring activity, magic show, DJ for kids, lunch in takeaways boxes for

associates and their families. The organization understands the importance a family plays in an individual's life, hence the family's involvement the individual's work life- such as seeing the workplace, environment and blending the part of lives- personal and professional can give an associate the confidence boosts to perform better and make their family proud. On seeing the huge turnout, Dr. Vipul Singh, Divisional Vice President and Head of HR said, "Our hearts feel so content seeing our employees and their kids part take in the merrymaking activities. This was deeply missed in the pandemic; it has also made us realize our core values- progress through solidarity and Win as One. Witnessing this joy, has only made us confident in our ADPeers family, to achieve our goals, together, supporting one another with the support from their families." The Organization is re-starting their initiatives, which had been halted for two years, due to the pandemic. These initiatives help in employee engagement, boosting morale and team building. The annual event concluded on a positive note with play areas, painting zones, and take away snacks for the associates and their families.

## RummyCircle launches 'Raho Ek Kadam Aage 3.0'



**Pune (Voice news service):-** RummyCircle, India's largest and most popular online skill gaming platform, today launched two new ad films under the brand's 'Raho Ek Kadam Aage' campaign. In this third edition, the popular campaign is based on the idea of 'Chaar Kadam Aage Socho Aur Raho Ek Kadam Aage' and emphasizes foresight, skill and intelligence

to stay ahead in life as well as in the game of Rummy. The campaign features Bollywood superstar Hrithik Roshan, who was roped in as the brand ambassador for RummyCircle at the beginning of the year. Commenting on the campaign, Avik Das Kanungo, Associate Vice President- Brand and Marketing Strategy, Games24x7 said, "We are thrilled to launch

the third edition of our popular campaign 'Raho Ek Kadam Aage'. This time, we are taking the campaign thought and core messaging one step ahead by saying 'Chaar Kadam Aage Socho Aur Raho Ek Kadam Aage' with the narrative of the films highlighting the philosophy of foresight, quick thinking and accurately gauging the moves of your opponent. We are confident that the campaign shall touch a chord with our audience and strengthen their engagement with the platform." Speaking about his association with RummyCircle, Hrithik Roshan said, "A game like rummy is great cause along with being entertained, it also helps sharpen acumen, enhance quick-thinking because it requires the ability to plan ahead to give your best performance. These are great life skills that can be cultivated even while having fun. RummyCircle brilliantly weaves an experience for Indian gamers that can hone problem solving and provide mental agility. Onto the third campaign with them together and it has been a fantastic association so far."

## Large number of young diabetics a concern- Experts

**Pune (Voice news service):-** While India becoming the diabetes capital is a concern, the bigger concern is the number of young diabetics, according to experts. The World Diabetes Day is observed on 14 November every year and with each year awareness about type 1 and type 2 diabetes is increasing. Yet the fact remains that more and more young people are being diagnosed with higher sugar levels. Dr. Uday Phadke, Endocrinologist and Diabetologist at Sahyadri Hospitals said that Diabetes in India comes with some worrying and distinct characteristics. Indians are more prone to diabetes with higher insulin resistance, central obesity, higher A1C, smaller coronary arteries, environmental and other factors. This makes diabetes in India different. Faulty / sedentary lifestyle including lack of sleep

& exercise along with improper diet, high calorie foods, increasing stress, obesity are adding to the already grim situation. He added that many people today come to us in their 30s with high blood sugar levels. Many of them may have complications right at the onset and subsequently high incidence of cardiovascular or renal problems. Diabetes at a younger age means they may develop complications early in their life, if the disease is not managed properly. For eg. Some of the people even present with cardiac issues, the underlying problem being high sugar levels which went undetected. This was evident during the pandemic also. To add to this, because of the asymptomatic nature, there is no regular screening to check sugar levels as well as the status of the organs at risk. We need to change this. For those who have diabetes,

a structured program must include regular consultation, sugar level checkup, status of health of organs such as eyes, heart, kidneys and consultation regarding lifestyle. There is a need to move forward in an organized way with help of proper medical records which will ensure that we don't resort to adhoc treatments based on the prevailing symptoms at that time. A specific roadmap is necessary. When should a normal person get checked for sugar level? Considering the alarming situation in our country, anybody who is 30 or above years of age, should get checked for blood sugar levels opined Dr Phadke. Also those considering pregnancy, having irregular periods, experiencing impotency, unexplained weight loss, fatigue, tingling in the limbs or any vague symptoms should check sugar levels.

