



Students showcased Enthusiasm & Talent in an intercollegiate youth festival organized by Army Institute of Technology



Pune (Voice news service):- ARMY INSTITUTE OF TECHNOLOGY (AIT), PUNE organized an intercollegiate youth festival on its campus recently. Events were held under three categories, Sports (PACE'23), Cultural (AMETHYST'23) and Technical (SOLUTIONS'23). PACE'23 is an annual inter-collegiate sports event held by AIT's Sports Club. The tournament included sports like basketball, cricket, volleyball, football, lawn tennis, table tennis, badminton, chess, kabaddi, and squash. A total of 178 teams and over 1300 participants from all around the region had registered to compete. Sub. Bajrang Lal Thakkar, the former Indian rower and Arjun Awardee, who won India's first individual rowing silver medal at the 2006 Asian Games in Doha, was chief guest for the inaugural, while Arjun Awardees and Asian Games Medalists, Sub Maj. Satish Kumar and Sub Arokia Rajiv were the chief guests for the closing ceremony. Brig Abhay Bhat (Retd), Director, AIT, Col. Manoj Kumar Prasad (Retd), Joint Director, AIT, Dr B. P. Patil, Principal, AIT, Faculty, and students were also present on this occasion.

The competitions were held in following categories: Cricket(Boys), Kabaddi, Badminton (Boys, Girls & Mixed), Volleyball (Boys & Girls), Basketball (Boys & Girls), Football 11a side (Boys), Football Six-a-side (Boys & Girls), Squash (Boys Individual & Team), Lawn Tennis (Boys & Girls), Table Tennis (Boys & Girls Individual & Team), Chess (Girls Individual & Boys). SOLUTIONS'23, a premier annual technical fest of AIT, saw incredible participation of more than 5000 students from many premier institutes of India such as IITs and NITs. The fest conducted more than 20 events in various categories such as coding, gaming, robotics, etc. This year the technical fest also had events testing Machine Learning knowledge such as PROJECT JUPYTER and FLASH 500. For participants' ease, the events were conducted in both online and offline modes. One of the highlights of the fest was an expert session by Kushal Vijay (Microsoft Engineer, You-Tuber Sensation). The fest concluded with a heart-throbbing bike show which thrilled the audience with their unbelievable wheelies, burnouts and other stunts.

ISAAC Luxe opens its doors at LEVO Salon in Pune



Pune (Voice news service):- Levo Salon, the premier luxury spa in Koregaon Park, Pune is delighted to announce its collaboration with ISAAC Luxe, the renowned skincare and anti-aging brand. Together, we are opening a new ISAAC Skin & Anti-Aging Centre within the premises of Levo Salon, offering clients a comprehensive three-tier approach to beauty that emphasizes treatment, prevention, and maintenance, with a focus on long-term results and overall wellness. The new centre brings together the best of both worlds - exceptional service from ISAAC Luxe and a luxurious setting of Levo Salon. It will offer a wide range of services, including signature facials, advanced skin rejuvenation treatments, laser hair removal, slimming treatments, and more. ISAAC Luxe's team of experienced and qualified aestheticians and technicians will use the latest technology and techniques to deliver unparalleled results. The partnership with ISAAC Luxe will provide their clients a luxurious setting to complement their exceptional service, ensuring that the clients have a holistic and un-

forgettable experience. ISAAC Luxe is a beauty and aesthetics chain of clinics, with a pan-India presence, founded by celebrity cosmetologist, Dr. Geetika Mittal Gupta. With over a decade of experience in the field, Dr. Geetika created ISAAC Luxe to provide clients with state-of-the-art treatments with comprehensive and holistic solutions to all their dermatology and hair-related needs. ISAAC Luxe has bagged the best Zee National Healthcare Leadership Award, and uses latest exclusive technology which is approved by the FDA. LEVO Salon, a destination for refined luxury has made its mark in Pune since its inception in 2022. Spearheaded by Pranita Baveja, Levo is a one-of-a-kind luxury spa and salon that defines the essence of beauty, style and indulgence. Levo offers international hair designing along with other related services like make-up, nail art, eye-lash extensions, micro-blanding and semi-permanent make-up all under one roof, which is handled by a team of highly trained, experienced and committed stylists, technicians and



