



Naiknavare Developers launches Avasa a new business vertical of structured plots; commences its first-of-its-kind e-commerce platform designed exclusively for plotting



Pune (Voice news service):-

Naiknavare Developers, renowned for its well-thought-out community-centric residential and commercial projects in Pune, Mumbai, and Goa, today announced it has launched "Avasa", its new business vertical of premium plotted development, and commenced its first-of-its-kind e-commerce platform designed exclusively for plotting, <https://plots.naiknavare.com/>.

The first project under this new dedicated vertical "Avasa Meadows" will be located near the Vadgaon Maval area of Talegaon, which is conveniently connected to the Mumbai-Pune highway and boasts a good railway connectivity as well. "Avasa Meadows" solely comprises of fully serviced luxurious N.A plots and offers 62 plots in total, each of the sizes of 1848 sq. ft to 2846 sq. ft, starting at Rs. 60 lakhs plus taxes.

The revolutionary e-commerce platform, exclusively for selling plots offers a comprehensive solution to streamline the property buying process, from lead capture to booking followed by online registration. This is a pioneering initiative in the real estate industry that will enable buyers to easily search for properties, view virtual tours, and schedule in-person visits, all from the comfort of their own homes, thereby digitising the whole process of purchasing and registering the plots. The clarion call for digitisation by the government in all spheres of public life, only warrants such customer convenience initiatives in a generally less technology centric sector. Naiknavare has introduced a new business division named "Avasa" which is exclusively focused on developing and selling luxury plots located 20-25km away from the city.



This sub brand is similar to their existing sub-brand for commercial projects, "Business Square". Commenting on the new business vertical and the sale prospects of structured plots, Anand Naiknavare, Head of Business Processes, Naiknavare Developers, said, "The opportunity to live individually and independently, yet get the advantages of living in a gated community are attracting people to purchase plots. The stage of urbanization, stability in development control regulations, and increased demand for larger spaces and earthy lifestyles triggered by COVID-19 are all contributing to faster uptake in plotting sales. Apart from the intrinsic stability of land value, the increased FSI makes purchasing and self-developing a plot attractive and commercially adding far more value for the end user. The price-to-area

ratios are far better. This encouraged us to launch Avasa and enter the structured plots business. Also, we are happy to say that our commitment is to hand over 1 million sq. ft. of plots in the upcoming financial year under this mandate." Anand further added, "The e-commerce platform will enable buyers book online conveniently thereby taking the whole customer buying experience to a new level. The transaction process is simpler, faster, easier and completely transparent. Plots provide much better privacy and spacious areas for designing homes to suit the needs of the users than built-up homes do. Avasa Meadows offers flexibility while constructing homes and the plotting system offers more freedom and privacy to homebuyers to customise. Moreover, when reputed developers offer structured N.A plots, there's

Talegaon to witness its first premium plotted development project "Avasa Meadows" by Naiknavare with 62 fully serviced N.A plots



reliability as well as legal and environmental compliances. We are redefining the idea of freedom through projects like AvasaMeadows as they are built on these pillars while providing space, privacy, personalization, a gated community, and value which will allow buyers to unlock the potential value of land." Avasa Meadows project is a sanctuary of green and blissful living, marked by Naiknavare Developers' commitment towards their philosophy, 'to redefine the idea of freedom'. The design at Avasa incorporates a range of relaxed settings for mingling and socializing with the five key built in values and there's personalization, Sited close to major landmarks and facilities, this project comes as the developer's response to the increasing demand among property buyers and investors to stay close to nature and immerse

themselves into low rise single dwelling lifestyles. Developed and designed to cater to a variety of home buyers and investors, this project has emerged as a great investment for NRIs, given that the land appreciation has seen 3x growth over the last 5 years. As Talegaon is one of the fastest-growing hubs and attracts a lot of attention owing to its strategic location amidst Mumbai, Pune, and Nashik, numerous other builders and businesses have flocked to this town. The fact that Talegaon is close to the Mumbai-Pune highway, and 45 minutes away from Pune and two hours away from Mumbai makes it a potential up-and-coming financial hub. Other than "Avasa Meadows", Naiknavare Developers is also bracing up to launch two other plotted development projects in Talegaon (one of the fastest growing hubs).

Bhushan Ranbhare re-appointed as NSUI Pune President



Pune (Voice news service):-

Bhushan Ranbhare has been re-appointed as a president of National Students Union of India (NSUI) Pune City & District unit. Under the leadership & consent of Neeraj Kundan, National President of NSUI, former minister of Maharashtra MLA Dr. Vishwajit Kadam, Pune

Jilha Congress Committee president MLA Sanjay Jagtap, MLA Sangram Thopate, Pune City Congress Committee president Arvind Shinde NSUI Maharashtra president Amir Shaikh has given him an appointment letter. Bhushan Ranbhare Bhushan Ranbhare has been active in the NSUI for the past eleven years. Ranbhare, who is always ready for the welfare of the students, has successfully organized agitations on many issues of the students. At the age of twenty-three, he officially contested the Pune Municipal Corporation election from the Congress party. Dignitaries from various fields have congratulated Bhushan Ranbhare for his election, informed Abhijit Haldekar, State President of NSUI's Social Media Department.

Amazon Business announces exciting deals for MSMEs through End of Financial Year sale event

Pune (Voice news service):-

Amazon Business announced the commencement of an 'End of Financial Year Sale' to help its business customers complete all pending purchases with great deals before the end of the current financial year. The event will help B2B customers discover relevant selection and get incremental cashback and discounts on these purchases to save costs. Business customers can enjoy upto 10% extra cashback across all the business relevant categories like computers & accessories, electronic appliances, office products, office improvement, office kitchen, industrial & scientific.

First Time users can enjoy upto 25% CASHBACK across selected categories. Customers can also avail business exclusive prices and bulk deals on more than 5000 products with upto 30% off on the Laptops and upto 40% off on the monitors, ACs

and refrigerators. In addition to these benefits, MSMEs can also use other features such as Multi-user account, pay later, Bill to Ship to and Approvals to make business purchases more efficient and compliant. The financial year end sale aims to empower MSMEs by providing over 16 Cr GST enabled products across top categories at exciting prices. Existing Amazon Business customers can gather more information about the event after signing in their business account. New customers can also see the visibility and know more about the event once they create a free account from <https://business.amazon.in>. Since its launch in 2017, Amazon Business has always worked to add value and convenience to its customers' businesses. With this event, it aims to help MSMEs acquire business supplies at discounted rates, further minimizing the cost of procurement.

iQOO registers 300% YOY growth in online sales 2022 in Maharashtra, becomes the fastest growing brand in the 15K+ segment in the state



Pune (Voice news service):-

iQOO, India's fastest growing smartphone brand, registers 300% YOY growth becoming the fastest growing online smartphone brand in Maharashtra. While the online smartphone industry has witnessed growth of 8% in the state, iQOO grew by 300% YOY on the back of consistent innovation to deliver industry-best power-packed devices across price points. The brand unveiled the recently launched #FullyLoaded iQOO Z7 that is breaking records from the 1st day of sale as Amazon's highest selling smartphone in under 20K segment. Maharashtra was one of the leading markets contributing 8% to the iQOO Z7 sales in the country. Sharing the growth journey

of the brand, Nipun Marya, Chief Executive Officer - iQOO said, "We have seen steady growth and an encouraging response in the state and across the country given our focus on performance-oriented products. We have already expanded our portfolio with products like the flagship iQOO 11, Neo 7 and now Z7, delivering premium smartphone experience at all price points that will surely capture consumer interest this year and drive growth in the future. We are overwhelmed with the consumer response that has made us the highest consumer choice brand in the 15K+ segment amongst emerging brands in the country. The love showered on iQOO Z7, delights us and motivates us to continue to focus towards

innovating future-ready technology that cater to the evolving needs of Indian consumers."

The #FullyLoaded iQOO Z7 has received much appreciation in the first week of its sale for its powerful performance with MediaTek Dimensity 920 5G processor, segment's first 64 MP OIS camera, Segment's brightest AMOLED display and 7.8mm segment's slimmest smartphone.

The device has surpassed benchmarks with Highest AnTuTu score of more than 485K. Additionally, the smartphone is equipped with exceptional features such as India's first 64MP OIS Ultra-Stable Camera in the segment, 44W FlashCharge, Ultra Game Mode, AMOLED screen with in-display fingerprint and an exceptionally best in the segment screen brightness of 1300 nits to provide robust and unmatched smartphone performance. In addition, the company is providing three years of monthly security updates and two years of Android updates for the iQOO Z7. The phone has Funtouch OS 13 based on Android 13 out of the box.

