

Indian EV Brand EVeium launches 2nd Experience Hub in Pune

Second Dealership in Pune will run under Sarnot Autolines



Pune (Voice news service):- EVeium Smart Mobility- The Indian Brand of Elegant and premium EVs has launched a new experience hub in the city of Pune, Maharashtra.

The experience hub will expose customers to the products and technology behind the array offered by the brand. The hub will be under the dealership name "Sarnot Autolines"

The hub is situated in the city at Survey No 694(A), Plot No.

10A Adarsh Co. OP Housing Sanstha Ltd. Near Dhone Automobiles, Pune 411037 in a prime area of marketyard which is a hub for automobiles showrooms. The experience hub offer the quality customer experience while a displaying scintillating array of vehicles by the brand.

The experience Hub was launched in presence of Mr Santosh Dhone, MD of Dhone Group, Mr Aditya Reddy, VP, Sales & Marketing, EVeium Smart Mobility.

The Experience Hub, under the dealership of 'EVeium - Sarnot Autolines', showcases all 3 premium Electric Scooters from the brand, which include:-Cosmo - Top Speed - 65 Km/h; Range - 80 km on a single charge; Price - Rs. 1,39,200

-Comet - Top Speed - 85 Km/h; Range - 150 km on a single charge; Price - Rs. 1,84,900

-Czar - Top Speed - 85 Km/h; Range - 150 km on a single charge; Price - Rs. 2,07,700

All prices, Ex-showroom, India (Without GST)

Sarnot Autolines and EVeium Smart Mobility have share the same spirit and values when it comes to presenting the concept of eMobility in India.

At the launch, Mr. Suyash Nilesh Sarnot of Sarnot Autolines said "A lot of brands have been providing customers with compromised products. Amidst this we were on a look for something premium and quality. EVeium's products and technology fits

the bill just right. We are glad to have partnered with the brand which leads the space in terms of innovation, style and prestige."

One the Occasion of Experience Hub Launch Aditya Reddy, VP, Sales & Marketing, EVeium Smart Mobility affirmed "It is important for us to cater to the audience in Pune, which is one of the most aware cities in terms of EVs.

The city has proved the innovation hub for EVs and we are getting very good response from the city in terms of product acceptance hence thought of starting the second dealership within a quarter. We aim at spreading our wings further in the city and gradually across the state. We have got a good response from other cities, and we expect nothing less as we make a mark in the silicon valley of India."

EVeium will be focussing on exhibiting its technology embedded in its vehicles, in order to burst any myths associated with EVs.

'Heart failure is no longer Life failure' as JB Pharma decreases price of critical Heart Failure medicine AZMARDA (Sacubitril-Valsartan®) by nearly 50%

Pune (Voice news service):- JB Chemicals & Pharmaceuticals Ltd (JB Pharma), one of the fastest-growing pharmaceutical companies in India, announced a substantial price decrease of approximately 50% for the critical heart failure drug "Azmarada".

Azmarada, which contains the patented molecule Sacubitril-Valsartan is indicated for Heart failure which ails 8 to 12 million people in the country. After the price reduction, Azmarada (Sacubitril-Valsartan), 50 mg will be available at INR 39.6 per tablet as compared to INR 78 per tablet. The overall prevalence of hypertension in Maharashtra is 25%, which is one of the important risk factors for heart failure. The price reduction will increase the affordability, making the management of heart failure accessible to the people of the state of Maharashtra.

Commenting on the move, Vikas Khare, Vice President & Head Chronic Cluster, JB Pharma, said, "Being a leading player in the cardiac segment, JB has decided to take the lead in making their Azmarada drug more accessible and affordable for heart failure patients in India. This is in line with our strategy of providing innovative and quality treatment to a larger patient pool at the most



affordable price points. This move will significantly reduce the overall monthly treatment cost from INR 4500 to INR 2200. The HF drug also helps in reducing hospitalization cost by around INR 1,00,000 at the minimum. The drug with reduced MRP is available to consumers from December 2022.

"Heart Failure is a devastating condition and it's important to increase awareness about the condition. In that regard, we will also institute 30+ 'Heart failure' clinics in Maharashtra, and 300+ across the country so that patients can detect this medical condition early and make informed health decisions," added Mr Khare.

Heart failure is a chronic condition in which the heart doesn't pump blood as well as it should. It is a progressive chronic syndrome characterised by a decrease in functional status and quality of life. Blood often backs up in the lungs (congest) and in

the legs. The fluid build-up can cause shortness of breath and swelling of the legs and feet. It is estimated that 8 - 12 million people in the country suffer from heart failure (HF) as a condition. It often remains undiagnosed, and patients become aware of it mostly at the end-stage.

Speaking on the burden of heart failure in the country, Dr Nitin Patki, Cardiology Associate - Melbourne Interventional Cardiologist, MMF's Joshi Hospital, Pune said, "Although India is home to 40% of the world's 2.6 crore patients with heart failure, there is poor awareness about this condition. Heart failure is a challenge ahead of us because Indians are prone to lifestyle diseases such as hypertension and diabetes, which are risk factors for heart failure. Lack of drug adherence in India is also one of the leading causes of heart failure because only about 50% of India's heart failure patients ever take medicines. Besides spreading awareness,

we need to work out a way ahead to ensure that more patients are diagnosed early and start treatment early, and strict to the dosages of medicines prescribed."

HF patients were traditionally prescribed only ARBs (Angiotensin receptor blockers) / AI (Ace Inhibitors) as the main medication. Sacubitril + Valsartan, launched in 2017, is considered superior to ARBs/AIs in raising EF (Ejection Fraction), hence highly effective for HFREF patients. Sacubitril+ Valsartan is currently prescribed to 30-35% of HFREF patients while doctors believe the share can go up to 50-65% with the right pricing.

As per IQVIA, MAT Sep 22 data Sacubitril-Valsartan is now an INR 500+ crores market with a 3-year CAGR of ~30%. The molecule is presently patented by Novartis AG, Switzerland and currently, four companies including Novartis are serving the Indian market. The molecule is expected to go off-patent in January 2023. Presently Azmarada is the third largest brand in the category capturing 17% market share with IQVIA MAT OCT'22 sales of INR 93.5 crores. In April 2022, JB Pharma acquired the Azmarada brand from Novartis AG, Switzerland for the India region for a consideration of INR 246 crores.

'Aple Pune Cyclothon' Season 2 of on February 26



Pune (Voice news service):- Aimed at putting the residents of Pune back on the pedal and to revive the city's glorious past of being called the capital city of cycles, Champ Endurance—India's one of the most dedicated sports event companies promoting and organising high-endurance sports like Marathons, Triathlons and Cyclothons, at the national level.

The Pune Cyclothon season 2 is being organised in association with Finolex Pipes, on February 26. The event would be conducted over four distances—10km, 25km, 50km and 100km. The 10km event has been named joy ride, while the women's 25km event is being called pink pedalling. There would be three other categories for men 25km, 50km and 100km. Participants can register on www.champendurance.com

website.

The entry fee for the event is Rs 999, informed Mr. Ravindra Wani, the Race organiser. Every participant would get a cycling jersey, sling bag with exciting goodies and on course hydration support. There are finishers' medals up for grab too, a unique measure the organisers have decided to provide customised BIB and timing chip to the participants, except those competing in the 10km

The genuine users of cycles are students who travel to school, paper delivery boys, milkmen, postmen, small level hawkers, or other people who cannot afford any type of motorized vehicles. The idea is to get people from varied strata of life to get hooked on cycling," Reflected Wani. "Look at the developed countries where the commuters have the buying capacity but still choose to use the most efficient Human powered device—bicycle," said Mr Krishna Prakash, IPS and honorary Race Director.

event.

"We want to bring back Pune's prestige as a Cycling City," said Mr. Wani. The initiative is aimed at reviving cycling as a mode of daily commute. 'Metro network allows cycles; hence cyclists can travel longer distances. 'Presently besides the fitness enthusiasts.

The genuine users of cycles are students who travel to school, paper delivery boys, milkmen, postmen, small level hawkers, or other people who cannot afford any type of motorized vehicles. The idea is to get people from varied strata of life to get hooked on cycling," Reflected Wani.

"Look at the developed countries where the commuters have the buying capacity but still choose to use the most efficient Human powered device—bicycle," said Mr Krishna Prakash, IPS and honorary Race Director.

The first exclusive 'in -person' home interiors conclave in Pune HOME & HOME+ CONCLAVE on 12th Jan 2023

Pune (Voice news service):- The Indian Home interior industry is growing at a healthy pace, and various stakeholders from manufacturing to marketing, designing to retailing are helping to make this growth sustainable. A unique knowledge sharing conclave is encouraged

by Creativity, arguably India's first and largest Home Interior Solutions Destination with nearly 100 regional, national and global brands under one roof, providing start to end solutions including space planning and interior design and last mile delivery and execution.