## Airtel powers Pune Airport with ultrafast Airtel 5G Plus

**Pune (Voice news service):-** Bharti Airtel ("Airtel"), India's leading telecommunications service provider today announced the deployment of its cutting edge Airtel 5G Plus service at Pune Lohegaon Airport, making it the first airport in the state to enjoy ultrafast 5G services. Customers flying in and out of Pune can enjoy high speed Airtel 5G Plus across the airport terminal. Passengers can enjoy blazing speeds on their mobile phones while they are at the arrival and departure terminals, lounges, boarding gates, migration and immigration counters, security areas, baggage claim belts, parking area etc. All customers with 5G smart phones will enjoy the

high speed Airtel 5G Plus on their existing data plans. There is no need to change the SIM as the existing Airtel 4G SIM is 5G enabled. Commenting on the launch, George Mathen, CEO, Maharashtra and Goa, Bharti Airtel said, "I am thrilled to announce the beginning of a new chapter in Maharashtra as Pune International Airport, becomes the first airport in the state to have the Airtel 5G Plus services. While at the terminal, customers can now access superfast access to High Definition video streaming, gaming, multiple chatting, instant uploading of photos and more. I thank the authorities for all the support extended to make this project live."

## Bharat Web3 Association (BWA) unveiled by industry leaders

**Pune (Voice news service):-** Industry leaders across Web3 verticals unveil Bharat Web3 Association (BWA), to enable and support the growth of India's Web3 ecosystem. Members of the BWA span multiple verticals including NFTs, Web3 Gaming, Infrastructure Providers, Virtual Digital Assets (VDAs), and Token Projects. Speaking on the occasion, Kavin Bharti Mittal, Founder & CEO, Hike, stressed upon the role of Web3 in revolutionising the Indian economy. "Indian consumers

spend an average of 7+ hours per day on their smartphones, almost half their waking lives. The blockchain finally enables consumers to own the value associated with their time spent digitally thus potentially unlocking brand new economic opportunities for themselves. It's becoming increasingly clear that the next wave of wealth and value creation will come from a financial world that is programmable end to end. India could be at the centre of this next wave and boost its economy to strengthen its position on the world stage.

## This Children's Day, BabyChakra & The Moms Co launch #MomsTalk



**Pune (Voice news service):-** India's leading parenting platform and DTC brand BabyChakra and The Moms Co, a leading mother and baby care brand came together to celebrate Children's Day and launch India's first community meet-up series exclusively for moms called 'MomsTalk' - a nationwide support group for mothers that brings moms from all walks of life to come together, to inspire each other, have frank open chats on motherhood and beyond and through shared experiences support the next generation of mothers & children. The event took place at the My-Glamm store in Juhu, Mumbai on 12th November. The 'MomsTalk' session featured a stellar panel - Actor, Eco Investor, Goodwill Ambassador UNEP Dia Mirza, TV Actor Nisha Rawal alongside Dr. Tanushree Pandey, Designer Simone Khambatta, Entrepreneur Tejal Bajla and Naiyya Saggi. Co-founder of The Good Glamm Group & Founder & CEO, BabyChakra where they touched upon the phases of motherhood, child-

hood and the need to support underprivileged children. It was moderated by Barkha Chawla, community manager Parenting Pod at BabyChakra. Commenting on the event, Naiyya Saggi, Co-founder, The Good Glamm Group and Founder & CEO, BabyChakra said, "As mothers, we often find ourselves questioning our choices for ourselves and our children. It is only when we interact with other mothers, we realise that we all are trying to do best for our families and ourselves in the ways we know. We are super excited to share our initiative 'MomsTalk', a supportive space for all mothers to talk about not just the joys of motherhood but also all the attempts to reclaim self, manage the stresses of raising children in today's world, and address the questions that come along with it. We are marking the launch of #MomsTalk on Children's Day by continuing our support to the children of C.R.Y and contributing to keeping our children safe, healthy, fed and educated." Sukhleen Aneja, CEO of FMCG &