NSDC signs a tri-partite MoU with the Administration of TTAADC and Medhavi Skills University for the development of NSDC Skills Academy in Tripura

Pune (Voice news service):-

National Skill Development Corporation (NSDC), working under the aegis of Ministry of Skill Development and Entrepreneurship (MSDE) has announced a Tri-partite MoU with the Administration of Tripura Tribal Areas Autonomous District Council (TTAADC) and Medhavi Skills University to develop National Skills Academy named as "Maharaja Kirit Bikram International Centre for Innovation & Skills Excellence". The Centre of Excellence (CoE) will focus on building capacities in the field of healthcare and paramedical skills for catering to the growing demand of trained paramedical staff and nurses in India and across the world.

The MoU was exchanged between Mr. Ved Mani Tiwari, COO (Officiating CEO), NSDC, Mr. Kuldip Sharma, Pro Chancellor, Medhavi Skills University and Sh. Chandra Kumar Jamatia, IAS, Chief Executive Officer, Tripura Tribal Areas Autonomous District Council. Through this joint venture, Tripura Tribal Areas Autonomous District Council (TTAADC) will support in promotional activities to create awareness of the courses available at the CoE. The council will be responsible for an overall administrative support and promote the academy at an international level for greater recognition. They will also provide recommendations whenever required

to the central ministries, international foundations, and reputed corporates. It will be one of the most exclusive projects in entire North-east where the students will be trained as per global standards and will be placed in the best countries of the world. The concept of creating a labor class will be replaced by creating an executive class towards socio-economic empowerment of the Tripura and others. 50% of seats will be reserved exclusively for the tribal students of Tripura with full fee waiver. Speaking on the collaboration, Mr. Ved Mani Tiwari, COO (Officiating CEO) NSDC, said, "the pandemic led to unprecedented impact on healthcare services

and several other sectors like hospitality, construction, logistics and more. We witnessed an impact in people's preferences and nature of work also got impacted due to the geopolitical issues. And with this, the world has changed exceedingly in the last few years, but these changes have also brought with them huge opportunities for our youth. The launch of "Maharaja Kirit Bikram International Centre for Innovation & Skills Excellence" is a step in the direction of opening up global opportunities for the youth of Northeast India". According to a Ministry of Health and Family Welfare report, India has one doctor for every 1,511 people, which is lower

than the WHO's recommended ratio of 1:1,000. Similarly, the country has one nurse for every 670 people, as opposed to the recommended ratio of 1:300. As the population grows, this gap is expected to increase further in the future. Therefore, as part of this MoU, NSDC will set-up state-of-the-art facilities and will act as a knowledge partner to the CoE to augment talent in healthcare and paramedical services. Further, Medhavi Skills University will be responsible for the management of daily operations and ensure provisions for quality skill training as per the international standards leading to the fulfillment of manpower demand in the reputed companies nationally and globally.

48 year old doctor from Islampur undergoes three surgeries in a single setting

Pune (Voice news service):-

In a rare feat a multidisciplinary team at Sahyadri Hospitals, Deccan conducted three surgeries Aortic valve replacement (AVR), followed by Bypass surgery (CABG), followed by living donor Liver transplant on same day in the same setting under single anesthesia. The procedures were conducted on a 48 year old male patient diagnosed with several complications including decompensated chronic liver disease, liver cancer and coronary artery disease. This is one of the very rare cases where all these three procedures were conducted simultaneously. Explaining the case Dr. Bipin Vibhute, Director and Head of Organ Transplantation & Hepatobiliary Surgery, Sahyadri Hospitals, said that the patient came to us in the month of October 2022.

He presented to us with decompensated chronic liver disease, secondary to HCV infection. He had ascites requiring tapping, GI bleed (ascites are fluids that are leaked in the belly due to increased pressure, this can cause blood vessels to swell and burst, resulting in bleeding). While evaluating him further with PET scan we found that he also has liver cancer, for which only best treatment option was early Liver transplant. When we started him evaluating for Transplant, he was also diagnosed to have significant aortic valve stenosis and Coronary artery disease, posing severe risk for any kind of surgery, let alone transplant surgery. Cardiologist Dr. Suhas Hardas, opines that the patient had congenital stenosis of aortic valve. He therefore had to be evaluated before the transplant as any heart abnormalities pose a risk

for transplant. An Echocardiography is a standard measurement of evaluating aortic valve. The test conducted pointed out to a condition called Aortic valve regurgitation that occurs when your heart's aortic valve doesn't close tightly. As a result, some of the blood pumped out of your heart's main pumping chamber (left ventricle) leaks backward. This reduces or blocks blood flow from the heart to the aorta and to the rest of the body. The condition made it necessary to undergo heart valve replacement before the transplant. Consultant cardiothoracic surgeon Dr. Sandeep Tadas mentioned that the patient had coronary artery disease and was advised angiography. There was 75% blockage in the right coronary artery. Dr. Vibhute added that one of the options was to get aortic valve replacement and bypass

surgery done first with high risk, and then to wait for 6-12 weeks and then proceed for transplant. While there was a high risk in the first scheduled procedures, the bigger risk was the waiting time for liver transplant as the growth of liver tumour would make it inoperable. We had a multi-disciplinary meeting (MDT) with cardiac surgery team, where we came up with another approach. We decided to perform all 3 surgeries in single setting! Aortic valve replacement, followed by Bypass surgery, followed by living donor Liver transplant on same day, under same anaesthesia. Dr Vibhute said that simultaneous multiple procedures involve high risk and challenges and need good set up and modern facilities and skilled and experienced team of doctors. What looked a near impossible task was made possible through

good multidisciplinary approach, good understanding of patients' dynamics, understanding of team's ability to carry out the procedures, understanding available resources and overall proper planning. Abararali Dalal, CEO and Additional Director Sahyadri Hospitals said that this is a commendable work by our team which has instilled new hope in complicated cases like these. We would like to salute the wife of the patient who donated her husband to give him a new lease of life. With a view to provide easy access to Liver Experts in Western Maharashtra, Sahyadri Hospitals conducts regular Liver OPDs at Satara, Karad, Sangli, Kolhapur, Ratnagiri and Chiplun along with Paediatric Liver OPDs for Children suffering from Liver Disease, at Karad (Sahyadri Hospital Karad) & Kolhapur.

Unacademy is hosting it's biggest Scholarship Test for Learners

Pune (Voice news service):-

Unacademy, India's largest learning platform* recently announced Unacademy Scholarship Test (UST) supporting the growing aspirations of Learners. The test will be conducted online everyday between 11:00 AM - 12:00 Noon and 4:00 - 5:00 PM from 26 March to 16 April. With UST, Unacademy aims to give Learners an opportunity to learn from India's Top Educators and best pedagogy to achieve their dream goal. Qualified Learners will be able to secure scholarships up to 100% on the Unacademy platform and Unacademy

Centre, with top performers getting access to the Special Rankers Group. UST is offering scholarships and rewards for all eligible Learners up to INR 100 crore to help them support their educational journey. The scholarship test will be open for IIT JEE, NEET UG and Foundation (Class 8 to 12) aspirants. The scholarship test will help Learners identify their areas of strength and weakness. Top rankers will be provided with the opportunity to gain admission to Unacademy's online & offline programs, thereby enhancing their learning

experiences and preparedness for IIT JEE NEET UG exams. This initiative aims at curating a platform of opportunities for Learners across the country, who are seeking advanced learning options in the offline and online scenarios. **Qualifying Learners will be eligible for scholarships across Unacademy's offline and online programs. The online test will be conducted in everyday between 26 March to 16 April**

Demand for Granite and Marble increased by more than 10 percent with the real estate boom

Pune: Due to the boom in the real estate sector after Corona, the demand for granite and marble has increased. The general granite and marble business has also increased by more than 10 percent and the demand for marble, granites, quartz, stones, tiles has also increased in Pune, said Sanjay Agarwal, director of Ceratec Group, who has been working in the marble business for 15 years. Sanjay Agarwal says, after Corona, the business of marble in Pune is booming and granite and marble are being used in commercial realty like hotels, malls, resorts, offices etc. Similarly, the demand for brand-

ed Italian marble, granites, quartz, stone, tiles, marble, clamshell sanitaryware, bathroom fittings for luxury homes has increased in today's era. Not only in Pune but also in many other cities including Satara, Sangli, Solapur, Kolhapur, Ahmednagar, Aurangabad, the demand has increased, which Ceratech marble and tiles are catering to. Ceratech Group is headed by Chairman Anand Agarwal, Director Sanjay Agarwal and Director Mukesh Agarwal. All brands like Kalinga Stone and Paradigm are for natural stone products, while Toto, Kohler, Vit-

ra, American Standard, and quone are brands of sanitary ware and bathroom fixtures are available in Ceratec and international brands of world class tiles, ceramic, marble and sanitary ware from other countries will be available in the coming time. Ceratec Group entered the marble business in 2008, today they have completed 15 years and are doing business through a showroom of around one lakh square feet in Katraj Ambegaon, Pune. Where Branded Italian Marbles, Granites, Quartz, Stones, tiles, marbles, CP sanitaryware, bathroom fittings are available.