There is an important need to discuss all these and this exclusive platform, namely the first ever physical edition of the HOME & HOME+ CONCLAVE, which will have engaging conversations around all these highly relevant topics. This conclave is being encouraged by Creativity and

will be held on 12th Jan 2023 at The Ritz Carlton, Airport Road, Pune. With a limited yet knowledgeable audience of 300 delegates from the industry, this Conclave is something different and unique, one you shouldn't miss. Visit <http://homeconclave.com/register> to register.

The Pradhan Mantri National Apprenticeship Mela to be conducted in 242 districts of India on January 9, 2023

Pune (Voice news service):- As a part of Hon'ble Prime Minister Shri Narendra Modi's vision to boost career opportunities for India's youth under Skill India Mission, the Ministry of Skill Development and Entrepreneurship (MSDE) is conducting the Pradhan Mantri National Apprenticeship Mela (PMNAM) on January 9, 2023, across 242 districts in 28 states and union territories of India. Several local businesses and organizations have been invited to be a part of this apprenticeship mela to provide local youth with relevant opportunities to shape their careers through apprenticeship training. The event will witness the participation from many companies representing various sectors. The participating organizations will have the chance to meet potential apprentices on a single platform and choose applicants on the spot, providing them with an opportunity to strengthen their livelihood and learn new

skills. Individuals can register for the mela by visiting <https://www.apprenticeshipindia.gov.in> and to find the mela's nearest location. The candidates who are Class 5 to Class 12 pass outs and have skill training certificates, or ITI Diploma holders or graduates can apply in this apprenticeship mela. The candidates must carry three copies of their resume, three copies of all the mark sheets and certificates, photo ID (Aadhaar card/driving licence etc) and three passport size photographs to the respective venues. Those who have already enrolled have been requested to reach the venue with all the relevant documents. Through this fair, the candidates will also earn National Council for Vocational Education and Training (NCVET)-recognized certifications, improving their employability rate after the training sessions. Expressing his views on the

Pradhan Mantri National Apprenticeship Mela, Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship, said, skills and knowledge are the driving forces of economic growth and social development for a country. It is established that countries with higher and better levels of skills are adjusting more effectively to the challenges and opportunities thrown at us by the new world of work. He further added, PMNAM is a platform that fast-tracks the meeting of apprenticeship aspirants and employers and allows the aspirants to have one on one interaction with the employers and provide them with the opportunity to know about the industry in which they want to train and build a career. These fairs provide immense value to newcomers seeking the right opportunities, providing unmet benefits to businesses, communities, and families. We encourage

candidates from all the professional and academic background to be a part of this fair where they have a chance to be a part of an exciting career, making a positive difference in their lives. Apprenticeship melas are hosted in the country on the second Monday of every month, wherein selected individuals receive a monthly stipend in accordance with government criteria for gaining new skills. Apprenticeship is considered the most sustainable model of skill development, and it has been getting a big boost under Skill India Mission. The government is striving to train 1 million youth per annum through apprenticeship training and to fulfil this mission, PMNAM is being used as a platform to increase the participation of establishments and students. It is also providing awareness to the youth on various opportunities existing across the participating companies.

Tata Open Maharashtra: Organisers confident of keeping the tournament in Pune for next 5 years

Pune (Voice news service):- While the fifth edition of the Tata Open Maharashtra has been in the spotlight with an exciting action between world tennis stars, taking place at the Balewadi Stadium, the Tournament Director Prashant Sutar and MSLTA Secretary Sunder Iyer declared that they have the backing of the Maharashtra Government and are ready to keep South Asia's only ATP 250 event in Pune for the next five years.

"The Government of Maharashtra is committed to hosting such big tournaments in the state because Maharashtra has a legacy of organising this. They have been supporting this tournament fully so we are the strong contenders to continue having this tournament for the next five years. We also had an internal discussion with the concerned heads and we will go all out. We will also have a discussion with IMG about this as they

are also a key stakeholder and understand what they have to say. We will need to have Reliance and IMG on the same page," Tournament Director Prashant Sutar, who is also the Chairman of MSLTA, said while talking to the media on Friday.

Talking about the significance of conducting such world-class tournaments, MSLTA Secretary Iyer, who is also the Joint Secretary of All India Tennis Association, said: "We were looking at hosting the women's Challengers event in Nagpur, unfortunately we couldn't do it because we didn't have the courts that fit the measurements. However, we could easily decide that we are re-doing the courts as we are now aided with the facilities which were earlier not there. While organising a tournament (ATP-250) of this level, we can now take faster decisions based on what we are already executing at the Tata

Open Maharashtra." The prestigious tournament is owned by IMG and managed by RISE Worldwide. It is also sponsored by Tata Motors.

India's biggest tennis tournament is being conducted by the Maharashtra State Lawn Tennis Association (MSLTA) in association with the Government of Maharashtra for the fifth year in Pune with the initial 5-year hosting contract ending this year.

Sutar added: "It is just not this ATP event; we have done a lot of things around this Championship in the last five years. Right now, we have the players from the districts who are already at the top, in the national rankings. The savings that we have made from this ATP event have been utilised in developing the infrastructure. Next month, we will officially announce the high-performance training academy as well and it will be a huge boost for tennis play-

ers in Maharashtra as well as for the ecosystem across the country. All of these are taking shape because of this ATP 250 tournament that is allotted to us otherwise it would have taken way more time had it happened on its own," Sutar added. Finals are scheduled on Saturday. This year World No. 17 Marin Cilic is among 17 Top-100 players in the highly competitive singles field. The doubles event is also witnessing the participation of the former World No. 1 and three-time Grand Slam champion pair of Rajeev Ram and Joe Salisbury alongside Indian tennis ace Rohan Bopanna among others. Sutar also further said that the organisers have been making efforts to get the players with the likes of Novak Djokovic in the upcoming editions. Indian pair of N. Sriram Balaji and Jeevan Nedunchezhiyan will be in action in the doubles semi-finals later tonight.

The fifth edition of Team Inter Club tennis championships from January 8

Pune (Voice news service):- A total 220 players from 22 club teams from Pune have confirmed their entries for the fifth edition of the Team Tennis Championships that will be organized by Mukund Joshi and Dr. Amit Patankar in association with Nandan Bal Tennis Academy under the

auspices of Pune Metropolitan District Tennis Association (PMDTA) on the Ferguson College Tennis courts from 8th January 2023. The event is sponsored by Anand Rathi Wealth Ltd. The winning team will get Rs.20,000 and a trophy, while the Runners up will get Rs 10000. A total 22 teams

participated in the event which included top ranked teams like Deccan Chargers, MWTA A, FC GNR, Maharashtra Mandal, Tennis butts Roger along with Mont Vert Pristine, Tigers, Tennisnuts RAFA, Avengers, Gladiators, FC 3, Solaris Go Getters, MWTA, MWTA 3, FC 4, FC 1, MWTA 2, ODMT 1, Aces

United, Eagles, FC 2, MWTA 4, Law Chargers will be seen in the action. The event will be held on a league cum knock out basis, while 2 matches will be open double matches and the other two matches will be in the categories of 90 plus and 100 plus each giving every tennis player in the city an opportunity to play.

The all-new BMW 7 and the first-ever BMW i7



Pune (Voice news service):- The seventh generation all-new BMW 7 Series has been launched in India along with the first-ever BMW i7. With this, the

BMW flagship will be available in petrol, diesel and electric powertrains. The BMW 740i M Sport is locally produced at BMW Group Plant Chennai while the

all-electric BMW i7 xDrive60 is available as a completely built-up unit (CBU). Diesel variant will be introduced later. The cars can be booked at BMW India dealerships. Deliveries will commence from March 2023.

Mr. Vikram Pawah, President, BMW Group India said, "The seventh generation of the BMW 7 Series marks a turning point. It is a symbol of 'Forwardism' that continuously challenges the ordinary, a unique quality distinguishing those who shape what's next. But one thing hasn't changed - it is still the measure for all things luxury. The all-new 7 is the face of the new luxury

class design language which stands through its presence, progressiveness and emotion. The 7 once again reaffirms its status as an innovation leader and a pioneer of trailblazing digital experience. It is a statement, a piece of art - ensuring lasting fascination tomorrow and beyond." Commenting on the launch of the first-ever BMW i7, Mr. Pawah added, "The first-ever BMW i7 is a true all-electric luxury sedan that clearly demonstrates how an exclusive driving experience can be combined with an unwavering commitment to sustainability. The i7 offers all-electric innovation, visionary design.

21st PIFF from February 2 and 9; to be held across three venues



Pune (Voice news service):- The 21st Pune International Film Festival, jointly organized by Pune Film Foundation and the Government of Maharashtra, will be held between February 2 and 9, at three venues in the city.

This was announced by Dr Jabbar Patel, Festival Director PIFF at a press conference. The 21st PIFF 2023 received a total of 1,574 entries from 72 countries, of which 140 movies will be screened during the festival, Patel said.