Beauty Brands The Good Glamm Group, says, "With our innovative range of products, what we do need is to build communities that resonate with the brand, and that's where #MomsTalk, a BabyChakra and The Moms Co community initiative, come into the picture. India's first community meet-up series for moms and having such a strong social purpose will surely help the brands grow holistically. With The Moms Co and BabyChakra, we wish to inspire communities to experience clinically proven toxin-free products for the mum and baby. Adding to this, Malika Sadani, Founder & CEO, The Moms Co shared, "It is important to feel safe while sharing struggles faced without the fear of being judged. It also helps others when they know that they aren't the only ones facing similar challenges. Through #MomsTalk, we want to establish that we are creating a safe space for all moms." Kreeanne Rabadi, Regional Director, CRY - West commented, "We are very happy to associate with The Moms Co, BabyChakra and the Good Glamm Group for the important initiative of mothers coming together to support the children of CRY. It is special to see their property #MomsTalk, India's first community meet-up series exclusively for moms, also have such a strong social purpose to it."



## Signify expands its Philips Smart Wi-Filightingrange with new portable smart lamps



**Pune (Voice news service):-** Signify (Euronext: LIGHT), the world leader in lighting, has expanded its Philips Smart Wi-Fi lighting range in India with the launch of two new portable smart lamps—Philips Smart LED Squire and Philips Smart LEDHero. These beautifully designed lampshade users to bring colorful smart light to any corner of their living area. You can place it on your

bedside, coffee table or bookshelf to cast a soft colorful glow on the wall and create a cozy corner for reading, exercising or just relaxing at home.

With these easy-to-use portable lamps, you can brighten up your home with soft light in any color you like or simply apply a dynamic light mode designed for you. You can also choose from a wide range of energizing cool white to soft warm white lights, or simply select from the preset modes such as Focus and Relax to create the best ambience for your activities.

The Philips Smart LED Squire and Philips Smart LEDHero have a subtle round-shaped design and a simple plug-and-play operation which makes them easy to use and carry anywhere in the

home. While the Philips Smart LED Squire table lamp comes with a dual-zone light effect, the Philips Smart LEDHero table lamp is equipped with a tap sensor control, in addition to app and voice controls.

These smart portable table lamps can be remotely operated from anywhere using the Philips WiZ app or through voice control. They are also compatible with all smart home systems that work via existing Wi-Fi networks. You can also automate these smart lights to follow your daily or weekly routines. Schedule your lights to turn on in the morning or before you arrive home, and to keep them off to save energy, when they are not necessary.

Commenting on the launch, Sumit Joshi, CEO & Managing

Director, Signify South Asia said, "The demand for smart lighting is steadily growing in India, owing to increasing internet penetration and a growing younger audience that prefers lighting that is smart and convenient."

We are delighted to announce the expansion of our Philips Smart Wi-Fi lighting range in India with our newly launched portable table lamps—Philips Smart LED Squire and Philips Smart LEDHero. We are confident that users will enjoy the convenience of these plug-and-play portable lamps."

The Philips Smart LED Squire and Philips Smart LEDHero table lamps are available in white colour and 9W option, on leading e-commerce platforms in India.

## Syngenta introduces 'Crop Doctor' feature in its Cropwise Grower App for instant solution for pest and disease attack

**Pune (Voice news service):-** Syngenta – a leading science based global agtech company – today announced the introduction of Crop Doctor feature in its Cropwise Grower App, an AI-powered tool offering swift, simple and effective solutions for farmers to identify pest or disease attack and get an instant remedy. Syngenta also completed the Drone Yatra in 13 states completing a milestone of 17,000 Km to create awareness of drone spraying among farmers.

Announcing Crop Doctor Sushel Kumar, MD and Country Head, Syngenta India Pvt Ltd said that globally farmers are facing challenges including climate change, soil erosion and biodiversity loss, as well as having to manage changing consumer expectations.

"We work on supporting farmers by further improving the way crops are grown and protected, and to work with partners to find solutions that address environmental, societal and economic challenges. The newly added Crop Doctor feature in the Cropwise Grower App will be very helpful for the farmers," he added.

The Cropwise Grower App, with this unique feature assumes critical significance in view of growing need to check crop losses as the world is going to have projected two billion more people to feed by 2050, while India will



have 1.66 billion people to feed said Sushel Kumar, Managing Director and Country Head Syngenta India Pvt Ltd.

"Using Crop Doctor feature, all a farmer needs to do is click a photo from the Cropwise Grower app; Crop Doctor will help identify pests or diseases, and details of which Syngenta products are to be used. The App is available in 10 major languages including Hindi, Marathi, Punjabi, Telugu, Gujarati, Bengali, Odia, Tamil, Kannada, and English and promises to add tremendous value to farmers," Sachin Kamra, Head, Farmer Centric Ecosystem, Syngenta India Pvt Ltd.