Solitario Shines Bright with Launch of New Store in Pune's Phoenix Market City Mall, Backed by Bollywood Star Vivek Oberoi



Pune (Voice news service):- Solitario, a leading luxury brand that offers the finest lab-grown diamonds of superior quality, has recently opened its latest store in the Phoenix Market City Mall in Pune. The brand is a pioneer in the lab-grown diamond industry, and was launched by Bollywood actor and producer Vivek Anand Oberoi, who is also one of the co-founders of Solitario. The grand opening of the store was graced by the presence of Oberoi along with the other co-founders, Mr. Ricky Vasandani and Mr. Satish Daryanani. Lab-grown diamonds are grown in highly controlled laboratory environments

using advanced technological processes that duplicate the conditions under which diamonds naturally develop when they form in the mantle, beneath the Earth's crust. Solitario is dedicated to delivering high-quality jewelry at a reasonable price point, and one of the ways they achieve this is by offering lab-grown diamonds. These diamonds are expertly handcrafted for optimum shine and finesse, and are certified by the International Gemological Institute (IGI) to ensure their quality. Despite being lab-grown, these diamonds are designed to give off the same level of sparkle and brilliance as natural diamonds but at a more affordable cost. During the launch, Bollywood actor, producer & Co-Founder of Solitario, Vivek Anand Oberoi, said "I am glad to be a part of this launch, as it offers the people of Pune a unique opportunity to enrich their lifestyles with a blend of innovative diamond technology and elegant everyday designs. We believe that everyone deserves access

to beautiful, high-quality diamonds at an affordable price, and Solitario is committed to making that a reality." The Pune store is offering a wide range of stunning lab-grown diamonds, including elegant earrings and pendants for women, as well as trendy jewelry options for men. "Our goal at Solitario is to provide our customers with the most affordable diamonds without compromising on superior quality," said Ricky Vasandani, Co-Founder and CEO of Solitario. "Through our brand, we want people to learn about and experience lab-grown diamonds. We are excited to introduce this new and innovative option to the jewelry market, offering an ethical, affordable, and equally stunning alternative to natural diamonds. We are proud to say our lab-grown diamonds are completely 'Made in India' from raw materials to finished product," he added. Currently, Solitario has stores in North America, South America, and Europe. With a



fully equipped diamond-cutting factory in Pune, India, Solitario has stores in Pune, Goa and Ludhiana, along with plans to grow across the nation with pan-India diamond stores. Solitario's expansion plans are making swift progress as the brand also has its sights set on a global expansion into the MENA region within this quarter. Solitario's commitment to ethical and sustainable business practices extends to the sourcing and manufacturing of their lab-grown diamonds. By sourcing and manufacturing its diamonds in India, the brand supports local businesses and contributes to the country's economy.

Students from Leeds Beckett University, UK are in Pune for a student mobility programme

The student exchange program between ISMS, Pune and Leeds Beckett University to benefit students of both the institutes by understanding sports ecosystems in both the countries



Pune (Voice news service):- Around 20 students & faculty from Leeds Beckett University's Carnegie School of Sport will be visiting ISMS college in Pune between 2nd April -13th April 2023. The initiative is a part of the student exchange program between ISMS and Leeds Beckett University in the UK. It is the first time that Carnegie School of Sport from Leeds Beckett University are sending their students for a student mobility programme to India. British Visitor stu-

dents will learn about various aspects of the Indian ecosystem, with emphasis on the sports industry (both private and government). This will be achieved through classroom seminars, visit to Indian professional Sports Facilities, exposure to intrinsically Indian aspects of physical well-being such as Yoga, interacting through friendly matches and treks with Indian College teams, management games, visiting community development for under privileged initiatives to learn about sport and community, and cultural ac-

tivities & heritage visits. The program to India includes four academic sessions by renowned sport industry experts. Professional Sports Facilities visits like Kaka Pawar Academy of Wrestling, PDMBA, Balewadi Stadium where students will learn through seminars. Pune city tour experiencing the cultural and heritage and a sumptuous Maharashtrian thali. Trek to Sinhagad Fort. A grand welcome at ISMS with Dhol Tasha and cultural event by the student. Shalini Banerjee, Director

ISMS, Pune informed that while the visiting students will understand the Indian perspective, our students will get to interact with these students, understand sports perspectives from their peers in other countries which will in turn help them enhance their skills and learning. Sports is a language common to the entire world and has the ability to inspire people with common interests and develop leadership, communication skills and competitiveness that can help young people to be successful in their endeavour.

Chhipkali is scheduled to be released on 07 April, 2023



Chhipkali is a story which questions our limited understanding of the world, our misconceptions about life, derived only from what we directly witness. It highlights our incapability to look beyond the stereotyped realism. The story challenges our conscious mindset, outlook, A detective interrogating a suspect in a murder case encounters one shocking

truth after another. National Award-winning actors Yashpal Sharma, Yogesh Bhardwaj, and Tannistha Biswas are in the lead roles. Meemo and Sarvesh Kashyap are the Producers, and Kaushik Kar is the Director of Chhipkali. Saurav Banerjee is the Cinematographer and Pabitra Jana is the Film Editor of Chhipkali.

'Jaitar' Based on a true story incident in Khandesh



a well wisher. The film's trailer and music was launched recently with much fanfare. An important factor about this launch is that it was done at the hands of a senior journo Mr Nandkumar Patil. Actors Rajat Gawli, Saili Patil, Ganesh Sarkate, lyricist Vishnu Thore, music composer Yogesh Khandare and producer Mohan Ghongde and other technicians were present at the launch. 'Jaitar' is a story of a college going couple and is based on a true incident which took place in Malegaon. There is discrimination in the society on the basis of caste, creed, economically weak strata etc. Its repercussions are often seen in love affairs or marriages and the lovers have to face the wrath of the non-prudent society. In rural areas, girls have to suffer the serious consequences of this conflict in many ways. Mainly her education and overall freedom etc are restricted. The story writer and producer of the film Mohan Ghongde is originally

an agriculturist. He saw a more serious problem in 'that' love affair incident in Malegaon which disturbed his sensitive mind. To vent his sorrow he wrote the story of Jaitar and to convey it to the society, he chose the medium of cinema and the movie 'Jaitar' was produced. Lyricists Mangesh Kangane, Vishnu Thore and Yogesh Khandare and music composer Yogesh Khandare have come up with loveable songs which are sung by Adarsh Shinde, Avadhoot Gupte and a singer couple Harshvardhan Vavre-Kasurti Vavre. The film's screenplay-dialogues and direction are by Ghan Shyam Pawar. Rajat Gawli and Saili Patil are two newcomers in the lead roles in this film and Ganesh Sarkate, Gayatri Soham, Avinash Pol, Rameshwar Daphe, Arun Geetha, Smita Prabhu, Jeevan Mahire and Sangram Salvi have played other roles. 'Jaitar' will be released all over Maharashtra on 14th April.

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The song Jeev Tujha Jhala Maajha from the film Sarja unveiled...



with romantic songs is all set to be showcased to the music loving audiences all over Maharashtra in the form of the film Sarja very shortly. The first poster of the film was unveiled recently through social media. The song Jeev Tujha Jhala Maajha succeeded in eliciting the appreciation of the listeners in a very short period of time and created a stir in the social media. While Amit Jayapal Patil has produced the film Sarja under the banner of his Rajvardhan Films Creation, Ramesh Rangrao Lad has co-produced the film. Dhananjay Manohar Khandale has directed the film Sarja. The

romantic song Jeev Tujha Jhala Maajha from the film was unveiled recently. The mukhda of the song is 'Phulvani Hasu tujha, Madhavani Bol Dolayachya ya davamandhi man gela khol'. While lyricist Vaibhav Deshmukh has penned the lyrics, the song has been composed by music director Harshit Abhiraj in the voices of Abhay Jodhpurkar and Vaishali Made. Meaningful lyrics coupled with melodious and catchy musical compositions are the biggest USPs of the songs. Abhay and Vaishali have succeeded in capturing the hearts of lovers of music by singing the song in a breezy romantic style.