Dr Avinash Dhakane, Managing Director, Maharashtra Film, Stage and Cultural Development Corporation Limited, Samar Nakhate, Chairman Selection Committee, PIFF, Pune Film Foundation trustees Satish Alekar, Dr Mohan Agashe, Sabina

Sanghvi and Selection Committee member PIFF, Abhijit Randive were present for the press conference.

The festival will be held at PVR Icon, Pavillion Mall (six screens), on the Senapati Bapat Road, Inox (two screens) at Bundgarden, and the National Film Archives of India (NFAI) (one screen) on the Law College Road. Thus, movies during the festival shall be showcased on 9 screens at these three venues. The online registration for participating in 21st PIFF 2023 will start from January 5th through the official website www.piffindia.com.

Spot registrations can also be done at all the three venues from January 19th. Participation fee for PIFF is Rs. 600/- per registration for senior citizens, film club members and

students, while the participation fee for the general public is Rs. 800 per registration.

Dr Patel said that initially the festival dates were January 12-19, 2023. However, the dates have been postponed on the request of government authorities. since, the G20 meetings are scheduled to take place in the city during the same period, Patel further said PIFF was growing quality-wise and was recognized by the Cannes Film Festival.

"And this year, we have films in the A+ grade in a large number. All the 14 films that are short-listed in the world competition are kept in the top-grade," said Dr Patel. Dr Dhakane said that since PIFF is a festival of the Government of Maharashtra, they will extend all support for the festival, including financial.

"The Maharashtra government has decided to support the festival in every possible way," he added.

The 14 Films shortlisted for the world competition section at 21st PIFF 2023: Klondike (Director - Maryna

Er Gorbach, Ukraine, Turkey)

Perfect Number (Director - Krzysztof Zanussi, Poland) Three Thousand Numbered Pieces (Director - Adam Csaszsi, Hungary)

The Blue Captain (Director - Maryam Touzani, Morocco, France, Belgium, Denmark) Mediterranean Fever (Director - Maha Haj, Palestine, Germany, France, Cyprus, Qatar), Eviction (Director - Mate Bence Fazekas, Hungary), Minsk (Director - Boris Guts, Estonia)

Word (Director - Beata Parkanova, Czech Republic, Slovakia, Poland) Butterfly Vision (Director - Maksym Nakonechnyi, Ukraine, Croatia, Sweden, Czech Republic)

Tori and Lokita (Director - Jean-Pierre and Luc Dardenne, Belgium, France) Our Brothers (Director - Rachid Bouchreb, France) White Dog (Director - Anaïs Barbeau-Lavalette, Canada) Boy from Heaven (Director - Tarik Saleh, Sweden, Finland, France, Denmark) Hadineltu (Director - Prithvi Konanur, India)

'Saath Sobat' will be released on January 13 All Over Maharashtra



Pune (Voice news service):- The Marathi film 'Saath Sobat', which has been in the news since the teaser till the trailer release, has created curiosity in the minds of the audience and will be released on January 13

across Maharashtra. Made on the basis of rich plot, meaningful dialogues, picturesque locations, realistic picture, captivating camerawork, smooth direction, strong acting and quality production values, 'Saath Sobat' is

getting appreciation from the audience even before the release. National award winning director Ramesh More has directed the movie 'Saath Sobat'.

Presented by Prasanna Vaidya, 'Saath Sobat' is produced by Dhanji Maru under the banner of Maru Enterprises. Along with directing, 'Saath Sobat' has also been written by director Ramesh More. Sameer Dixit and Hrishikesh Bhirangi of Pickle Entertainment will look after the distribution of the film across Maharashtra. Presenting the reality of Konkans, this film will have a global theme. It has a touch of a beautiful love story added to it. This is a film that shows how terrible the reality is at the village level and the harsh truth of the situation in areas like Konkans. Ramesh More has always preferred to make films on socially oriented topics. 'Saath Sabot' is not an exception. Many lessons are taught by the old-aged doctor played by Mohan Joshi and the young doctor played by Sangram Samel. He is well supported by Mrunal Kulkarni despite being a newcomer. Seeing the father played by Anil Gavas as well as Rajdutt at 90 years

of age is an inspiration for today's generation. Actors like Amol Redji, Dilip Asurdekar have also acted in this film. As all the actors have got the right cast, the discussion has started that More's film will also be a game-changer in award ceremonies. The meaningful songs written by Ramesh More along with his wife Yashshree More are in harmony with the flow of the plot. Composer Mahesh Naik has given melodious music for these songs. The nature of Chiplun-Sawarde in Konkans and its surroundings is mesmerizing. Cinematography by DOP Harshal Kantak and composition by Abhishek Mhaskar are superb. The red stoned (Chirebandi) houses, the mud houses add up to the beauty of the film.

Music composer Mahesh Naik has also given background music. Santosh Chari and Satish Bhavsar have done the makeup and Yashshree More has done the costumes. Art Director Prakash Kamble has done the art direction, while Meenal Ghag has handled the dual responsibility of choreography and hair-dressing. Kaushik Maru and Yashshree More are executive producers of 'Saath Sobat'.

'We2' is a blast on IMDB with a 9.7 rating!



Pune (Voice news service):- Some films come without any hype and dominate the hearts of the audience. Everyone rushes to watch such movies. The film 'We2', which left a mark

of Marathi in the digital world, has also managed to attract the attention of the entire entertainment world along with the fans. The film 'We2' has been given a rating of 9.7 on IMDB, a leading

website that rates works of art by measuring the scale of fans preferences. Therefore, the film 'We2' is currently being discussed everywhere. The team of this film is showered with praises through social media.

'We2' is a 55-minutes web film. The film was released on Amazon Prime two weeks ago. The audience in UK, US, Japan and Germany appreciated the film a lot after watching it. The film has also released in India on MX Player last week. With a 9.7 rating on IMDB, the entire team is excited. The team of We2 is thankful for the appreciation from the audience. We2 is directed by experienced DOP Bunty Deshpande. Along with Prashant Patil and Bageshree Deshpande in the lead roles, the film also stars Sohan Nandoordikar, Leena Nandi. Regarding 'We2', Prashant said that 'We2' is a film about relationships. Love is not only receiving, but giving or sacrificing is also a form of love. In short, different layers of love have been revealed in this film. This is the story of a loving couple who have been married for 10 years. The movie reveals why they ended up getting divorced after being together for so many years. We have tried to put what we are seeing in relationships these days generally in 'We2'. In this era where the rate of separation has increased a lot, this film shows

the way to understand the partner while making decisions. The climax is very nice. When you understand the reason for the divorce between these two, you realize how much they love each other. Set in an urban setting, the film is based on two main characters, Roshan and Reva, who work in the advertising industry. There is a valuable message hidden, that if you have open hearted communication with your partner, many problems in married life as well as in business life will be solved. In the hustle of daily life, miscommunications with the partner are taking place, which must be avoided.

Cinematographer Bunty Deshpande has directed a movie for the first time on the occasion of 'We2'. Prashant has played an important role on two important fronts namely singing and acting. Along with the lead role, Prashant has also sung in this film. Prashant has sung a duet with Anandi Joshi and has sung two solo songs in Marathi and Hindi. All the songs in this movie are getting great response from music lovers. Prashant has previously directed the popular Marathi film 'Pinddaan'. Apart from this, Prashant and Bunty have also done a Hindi web series for MX Player. This is Prashant and Bunty's first film after the lockdown and has created a storm in the digital world.

Dutch star Griekspoor clinches his maiden ATP Tour title at 5th Tata Open Maharashtra



Pune (Voice news service):- The Dutch tennis star Tallon Griekspoor dropped the first set but pulled off a stunning come-from-behind 4-6, 7-5, 6-3 win against the World No. 60 Benjamin Bonzi in a thrilling singles final to clinch the fifth edition of the Tata Open Maharashtra as well as his maiden ATP Tour title at the Balewadi Stadium in Pune on Saturday.

The blockbuster summit clash lived up to the expectations from the word go as Bonzi and the World No. 95 Griekspoor fought hard for each point and exhibited a world-class level of energy and athleticism, moving well across the court. The 26-year-old Bonzi, somehow, managed to take the charge in the first set after 4-4 as he added five successive points to secure it 6-4 and take 1-0 lead in the match.

Griekspoor looked in no mood to give up easily as the second set too witnessed a nail-biting competition when both the players, with a career-high rankings of 44,

denied the opponent a big lead. Leading at 4-3, Bonzi looked more comfortable amongst the two as he bagged four consecutive points to make it 5-4 but, serving big, Griekspoor pulled off an incredible turnaround not only to level the scores but also to take the match into the decider. He carried the momentum in the crucial third set, keeping himself ahead in the match at 3-1 and then stretched the lead further to 4-2 before clinching the set as well as the match comfortably in the end.

South Asia's only ATP 250 was conducted by the Maharashtra State Lawn Tennis Association (MSLTA) in association with the Government of Maharashtra for the fifth year in Pune.