Adoption of productivity-boosting technologies, innovations and enabling interventions will not only transform agriculture in a sustainable manner, but will

also empower farmers by helping and guiding them on how to irrigate, fertilize and apply crop protection products to their crops. "The App features 10 major crops Paddy, Tomato, Corn, Watermelon, Cotton, Soybean, Hot pepper, Sugarcane, Potato, and Sweet Corn with more crops to be added soon," added Kamra.

Cropwise Grower App, which was launched in August this year, has received tremendous response from farmers across the country. "Our app has been installed by more than three lakh farmers in just 75 days," informed Kamra.

Use of latest technology to make agriculture profitable for farmers has been Syngenta's priority. Syngenta has extensively worked with various state governments on demonstration of use of drone

in agriculture, especially for spraying which can help farmers save time and money. Syngenta has already received Drone-use label claims for some of the products, while other products are in the pipeline. Drone services are being expanded across India in a DAAS (Drone as a Service) model. "Currently, our commercial spray operations are live in five states - Punjab, Haryana, Madhya Pradesh, Andhra Pradesh and Telangana," said Kamra.

"During Syngenta Drone Yatra, over 130 demonstrations were made to farmers, with the focus on highlighting the value of drone spraying in agriculture. The Drone Yatra covered over 17,000 kms across India, passing through Maharashtra, Madhya Pradesh, Gujarat, Rajasthan, Punjab, Haryana, Uttar Pradesh, West Bengal, Telangana, Andhra Pradesh, and Karnataka and has returned to Pune today to complete the journey," said Dr KC Ravi, Chief Sustainability Officer, Syngenta India Pvt Ltd. As many as 10 mega events were conducted during the Yatra with excellent support from the state governments and local administrations. "The Drone Yatra is a part of our efforts to make farming profitable and sustainable so that farmers are motivated to pursue agriculture as it is not only becoming more complex but also the return on investment is not attractive," added Kumar.

## Innovate, Develop New Technologies & set up companies for a strong self-reliant 'New India'

**Pune (Voice news service):-** Manipal Academy of Higher Education (MAHE) saw an illustrious assembly of guests grace the opening day of the Institution of Eminence's 30th Convocation Day on Friday, November 18, 2022. Leading the high-profile list was the chief guest—Minister of Defence, Government of India, Shri Rajnath Singh, who delivered the convocation address rallying students to empower the nation through their learnings and youthful enterprise. Lt Gen (Dr) Madhuri Kanitkar, PVSM, AVSM, VSM (Retd.), Vice Chancellor of Maharashtra University of Health Sciences, Nashik, was the guest of honour.

"Youth Education and Nation Building" was the crux of the honourable minister's message to the graduating students. Raksha Mantri Shri Rajnath Singh has called upon the youth to innovate, develop new technologies, and set up companies, research establishments & start-ups in the country to realise Prime Minister Shri Narendra Modi's vision of a strong and self-reliant 'New India'.

Addressing the convocation ceremony of Manipal Academy of Higher Education (MAHE), Manipal Shri Rajnath Singh stated that "the world is acknowledging the power of the country's young, ignited minds, with major companies such as Google, Microsoft, Adobe, and IBM hiring Indians at respectable positions.

The Raksha Mantri lauded the Manipal Group of Educational Institutions for their contribution to education and research. He congratulated the graduating students, encouraging them to move forward despite hurdles to create a better future. He extended special congratulations to the girl students, exuding confidence that they will be the pillars of a strong and prosperous 'New India'.

Dr Rajnath Singh also added, "Manipal Academy of Higher Education is a highly reputed institution for research and innovation around the world. Manipal's group of educational institutes succeeds and reflects Dr TMA Pai's values. He is a legendary institutional builder. He was ahead of his time and a visionary personality.

Other successes of Dr. TMA Pai are Manipal (MAHE) and the Syndicate bank he founded. Manipal gives emphasis on education and the employability of its students. Mr Satya Nadella is one of the examples of this institute. He is leading Microsoft. I want to see hundreds of Satya Nadella's from this institution to lead India and the world. Institutions like Manipal have important contributions to the nation" Shri Rajnath Singh also inaugurated the new building for Manipal School of Architecture and Planning (MSAP) during the visit to MAHE, Manipal. With all modern technology and state of the art facilities, MSAP is totally

a GRIHA (Green Rating for Integrated Habitat Assessment) compliant energy-efficient Campus.