The song Jeev Tujha Zaala Majha, according to Harshit Abhiraj is very situational and hence will blend with the proceedings of the plot with aplomb. Harshit also added that the song will appeal to the viewers with its rich melody and natural romantic style while director Dhananjay Khandale adds that the song has been positioned rightly in the film. Thanks to Harshit Abhiraj whose melodious and catchy music the latest Baban starrer love story Roundel, is minting money at the box office windows currently, the team of music director and the lyricist is also all set to elevate the film Sarja.

Amara Raja Batteries' EV battery receives safety certificate

Pune (Voice news service):- Amara Raja Batteries Ltd, India's leading industrial and automotive battery major, has cleared the AIS-156 Amendment 3, Phase 2 and received the ARAI certification for its EV batteries and off-board chargers. The certification reiterates ARAI's responsibility in designing and developing safe battery packs. In September 2022, the Government amended the EV battery testing standards and implemented the Amendment 3 of AIS-156 in a phased manner with Phase 1 in effect from December 1, 2021, and Phase 2 from March 31, 2023. Amara Raja acknowledges

and appreciates the efforts taken by the Government to ensure the safety of EV battery packs in the light of growing fire incidents of EVs. Amara Raja's lithium battery packs for 3-wheeler application (7.5 KWH to 8.5 KWH) along with powerful off-board chargers 2KW and 3KW have been certified under the amended norms. This certificate supports battery safety reliability and advancements and further enhances Amara Raja's commitment to bringing world-class products to Indian consumers. It has completed 2 crore km of on-road validation of

three-wheeler batteries. "This certification is a major milestone in our efforts to develop a robust EV ecosystem that is safe and reliable. It is also a testament to our commitment to Government initiatives and to lead by example in the EV industry. We will continue to bring more innovation in e-mobility space and are already working on lithium battery packs with advanced thermal management technology to provide a smooth and safe EV riding experience," said Mr. Vijayanand Samudrala, President, New Energy Business, Amara Raja Batteries Ltd.

Amara Raja is committed to sustainable mobility segment and in the last few years, it has been working on Li-Ion cell chemistries specifically suited for the Indian subcontinent. It already supplies lithium battery packs and chargers to select 2 and 3-wheeler OEMs. In addition, Amara Raja plans to set up state-of-the-art research and manufacturing facilities on Giga Scale that will primarily focus on Li-Ion cells and battery packs. The facility, which will entail an investment of Rs 9,500 crore over the next 10 years, will have an eventual capacity of around 16 GWh.

Tata IPL 2023 to Go.ev with the Tiago.ev

Pune (Voice news service):- Furthering its legacy of partnering with some of the country's most prominent sporting events, Tata Motors has announced the Tiago.ev as the Official Partner for this year's edition of the Tata Indian Premier League. Continuing this association for the sixth consecutive year with the Board of Control for Cricket in India (BCCI), the Company will leverage this prestigious platform to increase awareness of EVs, while showcasing and driving engagement for its recently launched premium electric hatch - the Tiago.ev. The Tata IPL 2023 is scheduled to begin on March 31st, 2023. Commenting on this partnership, Mr. Vivek Srivatsa, Head, Marketing, Sales and Service Strategy, Tata Passenger Electric Mobility Ltd. said, "After 5 consecutive successful runs, we are back with the Tata IPL showcasing our newest EV offering, our premium electric hatch - the Tiago.ev. With this exciting new product, we want to democratize EVs in India. In addition to some exciting engagement activities, we are looking forward to educating the masses on EVs at large and bust common myths through an integrated ad campaign. This association with India's biggest media property will help us highlight the importance of EVs, not only in urban India, but in smaller towns as well. We wish to drive tremendous value from

this partnership and fast forward the ongoing revolution towards the future of mobility by encouraging rapid adoption of EVs in India." As the Official Partner, the brand will effectively utilize the Tata IPL platform to not just display the new Tiago.ev across all the 12 stadiums, but also connect with the entire nation through a host of engaging activities. One such interesting initiative is the '100 reasons to go.ev with Tiago.ev' campaign. Conceptualised by FCB Ulka, this campaign focuses on consumers' top mental barriers towards EV adoption and addresses those through a series of light-hearted, slice of life, relatable instances. It aims to bust common EV myths and position the Tiago.ev as a simple, easy switch to a far superior choice of mobility. This campaign will be further amplified on digital and social media as well as across multiple housing societies, fan parks events and point of sale activations during the course of the league. This year's matches will also play host to the exciting Tiago.ev Electric Striker Award - where the player with highest strike rate of the match will take home the coveted trophy along with a cash prize of INR 1,00,000. Furthermore, the Tiago.ev Electric Striker of the Season will get a chance to drive home a brand new Tata Tiago.ev. Additionally, each time the ball hits the Tiago.



ev car on display, Tata Motors will donate INR 5,00,000 towards enhancing the biodiversity of Coffee Plantations in Karnataka by planting saplings. Rewarding the early adopters of EVs for their continued trust in the brand, Tata Motors will gratify Tata EV owners by offering tickets to select matches. Tata EV owners will also get to be a part of some exciting engagement activities on-ground and few lucky owners will win a once-in-a-lifetime opportunity of presenting an award to some of the world's finest cricketers. Commenting on the campaign, Kulvinder Ahluwalia, Chief Executive Officer, FCB Ulka added - "Tata Motors is pioneering the EV category in India. As the industry leader it is incumbent on Tata Motors to create and build the cate-

gory. At FCB Ulka we did a multi city research to understand the mindset, barriers and triggers among prospective buyers and used that as a base to detail out the 100 reasons why consumers should choose the Tiago.ev. Created as crisp snappy advertising with a new-age visual look and appeal, it is designed as a fully integrated multi-media campaign that is being rolled out at the Tata IPL, this year." Tata Motors has engaged with the Indian Premier League since 2018, showcasing some of its most competitive and industry-defining products like the Nexon, Harrier, Altroz, Safari and Punch. Placing the Tiago.ev at the centre of this year's game signifies the company's commitment towards faster adoption of a new era of green mobility in the country.

My11Circle's Giant Mystery Campaign Set to Add Extra Thrill to the IPL Season

Pune (Voice news service):- Games24x7, India's most valuable multi-gaming platform, is bringing a new mystery to this IPL season with an exciting new campaign for its fantasy sports platform, My11Circle. The leading fantasy cricket platform and official title sponsor of IPL franchise Lucknow Super Giants (LSG) has unveiled an exciting lineup of fan engagement campaigns for the upcoming cricket season. With campaigns like 'Bade Se Bada', 'Locker Room Stories', and 'Out of the Park', My11Circle aims to provide fans with a unique and entertaining experience throughout the season. Commenting on the campaign, Saroj Panigrahi, Senior Vice-President, My11Circle, said, "At My11Circle, we have always kept the user at the centre. Our campaigns are based on the insights which we

draw from our users and that's the reason they resonate extremely well with our audience. We are positive that the new campaigns will strike a chord with our players and elevate their engagement on the platform." **Bade se bada:** The campaign features a series of films with My11Circle's brand ambassadors Sourav Ganguly, Arshdeep Singh, Mohammed Siraj, Rituraj Gaikwad, and Shubman Gill donning the roles of larger-than-life figures that symbolize My11Circle offering for this season and promises a visual treat. In a unique twist, while the campaign announces the second prize worth INR 1 crore, it leaves fans guessing on what will be the first prize. The Campaign has been created by The Script Room along with the award-winning director Vasana Bala. commenting on the as-

sociation, Ayyappan Raj, Co-Founder, The Script Room live said, "It was great working with the My11Circle team in creating another exciting IPL campaign. The collaboration resulted in an interesting concept - promote the second prize, thereby creating intrigue and excitement towards the first prize. We've built upon our very successful campaign "The Giants" and taken it a step further with the idea of "bade se bada" for a creative visualization. Vasana Bala has done a fantastic job!" The Campaign will go live on Star Sports and Jio cinema on 31st March, coupled with a pre-burst on Youtube supported by performance campaigns across multiple digital platforms. **Locker Room Stories:** Locker Room Stories offers fans a chance to get up close and personal with their favorite cricketers as

they share personal anecdotes and superstitions from the locker room. The video series features cricket stars - Sourav Ganguly, Shubman Gill, Arshdeep Singh, Mohammed Siraj and Rituraj Gaikwad sharing personal anecdotes, superstitions, first-time experiences from the locker rooms of the Indian cricket team, among many other exciting facts. **Out of the Park:** Out of the Park is the third in the series of video that captures various facets of the players like Sourav Ganguly, Shubman Gill, Arshdeep Singh, Mohammed Siraj and Rituraj Gaikwad, from their favorite sweets to their role models, and everything fun on the pitch. With these engagement campaigns, My11Circle aims to reinforce its commitment to rewarding the passion, skill, and knowledge of Indian cricket enthusiasts and players.