Earlier, Indian pair of N Sriram Balaji and Jeevan Nedunchezhiyan concluded their dream run with a runners-up finish in the doubles after going down fighting 4-6, 4-6 against the fourth-seeded duo of Sander Gille and Joran Vliegen in the final. Gille and

Vliegen secured their sixth ATP Tour title. Their last title came in Singapore in 2021.

The Tamil Nadu-born duo, playing their maiden ATP Tour final, were impressive throughout the tournament since making an entry as an alternative pair. They gave their all in both the sets but Gille and Vliegen played aggressively throughout the match before wrapping it up in one hour and 10 minutes.

The prestigious tournament, owned by IMG and managed by RISE Worldwide, is sponsored by Tata Motors.

This year's tournament concluded with an exciting competition in the presence of 17 top-100 players, including the former Grand Slam champion Marin Cilic and last year's runner-up Emil Ruusuvuori in a highly-competitive singles field. The doubles draw also saw the participation of the former World No. 1 pair of Rajeev Ram and Joe Salisbury alongside Indian tennis ace Rohan Bopanna among others.

Guru Tegh Bahadur Football Tournament



Pune (Voice news service):- After completing 20 glorious years of hosting Guru Tegh Bahadur Football Tournament, which has had received exemplary response from the football clubs across Pune, the Guru Tegh Bahadur Sports Foundation (GTBSF) has decided to upgrade city's one of the most popular football tournament, into gold cup to coincide with 347th martyrdom of Guru Shri Tegh Bahadur Sahib. The year 2022 marked 347 years since Guru Tegh Bahadur was killed.

Mr. Abhay Shastri, Past district governor, Mr. Rajinder Singh Walia, Rani Ahluwalia, Mr. Ravindra Bhosale, president of Lions Club Pune Kohrud were present for the conference. "We wanted to conduct the tournament in December 2022 itself but due to some logistical issues, we had to push the dates forward," Mr. S.S. Ahluwalia, President of the GTBSF said addressing a press conference on Tuesday.

The tournament will be held from January 6 to 15 at its usual venue, the COEP ground, Shiva-

jinagar. The prestigious tournament will be open for teams from 2nd and 3rd divisions, senior and Super divisions. There will be a separate tournament for women's teams too.

Besides handsome cash prizes, footballs, bags, medals to all winners and runners up teams, each participating player will be given a certificate of participation, said Mr. Ahluwalia, whose travels took him to Srinagar to conduct the 20th edition of the tournament as the clearance to host the tournament during its usual dates in the year 2021 were not coming by due to prevailing covid situation in the city.

The 20th edition held in Srinagar was a huge success and received great response from the local clubs. "I have been receiving calls from Srinagar almost on a daily basis requesting us to con-

duct the tournament again in Srinagar," informed Mr. Ahluwalia. "It was a humbling experience in Srinagar during the 20th edition. All those involved in the organising committee worked relentlessly as if it was seva for Guru Tegh Bahadur Sahib." Shanti puja at the ground The COEP ground, the venue of the tournament, which was converted into jumbo covid centre by the local government authorities, during the second wave of corona pandemic, has been witness to many deaths.

The COEP hence was sceptical in allotting the ground for use. The ground has nonetheless been relayed with new mud and levelled.

On the request of COEP the GTBSF would be performing shanti puja of the ground as per the Indian traditions, informed Mr. Ahluwalia.

"Doubles Dream of India" will aim to help Indian Tennis Players in their quest for Circuit Wins



Pune (Voice news service):- The Pune Metropolitan District Tennis Association (PMDTA) has come up with an unique initiative to empower select and deserving Indian doubles tennis players with necessary wherewithal to pursue Tour and Challenger Titles—the programme is aimed at harnessing such talents and preparing them to be able to win bigger slam titles and Olympic medals for future. The PMDTA has also roped in Rohan Bopanna as a mentor for this unique initiative.

and more ATP Challenger and Tour titles eventually. The ten Players who are currently benefiting from this programme are Ramesh Ramanathan, Rohan Bopanna, Saketh Myneni, Yuki Bhambri, N. Sriram Balaji, Divij Sharan, Arjun Kadhe, Purav Raja, Jeevan N, and Anirudha C.

"We began this program as a pilot project in April 2022 and focused on the ATP Challenger Circuit primarily being played in Europe, USA and South America from April to November, 2022. We started providing top notch traveling Physios and Coaching help to a specific group of Indian Men's Doubles players and helped them perform better including several Challenger Titles. Rohan (Bopanna) with his connections across the globe has made this unique idea a reality and I am happy that we could come together to create something concrete and successfully

ensure constructive help is rendered to several Indian Tennis players including Divij Sharan, Ramesh Ramanathan, Saketh Myneni Yuki Bhambri among others.

All these players have given excellent feedback for the help received in our last camp too," said Mr Kishor Patil, CEO of KPIT Technologies and President, PMDTA, the brain behind this unique initiative.

"As most of these players currently travel on their own and don't get the required support or guidance when playing the tournaments, such programme was the need of the hour. The program specifically sends this support to them while on the Challenger circuit to help them perform better," explained Sundar Iyer, Founding Secretary of PMDTA and Hon Secretary General of MSLTA.

The PMDTA through its office bearers headed by Mr Kishor Patil (President), Mr Sunder Iyer (General Secretary), Mr Abhishek Tamhane (Secretary) and Mr Kaustubh Shah aims to make this programme a platform that can contribute in bringing glory for the nation by winning medals for India.

The success of the pilot project gave the PMDTA team confidence to go for bigger plans and extend such help to more and more benefactors. As part of

this initiative, PMDTA have also roped in new sponsor, Avenues Capital to come on board for the program and further enhance the initiative and make it more widespread for the Indian Doubles Tennis players.

"We recently conducted a pre-season camp in Dubai for all the players and brought everybody under one roof for a short term training programme. The camp was successfully conducted from December 12 - 23 and was headed by a World Class Doubles Specialist coach Jeff Coetzee from South Africa who also has coached former World Number 1 pair of Cabal and Farah of Columbia for almost 6 years and helped them win several Grand Slams including the coveted Wimbledon title. As part of this initiative we also had our assistant coach M. Balchandra and a team of three physios/trainers from India who also were part of this Camp to get some hands-on experience. The camp was extremely well received by the 13 Indian and 2 foreign players that attended the camp," added Rohan Bopanna, who has played a crucial role in promoting the traveling physio and coaches concept for this project as its mentor.

Going forward into 2023 the Program will continue to support the Men's players and will start with the Women's Doubles Program as well.

"We aim to promote native sports & raise awareness about a fit and healthier life",



Pune (Voice news service):- Gopal Sharan Garg, the national president of the All-India Aggarwal Conference, has appointed Nitin Aggarwal, a young and diligent worker from Pune, as the state coordinator of the Maharaja Agrasen Sports Academy Maharashtra. Mr. Nitin Aggarwal acknowledged this and said, "Prime Minister Narendra Modi had dreamed a fit India. Through Maharaja Agrasen Sports Academy, we'll do everything we can to make it a reality.

He promised that the academy would make every effort to encourage local sports. Kabaddi, Kho-Kho, Gilli-Danda, Atya-Patya, Carrom, rope jumping, archery, and badminton will be the prominent ones. so that young people start playing such native games." Further, he said, "It has been observed previously that tennis and cricket are more popular among youngsters, where there is fierce competition. Because of this, youth attention needs to be directed toward indigenous sports for them to bring honor to the country by winning medals at the Asian Games and Olympics in addition to participating in national & international games." Facilities will be offered by the Academy: The academy will offer all facilities to talented young-

sters and female players. So that each player who exited one such region leads the village, city, state, and ultimately the country. These gifted athletes will be utilised both nationally and internationally in the world of sports. Agrawal Society will soon construct a sports academy in Maharashtra. This kind of academy will soon be built in other areas of Maharashtra where there is a need also there will be more employment opportunities would arise from sports. Focus on player training and facilities: Nitin Aggarwal said, "this country is packed with hidden talent, particularly in rural areas. Our focus is to recognise, tacking & giving them training and assistance. The focus of the Agrasen sports academy is to search for such talent, give them training & ar-

range facilities for the athletes to achieve success in sports. The Academy will be responsible for developing an action plan to identify these talents at the school level. Moreover, there will be efforts to endorse athletes for government jobs so that more students can turn towards sports."

To Encourage them to stay away from mobile phones: This new generation sidesteps sports and spends too much time on their phones while playing video games which is harmful to their health. In such a circumstance, the younger generation of today must overcome their addiction to mobile devices and get back into the world of sports. Especially towards the outdoor games. This is not only developing their personality but also helps them to keep healthy.