therapists. Living up to her promises made to Puneites, Pranita is delighted with this amalgamation of two market leaders in Levo Salon and ISAAC Luxe, which is aimed at enhancing the customer experience. "We at Levo promise refinement, restoration and nurturing with a certain élan. We have had a long association with ISAAC Luxe since 2013 and this launch in Pune is a natural and organic cohesion, something that we are extremely proud of", smiles Pranita. ISAAC Luxe prides themselves on being equipped with the latest technology to bring its clients the best cosmetic and non-invasive procedures with minimum or zero downtime. Our target audience is primarily busy women and men who value personalised, effective and safe skincare and hair solutions that fit into their fast-paced lives", explains Dr. Geetika. "ISAAC Luxe distinguishes itself from competitors through its focus on personalised care, innovative technology, long-term beauty treatments and the stress-free experience we provide to our customers", she

adds. And Jharna Dhar, the CEO of ISAAC Luxe, with over 20 years of experience, brings to the table a wealth of knowledge about the industry and has a passion for helping people look and feel their best. Together their new clinic in Pune reflects their commitment to innovation, quality, and excellence in everything they do. Pranita Baveja MD & CEO, LEVO Spalon Entrepreneur of the Year, 2022, Pranita Baveja is an astute businesswoman, an adept administrator and an enterprising professional. As a novice entrepreneur she joined her family business as the COO of Travel Services International and transformed the company's off-line business to the online model. With her concerted efforts, the company achieved substantial growth in India, the Middle East, and Southeast Asia. Gaining extensive experience in the travel businesses, she expanded her horizons in the beauty industry. Since her taking over Levo Salon in 2019, it has soared in popularity and profits and has become a pioneer luxury brand. Dr. Geetika Mittal Gupta, Founder Director, ISAAC Luxe Dr. Geetika Mittal Gupta is a well experienced celebrity cosmetic dermatologist and one of the pioneers of Cosmetic Dermatology in Delhi-NCR. With over 10 years of experience in the field of Cosmetic Dermatology, she is the Medical Director of ISAAC Luxe - Skin and Anti-Ageing Center - a premium skin clinic established in 2010 providing services in the field of Dermatology, Anti-Ageing, Body Shaping and anti-hair Loss which is a cosmetology center of excellence.

Indian Pest Control Association held two days technical training workshop



Pune (Voice news service):- Indian Pest Control Association (IPCA) has organized a two days technical training workshop on pest control at PYC Gymkhana, Pune recently. Vikas Patil, Director of Department of Inputs and Quality Control at State Agriculture Commissionerate, Agriculture Officer Ganesh Ghorpade, Vice President of IPCA Gopi Nair, Senior Member Guruprasad Agwane, Treasurer Abhay Shihane, Sales Head of UPL Kanifnath Mache, Sales Head of Envu Umesh Gharat and others were present in the program. More

than 40 workers participated in this training workshop. Viaks Patil mentioned that pest control is necessary to keep good health by expelling other insects including cockroaches, flies, mosquitoes, gnats, flies from the house. Pest control is becoming safer and healthier in the changing times. Public awareness about this, as well as safety should be taken care of during pest control. In this two days workshop various aspects of pest control procedure, safety, uses of chemicals etc. Ganesh Ghorpade also addressed the participants. Gopi Nair gave opening remarks.

EaseMyTrip opens its first franchise store in Patna

Pune (Voice news service):- EaseMyTrip.com, one of India's largest online tech travel platforms, has today launched its first offline retail store in Patna, Bihar. This is a strategic move aligned with the company's expansion plans and objective of tapping customers who prefer 'meet and greet' kind of an experience. Speaking on the same, Mr. RikantPittie, Co-Founder, EaseMyTrip, said, "We are happy to officially launch our first store in Patna as we intend

to establish a strong pan India presence through our franchise model. This is one of the significant steps in long-term objective of expanding footprints in the Indian market." Early this year, the company announced establishing offline retail stores under their flagship franchise business in India. The store launch in Patna is a part of this strategy and will help the company provide the customers an opportunity to have an in-store retail experience.

KEM Hospital & Research Centre, Pune's collaborative research with Swedish University published in Lancet

Pune (Voice news service):- A collaborative research between KEM Hospital Research Centre, Pune and Lund University in Sweden on genetic similarities and differences between subgroups of type 2 diabetes in India and Europe has been published in The Lancet Regional Health - Southeast Asia in May 2023. This is the second publication under this collaboration. The knowledge will help improve treatment of the disease in India, where type 2 diabetes represents a growing disease burden. The research exchange was supported by the Department of Science and Technology (DST) in India and the Swedish Research Council in Sweden. The collaborative research was led by Dr Rashmi Prasad, Associate Professor in Genomics, Diabetes, and Endocrinology at Lund University Diabetes Centre (LUDC) together with Prof. Dr. Chittaranjan S Yajnik, Director & Consultant - Diabetes Unit at King Edward Memorial (KEM) Hospital and Research Centre in Pune, India. The new study confirms that the genetic scores developed in European patients are applicable on patients in western India, though there are differences in the associations between the two populations. The results are based on clinical data from 2217 patients with type 2 diabetes from the WellGen study in western India, genetic data was available in 821 people of this group. Researchers at Lund University, Malmo, Sweden have shown that diabetes can be divided into five subgroups, including SAID (severe auto-immune diabetes), SIDD (severe insulin-deficient diabetes), SIRD (severe insulin-resistant diabetes), MOD (mild obesity-related diabetes) and MARD (mild age-related