Two days High Performance National Design Summit inaugurated



Pune (Voice news service):- Two days high performance National Design Summit inaugurated today at the auspicious hands of Dr. Bhagyashree P. Patil, Pro-Chancellor of Dr. D. Y. Patil Vidyapeeth & Dr. Smita Jadhav, Trustee & Executive Director of Dr. D. Y. Patil Vidyapeeth Society. Syed Asad Abbas, a renowned orator, presenter, and motivational speaker, Rikhil Nagpal, an award-winning VFX artist were present as guest of honour. Dr. Kumar Venkatraman, Director of DY Patil School of Design, Amit Agarwal, Advisor to Dr. DY Patil School of Design was present at the occasion. Day one of the summit began

with insightful talk on The Art of Networking by Syed Asad Abbas. Rikhil Nagpal gave a thought-provoking session on Design Portfolio. The day also included a session on Stress Management through Cartooning by Mukim Tamboli, a leading cartoonist, and an engaging presentation on modular kitchen design by Bharat Pathak, an industry leader in the field. On the second day, a fascinating talk on Government Perspective in AVGC Sector by Mohit Soni, CEO of the Media & Entertainment Skills Council. Sanjay Khimsera, an edupreneur and philanthropist in the AVGC sector, delivered an engaging presentation on Exciting Careers

in AVGC and Digital Media. The day also included insights shared by Ms. Kiruthika Iyer from Australia on Lighting design and an incredible session on Movie Brahmastra 1 by Jigesh Gajjar, a respected industry leader in the animation and VFX industry. At the inauguration Dr. Bhagyashree Patil said, The Summit provided an incredible opportunity for students to gain valuable insights, learn from the best in the industry, connect with like-minded professionals, and also witnessed performances by the talented students of Dr. D. Y. Patil School of Design. This will be useful for the students to take hands-on experience from Design industry ex-



perts. Students should strive to build their chosen career with self-confidence by understanding the new opportunities, technology, and changing trends in the field of design. We, at Dr. DY Patil Vidyapeeth emphasize on giving scope to the talents of the students, to strengthen their dreams. She further said, The High Performance Design Summit is an annual premium event that offers a unique opportunity for students pursuing a career in the field of fashion, interior, product, animation, and communication design to connect with leading designers and experts in these fields. The summit provides an unparalleled platform for

participants to gain valuable insights and knowledge on the latest trends, cutting-edge techniques, and emerging technologies that shape the design industry. Through interactive sessions and workshops, participants can broaden their horizons, enhance their skills, and explore new ideas and concepts that can help them succeed in the competitive world of design. The summit aims to promote a culture of creativity, innovation, and excellence, and empower students to become successful designers who can make a positive impact on society. Dr. Smita Jadhav said, Dr. D.Y. Patil School of Design offers a comprehensive range of

Renowned experts enlightened the student about Design world at Dr. DY Patil School Of Design, Tathawade Dr DY Patil Vidyapeeth emphasis on developing skills, entrepreneurship among students : Dr. Bhagyashree Patil



opportunities for its students to gain practical experience, enhance their skills, and develop their careers in the design industry. The school has collaborations with leading design firms and organizations, providing exposure to real-life design projects and professional experiences. The school also facilitates internships, workshops, seminars, exhibitions, competitions, and study abroad programs to help students gain a global perspective and keep up-to-date with the latest trends, technologies, and practices in design, she added. Additionally, the incubation cell at the school supports students and alumni in starting their own design ventures,

promoting entrepreneurship and innovation among the students. The state-of-the-art facilities at the school provide students with access to a well-equipped design studio, computer labs, library, and a material and resource center. All these initiatives demonstrate the school's commitment to providing a holistic and immersive learning experience to its students and preparing them for success in the design industry. We are also promoting start-up & entrepreneurship culture amongst students, she added. Rikhil Nagpal mentioned, the design industry offers a wealth of opportunities for both job seekers and entrepreneurs. As the industry continues to evolve and adapt to changing consumer needs and preferences, there will be increased demand for skilled professionals who can create innovative, sustainable, and visually appealing designs. Syed Asad Abbas mentioned, the growth of digital technologies, such as 3D printing, IoT, and AI-powered design tools, is driving innovation in the product design industry and creating new opportunities for designers and manufacturers. Additionally, the growing focus on sustainability and eco-friendly design practices is shaping the future of the industry, with more companies adopting green design principles and materials.

Expert doctors opine Diamondback 360° Orbital Atherectomy System is more convenient than available conventional devices

Pune (Voice news service):- Following the introduction of the latest technology in Orbital Atherectomy in India, expert doctors suggest that the new device, The Diamondback 360° Orbital Atherectomy System which is a percutaneous orbital atherectomy device, is easy to use and convenient when compared to the conventional options available in the market. The device facilitates stent delivery in patients with coronary artery disease. Doctors also shared their recent experiences of using the Diamondback 360° Orbital Atherectomy System on their patients and found the device to be an all-in-one device thus eliminating the need to depend on multiple devices to treat their patients. Dr. Jaskaran Dugal and Dr. Ajit Mehta, renowned interventional cardiologists at Jehangir Hospital in Pune, who recently operated on a patient with a severely calcified lesion in blood vessels shared that with the new device,

it was a bit easier to handle cases of patients with deep calcium depositions in their arteries. Sharing his experience Dr. Jaskaran Dugal said that the device is more convenient to use. "The new machine can be moved both forward and backward, giving us a better chance of removing the calcium deposits," added Dr Dugal. Adding to this Dr. Mehta said, "We have been using the rotational atherectomy process and so we were a bit anxious while using the new technology. Our patient was undergoing a second heart procedure in less than 15 days and everything went very well. The same device can be used for arteries ranging from 2.5mm to 4 mm which makes it more beneficial," added Mehta. Sharing his views, Dr. Shirish Hiremath, Renowned cardiologist and Director Cathlab from Ruby Hall Clinic said that they recently operated on a 68-year-old woman who

had a lot of calcification in her blood vessels. "Calcium deposition makes blood vessels very hard and when we place a stent, the stent expansion is really not complete, leading to poor long-term results. World over whenever there is calcium seen in blood vessels we need to cut the calcium in some way or another other and this device has additional advantages compared to other options available. The heavy calcification would not have allowed us to use the conventional balloon and stent because the stent cannot expand in the presence of such a high density of calcium. This is where such devices can help us in removing the calcium deposits. The conventional devices put stress on the blood vessels while removing the calcium but this is an overall safe device and we had a very pleasant experience using this device." added Dr Shirish Hiremath. Further explaining the added benefits of the device, Dr



THE SMART SOLUTION FOR COMPLEX PCI PATIENTS
C N Makhale HOD cardiology, Ruby Hall Clinic Pune said that with such improved techniques patients would get very good long-term benefits. Highly calcified lesion can be treated with ease and safety as compared to other conventional devices in Market. The device is marketed by In-nvolution Healthcare Private Limited.