SNBP Group of Institutions - Ustad Zakir Hussain to visit SNBP International School at Rahatani

SNBP GROUP OF INSTITUTES
Presents
SNBP Sangeet Sandhya
SNBP Rahatani eagerly awaits to welcome
TABLA MAESTRO USTAD ZAKIR HUSSAIN
(Padmabhushan)

Date: 11th January 2023
Venue: SNBP International School, Rahatani
Please Call for Donation Pass: +91 77680 08024, 77984 00024
Time: 4.15 PM onwards
Platinum ₹2000
Diamond ₹1500
Gold ₹1000

S.E. SOCIETY'S
SNBP GROUP OF INSTITUTES
YERAWADA | MORWADI | RAHATANI | CHIKHLI | WAGHOLI | BARDHAN | MUMBAI
Dr. D.K. Bhosale
Chairman, S.E. Socy, SNBP Group
Upcoming Branches - Handewadi, Dhanori, Mamurdi & Lohagan
www.snbpinstitutes.com | Follow us

Pune (Voice news service):- Rahatani on Wednesday, 11th January '23 at 4 pm, This Open Air Theatre admeasures over 2400 sq feet and shall be used to nurture excellence in various fields of Performing Arts, Fine Arts, Literature, Sports etc. He shall be inaugurating the School Open Air Theatre which shall remain dedicated to his name and called "USTAD ZAKIR HUSSAIN RANG MANCH". This Theatre

shall remain a testimony of the presence of the Legend. The decision to name it after the Icon was because the Maestro embodies Music that transcends age, clan, gender, community and above all Time.. and shall continue to be an inspiration till eternity.. Students from Yerawada, Morwadi, Rahatani, Chikhli, Wagholi and Bardhan shall be part of the audience. SNBP being an Activity Based School, believes in

Holistic Growth of the students. This is brought about by incorporating varied activities involving immense exposure to students in innumerable fields. Ustad Zakir Hussain shall be interacting with the School students and sharing some extremely interesting anecdotes. He is expected to give an exclusive performance to his fans from 5.30 pm onwards. SNBP Group is extremely excited about the visit of the Percussion Maestro.

City Doctor conferred with Lifetime Achievement Award by the National Neonatology Forum



Pune (Voice news service):- Eminent paediatrician and neonatologist at KEM Hospital, Pune, Dr. Sudha Chaudhuri was conferred with the prestigious Lifetime Achievement Award at the 41st Annual Convention of National Neonatology Forum recently organized at Kolkata. The award was given by Suvir Anandji Maharaj in the presence of Dr. Siddharth Ramji, President, NNF - 2022 and Dr. Dinesh Tomar, Secretary, NNF National Neonatology Forum is the apex body of Neonatologists and related professionals and is actively involved in advocacy, policy making, research and improving the quality of neonatal health care practices. Dr. Sudha Chaudhuri is a

Consultant at the Department of Pediatrics and Terre Des Hommes (TDH) Rehabilitation and Morris Child Development Centre at King Edward Memorial Hospital, Pune for almost five decades. Her persistent efforts on working to better the outcome of high - risk infants gave birth to ICMR funded "Pune Low Birth Study-Birth to 22 years". This resulted in a design for structured follow - up of these infants . She combined her research, clinical skills and compassion to help babies who were falling off the development ladder , by rehabilitating them at the KEM Hospital , Pune . This lit a new lamp in many homes, which would otherwise have

ended in the abyss of darkness. This monumental work which followed a cohort of low birth weight infants from birth till 22 years of age provided for the first time the outcome till adulthood of these high risk babies, in low resource settings. Dr. Madhur Rao, Senior Deputy Medical Administrator said that Dr. Chaudhuri has been a part of new born care at KEM Hospital right from the beginning and has played a pivotal role in transforming it into a state of art NICU. Her work in neonatology started at a time when survival of low birth weight newborns was a challenge, resources were few and technology had not evolved the way it today. Truly her passion and work is commendable. She has not only treaded the path of treatment and research, but also trained many young neonatologists, pediatricians and psychologists who will help the next generation of professionals and in turn better the outcomes. We at KEM Hospital are proud to have pioneering medical professionals like Dr. Chaudhuri who have transformed their departments into centres of excellence.

ITC Ltd's 'YiPee! Better World - Trash to Treasure' program creates awareness amongst students on plastic waste management



Pune (Voice news service):- With the aim of supporting the national commitments towards cleaner, greener and healthier tomorrow and as outlined in UN SDG goals especially SDG 12 (responsible consumption and production), Sunfeast YiPee! ITC Ltd's well-known Instant Noodles and Pasta brand is creating awareness among school children on plastic waste management through its recently launched - 'YiPee! Better World Trash-to-Treasure' program. This program is consistent with the brand's mission to instill the attitude of A Better World. Sunfeast YiPee!

is leading the campaign in partnership with an NGO partner, Way For Life. The initiative, curated by YiPee! is designed to bring behavioural change in 3.5 million students across 100+ cities through on-the-ground awareness programs in schools about plastic waste, its impact on the environment, and strategies to minimize, reuse, and recycle. Through this initiative students are also being encouraged to collect household plastic waste and deposit them at designated collection points in the school. The plastic waste collected will contribute towards the creation of 1000 sets of

benches and desks made from recycled plastic which will be deployed in schools that are devoid of this infrastructure. To date, over 80 recycled benches have been deployed in schools across Bengaluru and the complete deployment is planned to be completed by end of March 2023. Speaking about the initiative, Ms. Kavita Chaturvedi, Chief Operating Officer - Snacks, Noodles & Pasta, ITC Foods Division said, "ITC is a global exemplar in sustainability with multi-dimensional initiatives for environmental stewardship and supporting large scale livelihoods. Taking inspiration from our organizational efforts to support the creation of a circular economy for post-consumer packaging waste, Sunfeast YiPee! has embarked on a journey to create community champions in schools to help reduce, reuse and recycle plastic waste. We are confident that YiPee!'s Trash-to-Treasure initiative will educate and motivate school children to make a conscious effort towards creating a Better World."

EKA Mobility collaborates with Shuzlan Energy to expand its EV charging infrastructure



Pune (Voice news service):- EKA Mobility, an electric vehicles & technology company, and a subsidiary of Pinnacle Industries Limited, has announced entering a collaboration with Shuzlan Energy, India's growing charging infrastructure provider, to provide a safe, convenient, and accessible EV charging infrastructure and advanced charging stations to its customers for public transportation across India. Under the collaboration, Shuzlan Energy will be one of the official electric charging solution providers for EKA's 9-meter buses, to set up ARAI & OCPP certified stations of 30kW, 60kW, and 120kW for institutional customers across the country. Speaking on the collaboration, Dr. Sudhir Mehta, Chairman, EKA & Pinnacle Industries Limited, highlighted, "As we move towards green mobility, our solutions are at the leading edge to help cities around the country to discover the value of electrification and ensure a smooth transition by enabling a strong, reliable and sustainable ecosystem. Our partnership with Shuzlan Energy will strengthen the charging infrastructure for our e-buses, allowing customers to electrify their fleets rapidly and more conveniently. We look forward to providing a wide range of necessary solutions and technologies in an integrated, streamlined, and operation-

ally efficient way to democratize EVs with best-in-class TCO (total cost of ownership) solutions, and sustainable ecosystems. Speaking on the partnership, Mr. Shuel Bhamla, Director, Shuzlan Energy, said, "We are overjoyed to partner with EKA Mobility on this green venture. We are on a mission to deliver sustainably smart e-mobility solutions through our charging stations. We have also started the deployment of charging stations in Maharashtra, Madhya Pradesh, and Gujarat. And by 2024 we aim to deploy 10,000 charging stations across Pan India. As an ever-growing charging point operator, we are committed to building an ecosystem of reliable AC & DC chargers in India that will revolutionize e-mobility across the country." EKA's recently launched 9-meter electric bus provides a solid platform for sustainable and efficient public transport in cities around the world, along with reliable and profitable operations for customers. The product, completely designed & manufactured in India, received the Central Motor Vehicle Rules (CMVR) certification from ARAI, and the first batch will be soon deployed on roads. With a capacity to seat 31 passengers and a driver, along with a standing capacity, EKA's electric bus offers a 200-kilometer range on a single charge.