diabetes). SAID is also known as type 1 diabetes, the remaining four subgroups belong to type 2 diabetes. This paper was published in the Lancet Diabetes & Endocrinology in 2018. Dr Rashmi Prasad is one of the authors of this acclaimed study. The paper generated a lot of interest and was replicated in many other populations which confirmed that diabetes can be divided into the above subgroups based on clinical and biochemical characteristics and that this classification is useful to guide treatment and may help predict complications. In 2021, the Swedish group at LUDC published a new study in the Nature Genetics that demonstrated genetic differences between the four subgroups of type 2 diabetes in Sweden. Dr Yajnik said that our first study under this collaboration was published in Diabetologia in 2021 and was on people who were diagnosed with type 2 diabetes below 45 years of age. We confirmed the 4 subgroups in the Indian type 2 diabetes patients but the proportion of subgroups was different in Indian and Swedish cohorts. We found that the commonest subgroup of diabetes in Indian cohort was severely insulin deficient (SIDD), while in Sweden it was mild obesity-related (MOD) and associated with insulin resistance. This difference could be due to genetic or environmental factors. There are a number of differences in the environment and lifestyle of these two populations which reflect in body size and metabolism. These differences start from before conception and persist through life course. The collaboration therefore decided to study genetics of type 2 diabetes subgroups in a larger cohort of Indian and Swedish

patients, not restricting to those diagnosed below the age of 45 years. The largest subgroup was still the SIDD. We used genetic markers of type 2 diabetes and a number of associated characteristics (obesity, insulin secretion, insulin resistance, lipid abnormalities, etc.). We found that the genetic scores developed in Europeans are usable in Indians and there are broad similarities in associations when type 2 diabetes is considered as a single group. However, there are subtle differences in genetic associations of the subgroups between Indian and Swedish patients with type 2 diabetes. This points a complex picture of type 2 diabetes and a need for further studies of genetic and environmental factors which contribute to the metabolic disorder and its different mechanisms and manifestations in different populations. For example, when we looked at the genetic score for the commonly used obesity parameter BMI (body mass index, weight / height²) Indian and Swedish patients had similar scores but for each score Indians have a much lower BMI, suggesting that a number of environmental factors might prevent Indians from expressing their genetic potential into a physical characteristic. Undernutrition in Indians for many generations may be responsible. Two such interesting differences between Indian and Swedish cohorts refer to deposition of fat in the liver and association with vitamin B12 status. A number of studies in India and abroad have shown that increased liver fat is a characteristic feature of Indian type 2 diabetes patients. In our study we found associations of genetic risk score for liver fat with 3 out of 4 subgroups in Indian cohort but with none in

Swedish. Vitamin B12 deficiency is common in India, related to vegetarian food habits but is uncommon in Sweden where people are traditionally meat eaters. Our previous studies had found a strong association of FUT genes with vitamin B12 status. Interestingly, FUT genes was associated with type 2 diabetes and with MOD subgroup only in Indians but not in the Swedish cohort. Further studies are clearly needed to understand the mechanisms of such associations and their implications for prevention and treatment of type 2 diabetes. One such study has already started in Pune. In the PRIYA (Pune Rural Intervention in Young Adolescents) trial, we supplemented young rural adolescents with vitamin B12 and other micronutrients to reduce risk of diabetes in their children. Initial reports showed a beneficial effect on their brain development, future studies will investigate the effects on risk of diabetes. Dr Rashmi Prasad, who is originally from India, said that we found interesting examples of genetic differences between the Indian and Swedish groups in our study. This suggests that the causes of type 2 diabetes differ between the two populations. Vitamin B12 deficiency may be one of the factors that drives the pathogenesis of the MOD subgroup in Indians. Type 2 diabetes is a rapidly growing disease burden in India. Ancient Indian physicians had observed heterogeneity of diabetes. Research like ours will help better understand the causes of diabetes and is a step towards prevention and effective treatment, says Chittaranjan S Yajnik, who is a medical doctor and director of the Diabetes Unit at KEM Hospital and Research Centre, Pune.