At United Nations HQ, Representatives of African nations appreciate Vanarai's low-cost bund innovation for water conservation



Pune: On the occasion of World Water Day, the United Nations organized a highly significant three-day international water council in the United States. The council saw the participation of distinguished individuals from across the globe, including Mr. Ravindra Dharia, the esteemed President of Vanarai and the Executive Co-chairman of Confederation of NGOs of Rural India (CNRI) where he represented Vanarai organization along with 7000 NGOs of India under CNRI. The name Vanarai means 'creation of an eco-system for collectively ensuring socio-economic empowerment through ecological restoration'. Vanarai is a 38-year-old NGO based in Pune, Maharashtra, India, recognized for its exceptional efforts in promoting sustainable rural development through natural resource management, particularly in soil and water conservation. Their commitment to this cause has been further reinforced by their participation in the prestigious UN 2023 Water Conference held on March 22, 2023, at the United Nations headquarters in New York, USA. The conference was attended by distinguished representatives from various

governments, non-governmental organizations, policymakers, water experts, and scientists, making it a significant platform for sharing the latest water management practices. Vanarai's leadership and expertise in soil & water conservation, and drought management have earned them a well-deserved invitation to this esteemed event, solidifying their position as a prominent advocate for Natural Resource Management. Mr. Ravindra Dharia, President of Vanarai, who was a part of the event emphasized on the role of water as an invaluable resource, and he even spoke on the problems that people face worldwide with regards to access to water. "At the event, we got a chance to meet representatives of various nations where we discussed how everyone is addressing the issue of water crisis at a global level. We also got the opportunity to shed light on Vanarai's initiatives & innovations in the field which was appreciated well by representatives of African nations present at the conference. The representatives showed deepest interest in understanding measures to implement water conservation initiatives especially related to Vanarai bunds" add-

ed Dharia. Worldwide, water is being referred to as "Blue Gold". Rightly so, as the world continues to grapple with major challenges such as climate change, water scarcity, pollution, and access to safe drinking water and sanitation, the United Nations has identified these issues as top priorities in its 2030 Agenda for Sustainable Development. Mr. Ravindra Dharia, emphasized the critical nature of these challenges, including natural resource depletion, environmental degradation, desertification, drought, land degradation, and freshwater scarcity. He further stated "Failure to address these issues in a timely manner could lead to significant consequences. Therefore, it is crucial for individuals to intervene promptly and proactively to address water scarcity issues. It is not solely the responsibility of governments but requires collaboration and commitment from all sectors of society, including climate change communities, NGOs, investors, and all stakeholders. The urgency of the situation necessitates swift action to ensure a water-secure future for all". Mr. Dharia's insights underscore the vital importance of concerted action to address these pressing issues and serve as a call to action for individuals and organizations worldwide. He added that taking timely and effective action to address water management challenges is crucial to creating a better future for all. He believes that science and technology can act as a catalyst in achieving water management goals, such as sustainable water management, water reuse, rainwater harvesting, wastewater



treatment, and restoring water streams. These practices must be implemented with great diligence and blended with the latest technological developments in the field. Mr. Dharia's visionary leadership underscores the urgent need to act today which even reflects in Vanarai's alignment towards the UN's 2030 agenda and the progress that the organization has done towards Vanarai's organizational mission 2030. He believes that India can emerge at the forefront to ensure a more sustainable and prosperous future for generations to come. Vanarai was established in the year 1986 by Padma Vibhushan Dr. Mohan Dharia with the vision To combat the challenges of climate change through People's Movement for enriching the Eco - system to create clean, green, water prosperous and socio - economically empowered India. Vanarai Bund is a breakthrough cost-effective innovation for Soil & Water Conservation where every year more than 3,00,000 of these are executed only in Maharashtra alone.

Shalmali Kadu of Innergize wins TiE Pune's BizQuoTiEnt Contest

Pune (Voice news service):- In an aggressively competed contest 161 student teams from 79 colleges in Maharashtra took part in the BizQuoTiEnt business plan competition. This is an annual contest that is organized for the students by 36 chapters of TiE across the globe. The Pune Chapter winner was Shalmali Kadu, student of Cummins College of Engineering and founder of Innergize that has developed a unique wearable gadget behind the ear to help people stimulate the vagus nerve that then can aid with anxiety, depression, and sleep disorders. "Pills are chemicals that have their own side effects," says this 21-year-old from Cummins college. The first runner up was Akshat Bhatia who has created a protein bar with millets and no preservative or sugar substitutes. The second runner-up was XGen Fuels; says Ajinkya Salve co-founder, "our patent pending technology can make hydrogen from

water. More importantly it can be easily set up at existing petrol pumps at one tenth the cost." The other two finalists were Floral Fusion that converts waste flowers into leather, and Kaza, an app that helps people with discovery and delivery of street food. Ramesh Mirakur, Chair TiE Pune University Program reiterated that "it is important to never forget what your role as an entrepreneur is. Whether you win or not, it is vital that you keep at it till you get better, can provide more jobs and post profits. That is the goal of entrepreneurship. Our country churns out approximately 6.5 million graduates every year. Can you imagine the pressure it will build to provide that many jobs? Instead, if some of them understand the value entrepreneurship brings in terms of creating wealth, providing goods and services needed by people and jobs, this will only help build our nation." Of the 36 TiE chapters across the globe, TiE Pune saw the



highest participation with 161 entries. Of these, 59 entries were shortlisted in the first round and after two more rounds five student teams contested in the finals on 25th March at the MC-CIA building. The winning team will now contest in the TiE University global contest to be held in Silicon Valley on May 3-5 where one team from each of the 36 participating TiE chapters will vie for the top prize of 50K USD plus numerous offers of funding and mentoring. Mr. Siddharth Shirole, MLA and a successful hotelier himself, was the Chief Guest at the finals and in his address, he appreciated the idea of encouraging Student Entrepreneurs and the work that TiE

is doing in this regard. He said, "I am very impressed by these young participants. A successful entrepreneur needs to have five attributes in my opinion: 1) Courage 2) patience, 3) wisdom, 4) intelligence and 5) determination. "And most important of all is to remember that your business should be relevant for a long time. Says Mirakur, TiE Pune's Charter Members who are successful businesspersons themselves provide the much-needed mentoring to these students to hone their skills and make their presentations sharp." The winner of this global contest won Rs. One Lakh as prize money while the two runners-up won Rs 25,000/- each.

Team of Doctors at Sahyadri Hospital perform 'Zero contrast angioplasty' - a boon to kidney patients

Pune (Voice news service):- Team of doctors at Sahyadri Hospitals led by Consultant Cardiologist Dr. Abhijit Palshikar performed a zero contrast angioplasty recently on a fifty-three year old patient who was diagnosed with single vessel disease LAD (left anterior descending coronary artery). The zero contrast angioplasty is a boon for renal patients where intravascular ultrasound technology is used instead of the normal contrast (dye). The contrast can potentially cause further harm to the already malfunctioning kidneys. Explaining the case Consultant Cardiologist at Sahyadri Hospitals Dr. Abhijit Palshikar said that the fifty three

year old presented to us with acute chest pain, sweating. Angiography pointed to single vessel disease LAD (left anterior descending coronary artery), which required Angioplasty. But the challenge was that patient was suffering with diabetic nephropathy and therefore at high risk of renal failure if angioplasty was done using the traditional method of contrast. Dr. Palshikar added that the technique of zero contrast angioplasty is boon for kidney patients or those at high risk like diabetes with borderline creatinine. Instead of using the contrast used in conventional angioplasty, a small wire is inserted in the vessel this is called intravascular ultrasound technology

which helps visualize arteries from inside. We conducted the angioplasty with this technique and a stent boost. The patient got back to routine in a few days. This kind of a technique can be used in patients with borderline kidney disease, those who have undergone kidney transplant. Such patients may find it challenging to have access to cardiovascular interventions as there is a high risk to kidneys. Dr. Palshikar said that this technique is used where the cardiovascular intervention is relative simple or of medium risk. Contrast angioplasty is preferred in cases where multiple stenting is required, or where there is full blockage. The other factor is that the cost of intravascular ul-

trasound technology equipment is a concern. But as more and more doctor use this technique, the confidence in this technique will build up and be of use of renal patients. (Iodinated contrast media are frequently prescribed medications worldwide for both diagnostic and therapeutic procedures including peripheral angioplasty procedures and coronary interventions. Iodine-based contrast materials injected into a vein are used to enhance x-ray images and CT images. But, sometimes the dye can cause serious problems in the kidneys known as contrast induced nephropathy. These special dyes can be a risk factor for changes in kidney function)

Toyota Kirloskar Motor Conducts Two-Day Exclusive Experiential Drive of Its Iconic Hilux In Pune

Engaging Customers in The Most Thrilling Experience



Pune (Voice news service):- Toyota Kirloskar Motor (TKM) organised an exciting Experiential Drive of its iconic Hilux for customers in Pune during March 25th and 26th. The thrilling event witnessed the participation of over 150 passionate drivers of the globally admired vehicle who congregated at Hinjewadi to experience the remarkable capabilities of the Hilux. The main highlights of this Experiential Drive showcased varied features and capabilities of the Toyota Hilux, further demonstrating the ability of vehicle to handle challenging terrains with ease. The event featured several hurdles such as Side Incline,

Chicken Holes, Hill Ascend and Descent, Rumpers, Water Wading, Axel Twister, and Slalom to showcase the Hilux's wheel balancing, suspension, ground clearance, DAC and Hill Hold capabilities, steering manoeuvre, and so forth. With this, the Hilux event offered an exhilarating outdoor lifestyle experience for those wanting larger-than-life experiences to live a fuller life. "We are excited to have conducted the Hilux Experiential Drive in Pune for our passionate customers and acquaint them with the Hilux's impressive capabilities," said Mr. B. Padmanabha, Vice President - Strategic Business Unit (west zone) at Toyota Kirloskar Motor. "This event

provided fantastic opportunity for our customers to experience the vehicle first-hand and gain confidence in its ability to handle any challenge. Toyota Hilux is aimed to fulfil the needs of the customers seeking an awesome lifestyle utility vehicle that is best suited, not only for off-roading adventure drives on tough terrains, but also for everyday city use.