Finolex Cables launches Crease Free Iron Range to enter domestic appliances market



Pune (Voice news service):- Finolex Cables Limited, India's leading manufacturer of electrical and communication cables announced today that it has entered the small domestic appliances market with the launch of Crease Free Iron Range across different consumer segments. With this, Finolex Cables will be extending its new product line over its strong retailer base. In line with its aim of providing its customers with affordable yet built-to-last products, the state-of-the-art steam, and dry irons are designed for ease of use. The launch also aligns with Finolex Cables aim to be a customer-centric organization that delivers stress-free solutions to its consumers. Speaking on the launch, Mr. Deepak K. Chhabria, Ex-

ecutive Chairman, Finolex Cables Ltd. said, "Finolex Cables has been a leading company in the wires and cables segment, and is eager to provide total electrical solutions to its customers. We have identified the small domestic appliances category as a growth opportunity. Our aim is to deliver products that can help our customers lead a convenient, hassle-free life, and give them a unique exposure to our brand while directly experiencing all that it represents." Finolex has earlier also expanded into the electrical segment with Electric water heaters, fans, MCBs, Switches and lighting products which have been well received by the consumers. The company's rapid and industry-leading growth has been the outcome of a well-formulated

strategy for setting up modern, well-equipped plants along with regular capacity expansion in alignment with market requirements. Mr. Amit Mathur, President - Sales & Marketing said, "We realize Irons are a competitive category and have therefore invested considerable time and resources in delivering a differentiated product that come with attractive designs, colours & advanced features. Positioned as 'Crease Free Stress Free', these Irons reinforce our 'No Stress, Finolex' campaign, which is currently being aired over TV channels, digital, & OOH. Distribution being key in the category, for the initial phase, we have identified 200 existing distributors who are keen to stock our range. Through these partners we are expecting to have our irons available at 25,000 plus outlets. Over the coming year the aim is to distribute it over 100,000 outlets nationwide"

Kumara Sangakkara, Sri Lankan cricket commentator gets treated at Ruby Hall Clinic as he experiences shivers



Pune (Voice news service):- Kumara Chokshandana Sangakkara, Former cricketer & current Sri Lankan commentator had complained of shivering on the evening of Jan 4th, a day before the India-Sri Lanka match, and was taken to Ruby Hall Clinic at 8pm in the evening, Hinjawadi where he was treated for Dehydration & high fever. He was discharged yesterday,

just before the match. His treating doctor, Dr Shridhar Deshmukh, Physician and Intensivist at Ruby Hall Clinic said " It was a Doctor at home call, where he complained of High grade fever with chills, headache and irritable bowel. He was found to be dehydrated, having fever of 103° f. We admitted him and rehydrated him & gave other supporting management.

He recovered well from his Viral Illness with dehydration quickly." Talking about his experience at Ruby Hall Clinic Kumara Chokshandana Sangakkara , a Sri Lankan cricket commentator said, "I would like to thank all the staff, both medical and non-medical for the wonderful care that they have given me during my stay at the hospital. Additionally, i would also like to thank Dr Shridhar Deshmukh and his team who were immensely capable, professional, and incredible. Every single aspect was looked into and I felt safe and secure knowing I was in such good hands. I am leaving with abiding memories of everyone here at Ruby Hall clinic and I am very grateful to them for my return to health."

Raman Negi to kick off his solo project Shakshiyat's tour at antiSOCIAL, Pune

Pune, listen up! If you know the soulful rock genre, then you know Raman Negi. The legendary rock artist is set to debut his "Shakshiyat" Tour at antiSOCIAL, Pune on January 14, 2023. He has made a name for himself as a singer-songwriter who creates music that defies trends, genres, language, and subjects. This will be an experience of a lifetime for all soul rock lovers in the Pune music circuit. antiSOCIAL welcomes you to experience this musical bliss of a lifetime. See you there! Date: January 14, 2023 Time: 8:00 PM onwards

Venue: antiSOCIAL | Unit No. 102, Mezzanine, Ferguson College Rd, above FC Road School, Revenue Colony, Shivajinagar, Pune, Maharashtra 411005, India Fee: Rs 499/-



DHL Express India delivers the joy of festivals with festive offer



tomers in India. As part of the offer, DHL Express retail customers can get up to 50% discount on international shipments until January 23, 2023. The discount is available across DHL's 700 retail stores for shipments weighing 2-10 kgs as well as 15kg, 20kg, 25kg and 30kg. Customers can use this special deal to send sweets, curated gifts, homemade delicacies and more to their loved ones across the globe to celebrate festivals like Pongal, Makar Sankranti, Bihu, Lohri and Bogi Pandigai. "Festivals form a huge part of Indian households. It is a time for families and friends to get together. But this feeling is

mostly missed by those living abroad. This is our way of helping our customers reach their loved ones living across boundaries to show that they are important and included in their celebrations," said Sandeep Juneja, Vice President, Sales and Marketing, DHL Express India. Customers can leverage DHL's global network of 220 countries and territories to send their good wishes to family and friends. The offer also comes with an assurance of complete shipment visibility through proactive updates via SMS and e-mail, ensuring hassle-free deliveries across the world.

Pune (Voice news service):- DHL Express, the world's leading international express service provider, is spreading festive cheer with an exclusive offer for its retail cus-

NSDL collaborates with SBI Foundation for 'Project SAMEIP'

Pune (Voice news service):- National Securities Depository Limited (NSDL), India's first Securities Depository, and its 100% subsidiary NSDL Database Management Limited (NDML) today announced its collaboration with SBI Foundation to execute Project SAMEIP (i.e. SBI Foundation and Microsoft India Employability Initiative for Persons with Disabilities) to empower Persons with Disabilities (PwDs) by enabling livelihood through skill development and to promote PwD inclusion amongst employers in India. The Agreement was signed and exchanged between NSDL & NDML and SBI Foundation at NSDL's Mumbai office. The agreement was signed by Mr. Pramit Sen (CHRO, NSDL), Mr. Sameer Gupte (MD & CEO, NDML) and Mr. Lalit Mohan (COO & President, SBI Foundation) in the presence of Ms. Pad-

maja Chunduru (MD & CEO, NSDL), Mr. Sanjay Prakash (MD & CEO, SBI Foundation) and Mr. Samar Banwat, (Executive Director, NSDL). Under Project SAMEIP, NSDL and NDML will train around 375 persons with disabilities across Mumbai, Hyderabad and Bengaluru in BFSI and IT job roles. Further, the trained PwDs shall be provided with employment support and post placement support for retention in the employment. Project SAMEIP is a joint program by SBI Foundation and Microsoft India executed by the American India Foundation Trust (AIFT). Project SAMEIP will be aligned with NSDL's flagship program Artha SAMARTH, a special skill development and employability program. On this occasion Ms. Padmaja Chunduru, MD & CEO of NSDL said, "We are happy to partner with a highly reputed and credible institution like

SBI Foundation for 'Project SAMEIP'. The project is a unique initiative that will provide livelihood opportunities to PwDs in BFSI & IT sector" Mr. Sanjay Prakash, MD & CEO, SBI Foundation said, "Through Project SAMEIP, SBI Foundation aim to focus on enabling the BFSI ecosystem through deep engagement with corporates. Today, I am delighted that NSDL has joined hands with us in this journey by supporting the skilling for 375 PwDs in core BFSI and IT skills, as a part of Project SAMEIP". Mr. Sameer Gupte, MD & CEO, NDML said, "NDML is excited to partner with SBI Foundation for project 'SAMEIP'. This is in line with our focus on 'Education and Skill Development'. We look forward to facilitating long-term career development and employability of young persons with disabilities".

Pre-Budget expectations for the Plastic & Polymer Industry 2023-24 By Jigish Doshi, President, Plastindia Foundation



Pune (Voice news service):- Plastindia

Foundation urges the government to lower the import on polymer and increase the custom duty on finished plastic products in Union Budget 2023-24 to support the domestic plastic industry.

Finance Minister Smt. Nirmala Sitharaman is all set to present the Union Budget for the financial year 2023-24. Plastindia Foundation is hopeful that the hon'ble Finance Minister will frame the budget keeping in mind the overall growth and development of the entire plastic industry – from raw materials, and converter to machinery manufacturers. Plastindia Foundation's motto is to put the Indian plastic industry on a high growth path – from USD 5 trillion in 2025 to an ambitious USD 25 trillion by 2045.

To drive this growth and to make India the global sourcing hub for plastic, Plastindia Foundation wholeheartedly supports the Make in India and Aatmanirbhar Bharat initiatives. However, we need support from the government to make this a reality: The import duty on poly-

mer should be between 5 - 7.5 %. India does not produce enough polymer and import is inevitable. Import duty on polymer needs to be lowered to make the Indian plastic industry more competitive.

Custom duty on the finished plastic product should be a minimum of 20% or more to support the domestic plastic processing industry.

The government is focusing on renewable energy, and this presents an opportunity for the plastic industry. However, at present 90% of the components for solar panels and windmills are imported and the products are only assembled in India. To encourage the local manufacturers, the custom duty on the import of components like EVA, back sheet, metal frame, solar glass, etc., should be at least 20%. The plastic industry can play an important role in manufacturing EVA and back sheets.

To promote industrialization in India, I would also request the hon'ble Finance Minister to consider the following: Make uninterrupted power available at less than Rs 5 per unit. India has a high electricity rate and power fluctuation is also very high. This rate is at par with neighbouring countries that makes uninterrupted power available to industries at a low cost.

India should have a free labour law however the wages should not be so high that it makes the manufacturing industry globally uncompetitive. La-

bour law should come under the purview of the Central government and wages across the country – in tier 1, tier 2 and tier 3 cities, should be uniform.