Students were feted for their achievements amidst a host of university dignitaries at KMC Greens, including, Pro-Chancellor Dr H.S. Ballal, Dr Ranjan R Pai, President, MAHE Trust & Chairman Manipal Education & Media Group (MEMG), Lt Gen (Dr) M D Venkatesh, Vice-Chancellor, Dr Venkatraya Prabhu, Pro-Vice Chancellor, Dr Dilip G Naik, Pro-Vice Chancellor, Dr Pragna Rao, Pro-Vice-Chancellor, Dr Narayana Sabhahit, Registrar and Dr Vinod V Thomas, Registrar, Evaluation. The gold medal winners facilitated on day one were Himanshu (Kasturba Medical College, Manipal), Vinita Rosa Monis (Manipal College of Nursing), Satish Nayak (Manipal School of Information Sciences), Shah Diya Hemantkumar (Manipal Institute of Technology), and Aahana Bhamhani (WELCOMGROUP Graduate School of Hotel Administration).

Speaking at the occasion, Lt Gen (Dr) Madhuri Kanitkar, PVSM, AVSM, VSM (Retd.), Vice Chancellor of Maharashtra University of Health Sciences, Nashik, said, "The pandemic has challenged teachers and students with physical limitations, changing the very fundamentals of learning. It has taught us resilience, and students have adapted and learnt beyond their books. Graduates are now ready to face a future built on

sectors we're discovering in response to the pandemic's outcomes and the planet's other concerns. Students with a positive mindset, a qualified skillset, and a curious attitude will succeed, while educators must focus on aligning education to the needs of society."

Dr HS Ballal, Pro-Chancellor of MAHE, added, "The past few years have been especially difficult, but arriving at this occasion is a testament to our students' grit and spirit. Our graduates truly deserve this moment—they have been exceptional alongside our teaching staff and college administrators. We're excited to see how they will apply their learnings and impact society and beyond."

Lt Gen (Dr) M D Venkatesh, Vice Chancellor, MAHE, said, "It is a moment of immense pride to celebrate our graduates' accomplishments and acknowledge them as they set out to change the world through their dreams, verve, and expertise. We cherish the fact that we've been able to mentor and work with this fine group of individuals and watching their development at close quarters has been hugely satisfying and gives us the belief that the future is in good hands." Presenting the vote of thanks, Registrar Dr Narayana Sabhahit thanked all the dignitaries present at the occasion and extended heartfelt gratitude to parents, students, and esteemed press and media representatives.

## Range Rover and Range Rover Sport Awarded Five-Star

**Pune (Voice news service):-** The New Range Rover and Range Rover Sport have both been awarded maximum five-star ratings in the latest Euro NCAP safety tests. The luxury SUVs draw on more than 50 years of expertise in delivering exceptional breadth of all-terrain capability, refinement and safety. The new models are the latest in a long line of Range Rovers to gain a five-star rating under the stringent Euro NCAP star rating safety protocols introduced in 2009, stretching back to the Evoque in 2011.

Both models are based on a new mixed-metal, flexible Modular Longitudinal Architecture, which provides solid foundations for a suite of state-of-the-art



driver assistance technologies to work in harmony for a responsive and refined drive. New Range Rover, which is available with four-, five- and seven-seat configurations, is up to 50 per cent stiffer than its predecessor while the Range Rover Sport is 35

per cent stiffer than before.

The award-winning New Range Rover scored 87 per cent for Child Occupant Protection and 72 per cent for Vulnerable Road Users, while the Range Rover Sport achieved an 85 per cent rating for Adult Occupant Protection.

## Cummins Inc. and Tata Motors sign a Memorandum of Understanding to accelerate India's journey towards

**Pune (Voice news service):-** Cummins Inc., a global power solutions and hydrogen technologies provider, and Tata Motors, the largest commercial vehicle manufacturer in India, today signed a Memorandum of Understanding (MoU) to collaborate on the design and development of low and zero-emission propulsion technology solutions for commercial vehicles in India, including hydrogen-powered internal combustion engines, fuel cells, and battery electric vehicle systems.