Further, whether you're navigating steep hills, rocky terrain, or deep water, the Hilux is the ideal vehicle for anyone seeking an adventure and to live a fuller life." The legendary Hilux, known for its durability, reliability, and ruggedness, makes it the perfect vehicle for customers who demand superior performance, safety, styling, and comfort. Needless to mention, Hilux being a lifestyle utility vehicle has created extraordinary experiences and an unbreakable bond with those who desire awesome drives, whether they are on business or with their families.

In addition to a variety of remarkable features coupled with a robust engine, the

Hilux also offers exceptional endurance, low maintenance cost, and great practicality for a variety of usage purposes. Furthermore, the Hilux's water wading capability of 700mm makes it suitable for driving through Indian trails, setting new standards in its off-road capabilities, making it one of the most sought-after vehicles in its segment. The Hilux's global reputation as a powerful performer is attributed to its rigid Innovative Multi-purpose Vehicle (IMV) platform. With its powerful powertrain system of 2.8 L Four Cylinder Turbo-Diesel Engine, the Hilux is available in option of 6-Speed Automatic and 6-Speed Manual Transmission. All the variants of Hilux are equipped with 4X4 drive capabilities along with many first-in-segment features such as 8" Infotainment system, Connected features (such as Emergency Call [e-Call], Vehicle Security, Remote Check, Smart Watch enabled, Vehicle Static Location, Geofence & Speed alerts and more), Dual Zone AC, Tire Angle Monitor & Front Parking Sensors for a smooth drive.

With a promise of extra mileage to bikers, Valvoline launches its new TVC campaign

Pune (Voice news service):- Valvoline Cummins Pvt. Ltd., the Original Engine Oil maker and a leading global lubricant manufacturer has always been at the forefront of innovation and research. The brand has introduced many industry-first products and unique campaigns to connect with its consumers. With the introduction of Champ 4T Fuel efficient, India's first 8% more fuel efficient engine oil into the market, the brand has again come up with a power packed TVC #2000kmZyadaKaVaada. Campaign Link -<https://www.youtube.com/watch?v=ELQUJb4o04Q> The campaign film starts with the most customary question with regards to mileage 'Kitna Deti Hai' and gets an unbelievable response '2000 kms Se Bhi Zyada'. Valvoline has been eternally committed to easing the lives of its consumers with superior quality products backed by research and innovation. Realizing the economic aspects of daily commuting,

the campaign is a testament to brand's dedication in creating need specific products that brings major impact in their lives. The film ends with a promise to ride up to 2000 kms more in a year with its new Champ 4T Fuel Efficient engine oil. With 8% more fuel efficiency, an average daily rider who travels 60-70kms will be able to translate additional 2000km in 12 months. The new TVC will be aired across India's national and regional GEC & sports channels along with other social media platforms. Commenting on the launch of the Campaign, Ms Ipsita Chowdhury, Chief Marketing Officer, Valvoline Cummins India JV, said, "Our new campaign reinforces the brand's promise of continuous innovation that has been a constant for us, for over 150 years. The inspiration for this campaign has come from the most common question that a person asks with regards to mileage 'Kitna Deti Hai' and how we at Valvoline are constantly innovating to bring

solutions like Champ 4T fuel efficient. India is moving forward, and we are determined to provide optimum solutions to fuel the ambitions of our bikers to help them with better mileage at an affordable price." On the curation of the film Mr. Shiveshwar Raj Singh, National Creative Head, Innocean Worldwide India said "The brief was to build a strong narrative around the Valvoline Champ 4T fuel efficiency innovation, a key benefit for cost-conscious customers who want to maximize mileage. It's a slice of life ad where two strangers from similar background get talking. Here, two sales professionals get talking about their bikes and mileage. A typical setup which results in a quick banter which allows us to naturally segue into their conversation in a way that will surprise everybody. A relatable piece that will surely grab the target audience." Champ 4T fuel efficient is a



high quality 4-stroke engine oil that meets the requirements of all leading motorcycles up to 125CC and suitable for all generation of bikes, old or new. With the help of Fuel Efficient Formula (FEF), the engine oil resists extreme heat and oil thickening for peak engine efficiency. It provides superior protection and performance for motorcycles under all operating conditions. With the launch of this product, the brand has also made FEF technology accessible to all.

Mahindra Logistics and Ascendas-Firstspace announces the launch of one million sq ft warehouse park in Talegaon, Pune

Pune (Voice news service):- Mahindra Logistics Ltd. (MLL) - one of India's largest integrated logistics solutions providers and Ascendas-Firstspace - an industrial real estate developer announces, setting up of a new one million square feet of multi-client warehouse park in Talegaon, Pune. With comprehensive connectivity, the entire development will be spread over three phases with the first phase of 0.5 million sq ft scheduled to be operational by the end of 2023-24.

The Ascendas-Firstspace Pune Talegaon-II logistics park is spread over 40 acres. This is the second project in the micro-market of Ascendas-Firstspace, a joint venture between CapitaLand Investment and Firstspace Realty. It is part of the Chakan Talegaon Industrial Corridor (CTIC), which is one of the most important manufacturing clusters in India. The area has been a traditional manufacturing base for large auto, engineering, and electronics companies. The CTIC corridor is currently witnessing significant

growth on account of the success of the Make in India program. For Mahindra Logistics, this will be an important part of MLL's pan-India network of multi-user facilities, in a strategic industrial cluster. In addition to A-grade warehousing capacity of one million square feet, the facility will also host MLL's first Automation Technology Centre that focuses on development and deployment of automation technologies on Artificial Intelligence, Internet of Things (IoT), Robotics & Automation, ARVR, AGVs and Block-Chain. Mahindra Logistics modern A-Grade warehouse, located within Chakan Talegaon Industrial Corridor (CTIC), will be designed with the Company's sustainability standards. It will be developed with a focus recycled construction material, liquid discharge management, renewable energy waste management, and state-of-the-art automation. MLL's commitment to sustainability ensures the Company, actively invests in making warehousing facilities energy efficient and excep-

tionally sustainable with a goal of achieving leadership in Energy and Environmental Design (LEED) certification for all our multi-client large format warehouses. The facility will be IGBC Gold/Platinum certified with 100% on-site solar powered renewable power. Mr Rampraveen Swaminathan, Managing Director & CEO, Mahindra Logistics, said, "The Chakan region is one of India's leading industrial & consumption clusters. The region is the largest area for Mahindra Logistics, and we are pleased to announce this investment in partnership with Ascendas-Firstspace. The one million SFT facility will allow us to further expand our range of integrated solutions for key customers in the area, and provide world class, technology-enabled solutions. The site will also host our first Automation Technology Centre and focus on DEIA talent development. Designed to be an IGBC/LEED certified facility per our vision to carbon neutral by 2040." Mr Aloke Bhuniya, CEO, Ascendas-Firstspace said, We

are very happy that Mahindra Logistics Limited has chosen to work in our logistics park, which is one of the largest multi-user facilities. We welcome Mahindra Logistics with great enthusiasm and look forward to expanding our partnership to other projects across India. This partnership is a testament to the enduring legacy of trust and quality development that CapitaLand Investment and Ascendas-Firstspace have established throughout the years. We remain committed to being a strong partner to our clients and constructing a robust network of logistic and industrial parks in the key strategic logistics nodes and manufacturing clusters all across India. Mr Sanjay Bajaj, MD, Logistics & Industrial, India in JLL said, "We are proud to be the transaction advisors for this unique project. This is a testimony of India's logistics growth story. Outsourcing of logistics activities is a major trend with 43% of all transactions in the 3PL sector in 2022."