GST should not be higher than 12% across product categories. Government should make land acquisition easy by identifying zones of land that are non-agricultural. Land from those zones should be made available easily without industries having to go through the formality of converting agricultural land to non-agricultural land. Also, the Government should start a new formula wherein developed land should be made available to industries on long-term leases. This will significantly lower the investment on land and make Indian industries globally competitive. Currently, the price of land is so high that project cost skyrockets. China is using this formula for a very long time.

Easy finance at reasonable interest rates from both banks and NBFCs should be made available to the industry. Compliances should be kept minimum. Also, if there are any technical errors in following these compliances then it should be handled by a separate court.

Overall, we are expecting a budget that is industry-friendly and makes the domestic plastic industry more dynamic and globally competitive.

Toyota Kirloskar Motor Supplies Hydrogen Fuel Cell Module for a Proto Examination and Feasibility Study purposes, Contributing to Nation's Energy Self-reliance and Carbon Neutral Goals

Pune (Voice news service):- In line with its mission of "Producing Happiness for All", which seeks to contribute towards establishing a 'future-proofed' sustainable society that is in harmony with nature, Toyota has been developing green and clean technologies promoting sustainability across regions. Being pioneers in electrified and other green vehicle technologies, the company strives to offer an array of electrified and alternate fuel vehicles to minimize CO2 emissions by taking into consideration the energy generation, infrastructure readiness and consumer adoption of each country/region. Further, globally Toyota is committed to Carbon Neutrality by 2050, and aims to achieve Net Carbon Zero in Manufacturing Operations by 2035.

Fuel cell electric vehicles (FCEVs) are powered by hydrogen which produce no tailpipe emissions, being the cleanest fuel. Green hydrogen is generated from renewable energy sources and can provide storage requirements for solar and wind energy which is critical for their rapid take off at a greater scale. Hydrogen has higher energy density over batteries, can store energy for a longer duration and is portable, thus making it an excellent energy carrier for diverse applications. With these advantages, hydrogen can play a significant role in our country's goal toward

achieving energy self-reliance and mitigating carbon emissions.

On a broader perspective, Toyota continues to focus on the hydrogen technology and promotion of the fuel cell module usage across various sectors to enhance wider adoption and achieve scalability. The hydrogen fuel cell module provides energy source to serve various applications which is essentially the key to realise competitiveness and creation of a future sustainable hydrogen society. Further to achieve zero CO2 emissions in more challenging applications such as trucks and heavy transport, trains, buses, aviation, shipping, forklifts, and industrial processes, hydrogen will play an important role. Towards this direction, Toyota Kirloskar Motor (TKM) today announced the supply of its Fuel Cell Module (one unit) to Ashok Leyland to build fuel-cell commercial vehicle in India for proto examination and feasibility study purpose. When it comes to hydrogen based electrified vehicle technology, fuel cell module is the heart which powers the hydrogen electric power train. Toyota given its strong technological capabilities intends to move forward in sure-footed steps to promote and enhance the use of fuel-cell modules in India, to develop zero carbon emission vehicles. Toyota's hydrogen fuel cell-

based technology can help enable faster shift away from fossil fuels, promoting renewable energy, achieving energy self-reliance, and mitigating carbon emissions. Moreover, given India's energy mix, its unique consumer profile and needs, infrastructure readiness, and the Government's diversified efforts towards becoming 'AtmaNirbhar' in energy by 2047, Toyota is advancing mobility solutions with greater agility, thereby introducing, and supporting multiple clean technology pathways by joining hands with other stakeholders with mutual interest and aim to contribute to our nation's carbon neutral targets.

Commenting on this clean mobility initiative, Mr. Sudeep S. Dalvi, Senior Vice President and Chief Communication Officer of Toyota Kirloskar Motor, said "We are extremely happy to supply Hydrogen Fuel Cell Module to Ashok Leyland for building Fuel Cell Commercial Vehicle for proto examination and feasibility study purpose. Reducing tailpipe emissions and carbon footprint has always been extremely important for us at Toyota and we are also committed to contribute towards the national target of energy self-reliance. Globally, the energy industry is working on the technological innovations of carbon-neutral fuels such as hydrogen and biofuels. Through this initiative, we hope to promote

wider use of hydrogen as a fuel which can help to create a hydrogen society in harmony with nature."

The Government of India announced the National Hydrogen Mission (NHM) in the Union Budget for 2021-2022. NHM has drawn a road map for the usage of hydrogen as an energy source. This mission aims to push for the implementation of hydrogen energy that will drive the country in the right direction of making the best out of the renewable energy sector. Aligning with this, Toyota is enhancing its technological strengths to capitalize on the most abundant elements on earth for a better, safer, and cleaner alternative fuel option. Toyota provides products that inspire customers to think, "this is practical to use" based on a sustainable and realistic approach. Based on the idea that cleaner vehicles contribute to the environment only when they come into widespread use, TKM are continually enhancing the line-ups of electrified vehicles (recent offerings of strong hybrid electric vehicles as Urban Cruiser Hyryder and Innova Hycross) and conduct pilot studies of alternate fuel-based vehicle technologies (such as Mirai and Flex-Fuel Strong Hybrid Electric Mobility) to promote awareness on sustainable mobility.

Talking on this move, Dr.N. Saravanan, Chief Technology Officer of Ashok Leyland,

said "Ashok Leyland is excited to collaborate with Toyota Kirloskar Motor to bring their globally renowned and proven fuel cell module system to the commercial vehicle sector in India. Ashok Leyland's track record in bringing innovative and differentiated products combined with Toyota's technology leadership in fuel cells has created a massive opportunity to conduct proto examination and feasibility study towards decarbonizing both goods and people transportation."

The fuel cell electric vehicles use a propulsion system like that of electric vehicles, where energy stored as hydrogen is converted to electricity by the fuel cell. These FCEV are fuelled with pure hydrogen gas stored in a tank. Similar to conventional internal combustion engine vehicles, FCEVs are equipped with other advanced technologies to increase efficiency, such as regenerative braking systems that capture the energy lost during braking and store it in a battery.

Globally, Toyota is implementing various initiatives to realize a hydrogen society, promoting fuel cells utilization for commercial vehicles, and increasing industrial uses. Toyota FC Modules are used by Commercial OEM to manufacture FC Truck, FC Bus in Japan, Europe, China, North America and presently in India.

Pune, Chennai, Bengaluru, Hyderabad, and Mumbai emerge Top Five Cities for Women in India, reports Avtar



Pune (Voice news service):- Avtar group,

India's pioneers in Diversity, Equity, and Inclusion (DEI), released the 'Top Cities for Women in India' report today. The report which is the culmination of a year-long exercise, is an algorithmic assimilation of data from over 200 sources including current ease of living index, PLFS, national census, crime records, NFHS, Ministry of Women & Child Development's annual report, the IMF, as well as Avtar's primary research with employer organizations and women, to arrive at a comprehensive City Inclusion Score". Chennai, Pune, Bengaluru, Hyderabad, and Mumbai have emerged as Top Cities for Women in India with their City Inclusion Scores above 60.

The City Inclusion Score is a composite of Social Inclusion Score (SIS) and Industrial Inclusion Score (IIS). The Social Inclusion Score (SIS) comprises social factors (quality of life, women's safety, women's representation in the workforce and women's empowerment initiatives) that influence the city to be women friendly. Industrial Inclusion Score (IIS) evaluates the extent to which organizations in the city across industries are inclusive of women. The IIS is based on three indicators – inclusive organizations, inclusive industries, and career enablers. Inclusive organizations are defined as organizations that pursue Diversity, Equity and Inclusion as a strategic priority. Here, leaders are vocal advocates of DEI and there is a strong culture of allyship. Women leaders inspire women along the talent pipeline to advance in their careers, intentionally.

Career enablers (as defined by Avtar's career enabler framework, devised in

2015 and updated each year through primary research) refers to aspects such as mentoring, skill building and Employee Resource Groups (for career progression) and flexible work arrangements, child-care support, and elder care support for managing work-life challenges.

The United Nations (UN) has defined women-friendly cities as those that provide women the access to health, education, employment opportunities, comprehensive urban, social services, and a safe environment. Women-friendly cities are also defined as those where local governments are conscious of women's issues and perspectives in their planning and decision-making processes. In essence, women friendly cities are those cities where all the residents of that city can equally benefit from the financial, social, and political opportunities presented before them.

The report provides a list of 111 cities for women in India based on their inclusivity parameters towards nurturing a conducive ecosystem for women's employment. The first-of-its-kind study reports the indices for identifying Top cities for women in India, with indicators for governmental agencies and policy making forums to make cities more conducive for increased women's workforce participation. The insights from the report are meant to aid corporates to engage with stakeholders to work hand-in-hand in creating enabling ecosystems for women talent to rise to its fullest potential. According to Avtar's Top Cities for Women in India report, only nine out of the 111 cities have scored above 50 in their City Inclusion Scores. The capital cities of many states do not feature in the top 25 spots. While state capitals receive a lot of attention – politically, socio-economically, environmentally, and developmentally, their absence in the top 25 necessitates a deeper probe from the side of policy makers to understand the barriers faced by the state capitals in being inclusive for women professionals.