The MoU was signed in the presence of N Chandrasekaran, Executive Chairman, Tata Sons, and Tom Linebarger, Executive Chairman, Cummins Inc., on November 14, 2022, at the Tata Sons Headquarters - Bombay House, in Mumbai, India. Senior officials and dignitaries from Cummins India and Tata Motors were also present during the



MoU signing ceremony. On this occasion, Mr. N Chandrasekaran, Executive Chairman, Tata Sons and Chairman, Tata Motors said, "The shift to sustainable mobility is irreversible and Tata Motors is committed to be amongst the leaders of green mobility. We are taking definitive steps to drive this global megatrend forward in each of our businesses. Working with partners who share the same vision is essential for this transition and we are delighted to strengthen our long-standing relationship

with Cummins for their next generation, hydrogen propulsion systems. We are excited to indigenize the cutting-edge hydrogen technology to offer our customers an expanded portfolio of green and future ready commercial vehicles, accelerate the adoption of sustainable mobility in the country, and to contribute towards India's 'net zero' carbon emission goals."

Commenting on the strategic collaboration, Mr. Tom Linebarger, Executive Chairman, Cummins Inc., said, "Climate

change is the existential crisis of our time, and this collaboration between Cummins and Tata Motors accelerates our ability to address it. Cummins is well-positioned to help our customers successfully and seamlessly transition to economically viable decarbonized solutions. Cummins and Tata Motors have a strong history of partnership, and the next step into low and zero-emissions technologies is an exciting development for zero-emissions transportation.

Our collaboration in India is an important milestone for Cummins and Tata as we work together to accelerate the shift to a carbon-free economy and a zero-emissions world. We strongly believe that this collaboration is a significant step forward to achieving India's Green Hydrogen Mission. I am excited to enable powering a cleaner and greener India."

## BYD India Announces the Price of BYD-ATTO 3

**Pune (Voice news service):-** The world's leading new energy vehicle manufacturer BYD announced the price of India's First Sporty Born E-SUV, BYD-ATTO 3, available at INR 33.99 Lakhs (All India, Ex-showroom). BYD-ATTO 3 has received an electrifying response from customers and is close to the 1,500 mark since booking began on October 11. BYD-ATTO 3 is available in 4 colors: Boulder Grey, Parkour Red, Ski White, and Surf Blue.



a Vehicle to Load (VTOL) mobile power station, making this car an extremely competitive EV offering. BYD-ATTO 3 also boasts features such as mobile phone wireless charging, a one-touch electric control tailgate, an 8-speaker audio system, electric seat adjustment, voice control, LED headlamps, LED rear lights, multi-color gradient ambient lighting that responds to music rhythm, PM 2.5 air filter, CN95 air filter, etc. BYD-ATTO 3 offers a 7kW home charger and its installation service, a 3kW portable charging box, a 3-year free 4G Data subscription, 6-year roadside assistance, and 6 free maintenance

service. Besides, BYD-ATTO 3 offers a warranty of 8 years or 1.6 Lakhs kilometers (whichever is earlier) for the traction battery, 8 years or 1.5 Lakhs kilometers (whichever is earlier) for the motor & the motor controller, 6 years or 1.5 Lakhs kilometers for the vehicle, and warranty details of other components. Details of the warranty can be found at bydauttoindia.com.

BYD-ATTO 3 is on display at every BYD India dealership showroom & Customers can now book the vehicle at any authorized BYD India dealership. Local dealership location details can be found on the BYD Auto India web portal www.bydautto-

india.com. The first batch of deliveries of the BYD-ATTO 3 will begin in January 2023. Sanjay Gopalakrishnan, Senior Vice President of Electric Passenger Vehicles of BYD India, said, "We are delighted at the overwhelming response from our customers and thank them for joining the EV journey towards a sustainable future. We are happy to announce the price of our much-acclaimed electric SUV BYD-ATTO 3 in India at INR 33.99 Lakhs (All India - ex-showroom). We are eager to introduce BYD-ATTO 3 to the world and plan to expand its availability in the future."

BYD is planning to open 24 showrooms across 21 cities in India by the end of this year and aims to expand to at least 53 showrooms by the end of 2023. BYD India plans to participate in the Auto Expo 2023 and will debut more products and technologies for the Indian market. BYD will continue to leverage technological innovations for a better life, promote sustainable development of society, and implement its "Cool the Earth by 1°C" initiative.