Sansera Signs a Definitive Agreement for a strategic investment in MMRFC Technology Private Limited

Pune (Voice news service):- Sansera announced that it has entered into a definitive agreement for a strategic investment in MMRFC Technology Private Limited ("MMRFC"). MMRFC is a Research, Design and Manufacturing entity, building sub-systems for next generation Radars by leveraging machine learning with artificial intelligence and, mm-Wave Sensors with hybrid beam forming capabilities. As per the terms of the agreement, Sansera would make an investment of Rs. 200M in MMRFC via 1,49,250 CCPS of Rs.100/- each with a premium of Rs. 1240/- per CCPS; and 17 Equity Shares of Re 1/- each with a premium of Rs. 599/- per share. The equity percentage will be determined on conversion of CCPS based on FY24 EBITDA. Based on projected FY24

EBITDA this investment would result in an approx. 21% stake in MMRFC. Sansera has a right to invest further and increase its stake up to 51% at a predefined valuation formula. Commenting on the Strategic Investment Mr. B R Preetham Group CEO, Sansera Engineering Limited said, "I am very pleased to inform you that we have signed a definitive agreement for a strategic investment in MMRFC Technology Private Limited (MMRFC). Diversification and collaborations have been an integral part of our journey since the very beginning. This transaction provides an opportunity to reinforce this strategy by increasing the pie of our non-ICE offerings. Further, it is a testimony of our commitment towards our emerging Aerospace and Defence business. With MMRFC's

niche technology, we will create a product portfolio for AatmaNirbhar Bharat. MMRFC's team of experts and years of R&D experience in the Radars space sets it apart and made a compelling investment case for us. This transaction will help us take a leap in futuristic technologies. Over the years, Sansera has successfully demonstrated very strong technological competences and an outstanding ability to serve large customers with excellence. The strategic investment in MMRFC will help Sansera enter into high technology space and have access to a strong R&D and engineering team which can address our priority market segments viz., Defence and Aerospace. It also has the potential in the Telecom (5G) and the Automotive (autonomous driving - subsystems) technologies

in future. Sansera's market positioning will help MMRFC to be a significant player in its sectors. MMRFC's day-to-day business and operations will continue to be managed by its existing management team, which has successfully led the company to this stage." Commenting on the transaction Mr. Saravana G, Founder, CEO & CTO MMRFC Technology Pvt Lts said, "We are very excited to join hands with Sansera Engineering through this transaction. This alliance is expected to provide significant future growth and value creation opportunities to MMRFC by supporting our global competitive positioning and increasing our scale, and addressable market. We look forward to working alongside the Sansera team to continue driving innovation and creating value."

JLL facilitates marquee land transaction in Pune for Godrej Properties

Pune (Voice news service):- JLL announced that it has facilitated a land transaction at Koregaon Park, Pune for Godrej Properties. This ~ 4 acre land parcel will have a developable potential of approximately 7.5 lac square feet of luxury residential and retail spaces. Koregaon Park is one of the most premium residential micro markets in Pune and has an established physical and social infrastructure. Koregaon

Park offers easy access to ample residential, office and retail developments along with hotels, hospitals, schools, and more, making it an attractive destination. The location offers excellent connectivity to all major social and commercial hubs of Pune city. Gaurav Pandey, MD & CEO, Godrej Properties, said, "We are happy to acquire this land parcel in one of the most premium locations in Pune. The demand for luxury realty has been strong over

the past few years. This will be our first luxury development in the city, and we will aim to build an outstanding residential community that creates long term value for its residents." Sanjay Bajaj, Managing Director, Pune, JLL said, "Koregaon Park is fast emerging as a top-notch office destination with prominent developers like RMZ Corp, Godrej, Amar Builders and more adding approx 4 million sq ft of supply over the next three

years. Additionally, large captive campuses are also planned in the location which would lead to job opportunities and demand for housing in the vicinity." "The social infrastructure in Koregaon Park is phenomenal and hosts several premium retail spaces and restaurants making this location very attractive for both tenants and residents. An upcoming mall, riverside road, and metro line shall further improve connectivity to the location," added Bajaj.

Rohini Nilekani Philanthropies Grants INR 100 Crores to NIMHANS and NCBS to Accelerate Research and Treatment of Five Major Mental Health Disorders

Pune (Voice news service):- Approximately 193 million people in India suffer from various forms of mental illness, and there is a need to find better ways of diagnosis and clinical management for many of these disorders. This multidisciplinary, inter-institutional partnership between NIMHANS and NCBS (with inStem) will contribute greatly to the broader field of mental health. Commenting on the grant, Rohini Nilekani, Chairperson, Rohini Nilekani Philanthropies, said: "Mental health is an area that demands more attention and support. The recent pandemic brought out this need even more starkly. Through this grant, I hope that a collaboration between two apex institutions of this country will provide globally relevant insights, evidence and pathways for better treatment for millions of people in India and the world. The Centre for Brain and Mind hopes to build an ecosystem for the larger community of mental health practitioners. Its research on five critical disorders, which will no doubt be pathbreaking, will be open-sourced to allow more innovation in both academics and practice. I wish the Centre all success and hope it becomes a global hub for sharing knowledge in the years to come." Since 2016, NIMHANS, along with NCBS and inStem, have been collaborating on a project

(then supported by the Department of Biotechnology and Pratiksha Trust), to build a research platform for facilitating discovery of better solutions for mental illness. The research platform is now ready to drive discovery in this area and will be housed at the Centre for Brain and Mind, which will be co-located at NCBS and NIMHANS. This new grant will strengthen the existing practices, allow the database and repository to become open source, and reach its potential of maximum utilisation by scientists all over the world. The capacity-building component of CBMs work will entail better methods of public engagement, as the Centre will do public facing interventions around severe mental illness to reduce stigma and enhance awareness. It will also devise actionable measures to address causes that lead to vulnerability in developing mental illness or ameliorate the progression of disease in those who have developed an illness. By developing a core group of clinician researchers and basic scientists skilled in critical technologies and novel methods, the Centre will also establish a pipeline of younger researchers to carry forward this long-term enquiry. Speaking about the potential of this grant, Dr Pratima Murthy, Director, NIM-

HANS, said: "NIMHANS has been collaborating with NCBS and inStem to study a large number of families of patients with severe mental illnesses and generate a longitudinal cohort. The in-depth biological and clinical assessment of this cohort has immense potential for breakthrough discoveries, with implications in turn for translation into better care for persons with mental illnesses. We are delighted to house at NIMHANS the Centre for Brain and Mind, which will allow us to carry forward and expand this important research. We are thankful to Rohini Nilekani Philanthropies for supporting this important initiative that is long-term and visionary." Prof. LS Shashidhara, Director, NCBS-TIFR commented, "NCBS-TIFR, along with NIMHANS and inStem, has built a platform to facilitate discovery science that leads to better solutions for mental illness. The financial support from Rohini Nilekani Philanthropies will allow us to pursue long-term research on patients. This will allow insights into mental illness and how it develops and impacts brain function. Such understanding will enable the development of novel medicines. We are grateful to Rohini Nilekani Philanthropies for their generous grant to boost our research."

CRIF receives the RBI license to operate as NBFC account aggregator

Pune (Voice news service):- CRIF Connect Private Limited, a subsidiary of CRIF S.p.A has received the approval to commence operations as an NBFC Account Aggregator (AA) from the Reserve Bank of India. With CRIF's legacy, knowledge, and experience, CRIF Connect is uniquely positioned to benefit both consumers and financial institutions.

CRIF Connect is an end-to-end encrypted platform that securely fetches and transfers a consumer's financial data based on their explicit consent between financial institutions. Thus, making data sharing extremely safe based on RBI-approved guidelines. Speaking on the announcement, Mr. Wilfred Sigler, Senior Director - CRIF India and South Asia, said "We are

pleased to receive the operating license to work as an NBFC Account Aggregator (AA). The Account Aggregator (AA) framework puts the customer in the centre of the ecosystem, giving them control of secured and hassle-free data sharing. It is a game-changer for increasing digital adoption, financial inclusion, and providing financial services with higher

operational efficiencies. " CRIF Connect will be available through a web application and a mobile application. Through the CRIF Connect App, users can view all their financial information in one place. They can choose what information to share with the financial institution in real time and make changes to their consent which they can give, deny, or revoke at any time.

Under this MoU, Rohini Nilekani Philanthropies Foundation, founded by philanthropist Rohini Nilekani, will support the activities of the 'Centre for Brain and Mind' (CBM) for five years starting April 2023. Over five years, CBM will simultaneously pursue two tracks - long-term research and building capacity for both research and practice in the mental health field.