Cities like Delhi, Nagpur, Aurangabad, and Farid-

abad have a social inclusion ranking which is lower than the industrial inclusion ranking. Whereas cities like Puducherry, Vishakhapatnam, Surat, and Bilaspur have a high social inclusion score with a low industrial inclusion ranking. Cities with high social inclusion score – which refer to the extent of safety, women-oriented initiatives, and a general sense of ability to live and raise families (which are critical to women) have good potential for corporates to expand and set up operations here thereby attracting a larger pool of diverse talent.

As per the Top cities for Women in India report 8 Tamil Nadu Cities were among Top 10 Cities for Women in India in both the categories Kerala emerged on top in the State Averages of City Inclusion Score

The national capital of Delhi secured 30 points less than the top city and ranked 14th in the population of over a million category. Cities in south India dominate the top cities for women in India.

Comparing average scores for each region, Southern region emerges on top closely followed by the West.

Speaking at the launch of the study, Dr. Saundarya Rajesh, Founder – President, Avtar Group said, "The fact that the South and West regions are more women-friendly in terms of employment is not a surprise, given the politico-historic context of these regions. The rise of cities like Hubli, Nagpur, Ahmedabad, and Coimbatore as promising hubs of women's employment, due to their high Industrial Inclusion scores is very heartening. Metros like Delhi and Kolkata have fallen behind in terms of social inclusion due to lower standards of safety and poor enablers for women to pursue employment"

The study which apart from indexed scores, also factored in the steps taken by states and cities in empowering women during the last one year, highlighted the key inclusion measures that are required for increasing women's workforce participation. The report, the very first

such national effort in bringing a data driven and evidence-based understanding of the current state of city ethos towards women's inclusion, also outlined the importance of transforming cities as spaces that can be freely navigated by women to pursue career and economic self-sufficiency goals.

Referring to the critical role played by city infrastructure in influencing women's careers, Dr. Saundarya said, "We are very excited about the possibilities to increase women's employment being offered by cities like Vishakhapatnam, Madurai and Vadodara, which are growing centers of both industrial activity and social development. As rightly called out by our Prime Minister, to reap the benefits of the fourth industrial revolution we must enable more women in workplaces, especially in the growing industries. It is imperative that we look at the problem of low representation of women in India as not only something to be solved by corporates, but also as a goal for the state. With India's urban infrastructure needs set to cross over \$840 billion (World Bank report), with an annual investment of over \$55 billion, here is a powerful call to ensure that this investment takes into account the burgeoning expectations of women to play a significant role in the economy"

While technical training and upskilling can powerfully contribute to young women obtaining office/factory-based jobs in cities to attain economic independence and social autonomy, a sustainable ecosystem that eliminates infrastructure barriers is an indisputable catalyst towards development. Added Dr. Saundarya, "The Top Cities report, which will be an annual effort that will use tools such as sentiment analysis, opinion mining and other big data analytics, will continue to be a conscientious call to action for governmental and organisational stakeholders on how they can contribute towards improving women's participation in economic activity. This in turn will lead to the rapid economic development of the country."

Strategic Brand Consultancy Maestro Realtek Accelerates Sales of Real Homes by Gada Group Establishes New Market Communication and Improves Customer Experience



Pune (Voice news service):- The real estate industry has undergone a massive transformation in the past decade. From relying on radio and print ads, the industry has swiftly transitioned to digitized and tech-driven solutions. This has propelled real estate developers and landowners to up their game and seek professional assistance to ensure growth, smooth land acquisition, improved sales, and rapid business expansion.

Here is where strategic brand consultancy firms like Maestro play a significant role. In a recent announcement, strategic partner Maestro announced it successfully turned around the growth



trajectory of Real Homes by Gada Developers by introducing new market communication, enhancing customer experience, and creating a sales process with professionals.

Real Homes, which was earlier launched as Anutham in 2019 but unable to take-off despite couple of launches for various reason, Through in-depth market research, Maestro was able to recognize the problems and the cause of inefficient sales. One of the setbacks reported was the interruption of Hadapsar Bridge which blocked the view of the building elevation.

Another major setback was the lack of exclusive amenities

that could otherwise be its unique selling point, besides the basic ones.

Soon thereafter, with a thorough examination, Maestro rebranded Anutham – now called Real Homes – and devised a new campaign strategy.

As part of the new messaging, Real Homes presented itself as the "ideal residential location and wise choice for anyone looking to buy a non-frill apartment". Maestro helped the realty company highlight other key features, including a hill view from the East side, retail facilities, garden-view apartments, and an upcoming metro station.

The strategic brand consultancy firm also contributed

to revamping the existing sales approach and processes. Consequently, Maestro managed to boost the project's sales and sold 70 percent of the inventory, thereby setting a new sales benchmark for its project that remained stagnant for two years.

Speaking on the announcement, Mr. Nitin Gupta, Founder of Maestro Realtek, said, "As a strategic business partner, we consider it our responsibility to help real estate developers and landowners bring their dream projects to life and achieve their goals. Our partnership with Gada Group commenced with a similar approach and the intent was clear: to establish a strategy that helps improve their brand visibility and conversion, aiding Real Homes to double sales and boost profits. Rebranding Anutham, repositioning its brand's offerings, and altering the messaging reinforced our objective and that of our clients. It gives us immense satisfaction and joy to have been able to support Real Homes' sales growth."

Joyville Shapoorji Housing eyes INR 1000 + crore revenue from its new project in Pune



Pune (Voice news service):- Joyville Shapoorji Housing, the aspirational housing platform by Shapoorji Pallonji, ADB, IFC, and Actis, today announced the launch of its new residential project near Hadapsar, Pune.

The first phase comprises the 'Sky-Luxe Edition' of duplexes and penthouses. The towers will have 168 duplexes and penthouses with carpet areas ranging from 1,220 square feet (~113 sq.m.) to 1,326 square feet (~123 sq.m.). The company expects a sales revenue of INR 1000+ crore from its newly launched project.

Part of a ~ 9-acre (~ 36,594 sq.m.) development, the two towers consist of 3-BHK duplexes and penthouses with a

saleable area of about 2.8 lakh square feet (~26,000 sq.m.), with exclusive terrace and podium amenities.

Sky-Luxe Edition is a luxurious architectural marvel that is meticulously planned, offering stunning views of its vicinity with utmost privacy. Joyville homes are always built around greenery, and Sky-Luxe Edition residences are no exception. Apart from the duplex towers, the development comprises 75% open spaces with abundant fresh air, making the homebuyers feel on top of the world. The duplexes start from Rs. 1.45 crore onwards.

Located on the Pune-Solapur Highway, near Hadapsar, Sky-Luxe Edition is well-linked to the neighbouring localities such as Kalyani Nagar and Koregaon Park and even to major transit hubs like the Pune Railway Station, Pune International Airport, SP Infocity, and Magarpatta IT Park.

Two major state highways, the Pune-Solapur Highway and the Pune-Ahmednagar Highway, pass through this region, proving to be one of the major

reasons for development in Hadapsar. Another upcoming infrastructure development closer to the project is the 30 m R.P. Road connecting Saswad Road and Ring Road, which further connects Nagar Road and the Solapur Highway.

Speaking on the launch, Mr. Sriram Mahadevan, Managing Director of Joyville Shapoorji Housing, said, "We are excited to announce the launch of our new residential project comprising duplexes and penthouses near Hadapsar, Pune. While doing our research, we found a growing demand for duplexes in the region. Joyville strives to meet the needs of upwardly mobile customers, whether they are upgrading to gated communities or, in this case, aspirational-fueled duplexes and penthouses. The Sky-Luxe Edition offers duplexes and penthouses in towers with best-in-class amenities, safety, and security within a gated community. We are confident that the new project will provide a holistic living environment that meets the aspirations of a perfect home."

He added, "We are happy to add

this project to our growing portfolio and strengthen our presence in the Pune market. Rapid infrastructure development has increased residential demand in Hadapsar. Given the location's gradual transformation, we are optimistic that Hadapsar will promote a future that will change the way people live."

Sky-Luxe Edition residences are crafted for sustainable living. They are built with energy-efficient walls, low-flow water fixtures, and rainwater harvesting, leading to lower energy utility bills.

The two duplex towers include exclusive terrace amenities such as a walking/jogging path, a senior citizen's plaza, a yoga and meditation zone, a barbecue zone, an observatory zone, and pergola seating. Other exclusive amenities such as a plunge pool, spa, steam room, gym, café, kids' play area, indoor gaming zone, work-from-home area, screening room, and guest rooms will help the homebuyers live a luxurious life, offering a perfect blend along with the goodness of nature.