## Q3 2022: Sales expectations rise for full year 2022 after solid third quarter

**Pune (Voice news service):-** Vitesco Technologies, a leading international developer and manufacturer of state-of-the-art powertrain technologies for sustainable mobility, today announced its third quarter 2022 results. Group sales in the third quarter came in at €2.30 billion (Q3 2021: €1.91 billion). Adjusted for changes in the scope of consolidation and exchange-rate effects, sales increased by 13.6 percent.

Electricification sales amounted to €230 million in the third quarter. "We are thus on track

to achieve the targeted €1 billion in electrification sales for the full year 2022," says CEO Andreas Wolf. Adjusted operating profit increased year-on-year to €47.9 million (Q3 2021: €24.5 million), corresponding to an adjusted EBIT margin of 2.1 percent (Q3 2021: 1.3 percent). The net income increased to -€13.8 million (Q3 2021: -€91.5 million) and to earnings per share of -€0.34 (Q3 2021: -€2.29), respectively.

Due in particular to the further build-up of inventories, free cash flow was slightly negative at -€16.3 million. A significant

improvement was achieved compared to the prior-year quarter (Q3 2021: -€213.2 million). However, the previous year was also significantly influenced by spin-off effects. Vitesco Technologies has a solid balance sheet as of September 30, 2022, with an equity ratio of 40.7 percent (September 30, 2021: 37.1 percent). "In the third quarter of 2022, high inflationary effects in the form of increased material, energy, and transport costs, among other factors, continued to impact the company's overall results," notes

## Character building is not just vital for a better today, but a brighter tomorrow



**Pune (Voice news service):-** SOS Children's of Villages towards enabling children under care to become self-supporting and contributing members of society.

For this, education and skills are important, but sound character is paramount. Character strength exhibits itself in a host of situa-

tions and contexts, contributing to an individual's psychological and physiological well-being and functioning; hence, this is critical for the wholesome development of children and young adults. Character building sessions have, hence, been introduced to empower Mothers, co-workers and children.

During the session, Mr. Sumantha Kar, Secretary General, SOS Children's Villages of India said, "Through character building we prepare our children and youth with 21st century skill sets and attributes that enable them to become self-reliant and contributing members of society.

These sessions are based on three pillars: Concern for Others, Concern for the Environment and Citizenship Concern. Implementation of the 'learn't in actual life; creating an environment where elements of character building are applied on a daily basis, becoming a part of life; and consistent exchange between participants to share experiences, feedbacks, inputs, solutions, and much more, are essential, and

hence encouraged." Speaking of qualitative and quantitative impact of character building on children, Prof. Nandita Babu, Senior Professor, Department of Psychology, University of Delhi & Developmental Psychologist said, "To lead a life in sync with the individual's community values, and to contribute to universal concerns for human rights and welfare, character development of the child is extremely important.

Character development of the child mostly takes place within the family; therefore, every individual involved in the child's life should be able to emulate a strong character that is considered of value societally, and globally."

## Experian becomes first credit bureau in India to offer free credit scores on WhatsApp

**Pune (Voice news service):-** Experian India, one of the leading data analytics and decisioning companies, and the first credit bureau to be licensed in India under the Credit Information Companies (Regulation) Act, 2005 has announced a service that allows Indian consumers to check their credit score on WhatsApp for free – the first time any credit bureau in India is offering such a service. Consumers can now check their Experian credit reports

regularly and monitor their credit portfolio easily. The initiative introduces a quick, secure, and convenient way to access one's Experian credit report anywhere, anytime. Consumers can check their Experian credit report, track any irregularities, detect fraud immediately and rebuild their credit score, enabling them to gain control of their credit profile. With India having the largest numbers of WhatsApp users in the world – at 487.5 mil-

lion users – the WhatsApp messaging service is part-and-parcel of everyday life for Indian consumers. Neeraj Dhawan, Country Manager, Experian India, says: "This is a significant milestone in Experian's mission to use data for good. We want consumers to get easy access to credit information and build a stronger credit ecosystem in India. As the first credit bureau in India to offer such a service, it shows our commitment to driving financial inclusion

in India. At Experian, we believe every consumer deserves access to fair and affordable credit. By being able to check their credit scores for free via WhatsApp, Indian consumers can access their credit information in real-time, helping them make informed credit decisions, instil good financial habits, and enjoy the benefits of maintaining a good credit score – empowering them to improve their financial health and transform their lives."