Sahyadri Hospitals perform first-ever Swap Liver Transplant in Pune



Pune (Voice news service):- In a rare feat, Sahyadri Hospitals' Transplant Team successfully performed Pune's first swap liver transplant. These surgeries were recently performed at Sahyadri Super-specialty Hospital Deccan Gymkhana. Two individuals who were both suffering from liver cirrhosis (a condition characterized by chronic liver damage) underwent life-saving liver transplants simultaneously. The lead surgeon for this swap liver transplant was Dr Bipin Vibhute, who is also the head of Liver and Multi-organ Transplant department at Sahyadri Hospitals, Pune. Although each donor was

related to one of the recipients, their livers were not compatible, so Dr Bipin Vibhute decided to perform a two-way transplant which both families agreed to. The heart-warming story of this swap involves Ajit (Name changed), a teacher from Buldhana, Maharashtra, and Amar (Name changed), a business owner from Ahmednagar District, who shared similar destinies. During the surgery, Swara (Name changed), the wife of Amar donated her liver to Ajit and Geeta (Name changed) the wife of Ajit donated her liver to Amar. This gruelling 20-hour surgery marked a milestone as the city's first successful two-

way liver transplant swap. Dr. Bipin Vibhute, Head of Liver and Multi-organ Transplant Department at Sahyadri Hospitals, said, "Swap transplants have taken place in prominent cities like Mumbai and Delhi before, but the recent one in Pune was a first of its kind. Such exchanges prove to be life-saving for recipients whose relatives are medically fit but cannot donate due to mismatched blood group or liver size. The two transplants were carried out concurrently by performing surgeries on two donors and two recipients. A medical team comprising of 25 members, including 11 doctors and other staff, collaborated in four operating rooms

for more than 20 hours to accomplish this Herculean task." He emphasized the significant role that patient counselling plays prior to such procedures. The major challenge witnessed was performing all four surgeries simultaneously in four operating rooms - right from administering anaesthesia to completing the transplant. With the success of recent swap liver transplant, the doctors at Sahyadri Hospitals are confident of saving more lives in future. The transplant team consisted of Hepatobiliary and Liver Transplant Surgeons - Dr Bipin Vibhute, Dr Aniruddha Bhosale, Dr Abhijit Mane, Dr Vikas Chaudhary, Dr Sharan Narute, Dr Anurag Shrimall, Transplant Anaesthetist Dr Manish Pathak, Dr Manoj Raut, Transplant Hepatologist Dr Sheetal Mahajani, Liver Transplant Surgeon Dr Apoorva Deshpande, transplant coordinators Rahul Tambe, Arun Ashokan and Aman Bele and Medical Social Worker Sharmila Padhye and Ajinkya Borate.

WazirX and Taxnodes join hands to simplify tax computation and filing for virtual digital assets in India

Pune (Voice news service):- WazirX, India's leading crypto exchange and TaxNodes, an expert assisted ITR filing platform have tied up to simplify crypto taxation process for investors. With this partnership, TaxNodes will help the vast user base of WazirX to calculate and file taxes on their investments accurately and make them aware of tax developments in the virtual digital asset industry. There have been many misconceptions as well as an overall lack of understanding on part of investors with respect to tax calculations.

With the growing popularity of crypto in India, it is essential to set up the right infrastructure for compliance and knowledge for engagement with virtual digital assets, and hence this arrangement. Speaking of the partnership, WazirX Vice President, Rajagopal Menon said "WazirX has always prioritized compliance with regulations in the country to set an example of fair practice in the virtual digital asset industry. The partnership between WazirX and TaxNodes will be beneficial in enabling an ecosystem of regulatory abid-

ance and mainstream adoption of crypto without the challenges of tax miscalculation or default." AvinashShekhar, Founder & CEO, TaxNodes said "We are thrilled to embark on a new journey with WazirX. We are sure that our end-to-end solutions will help WazirX's huge customer base, get the much-needed clarity on the taxes levied on their investment. We are confident that our users will be able to leverage our expert-assisted plans to not only compute but also file their taxes, thereby enabling us to simplify the taxation

journey of every crypto investor in the country." A collaboration between the two prominent stakeholders of the Indian crypto ecosystem will encourage more users to seek information about the existing and developing laws for virtual digital assets while having access to a wide range of digital tokens. This will also be pivotal in helping users trade crypto freely without having to worry about the intricacies of tax filing. According to a latest report, India is one of the top ten countries in terms of crypto adoption readiness.

Piaggio Vehicles launches the all-new Apé Xtra LDX, Mileage Ka Boss!



Pune (Voice news service):- Piaggio Vehicles Pvt Ltd (PVPL), a 100% subsidiary of the Italian auto giant Piaggio Group and India's leading manufacturer of small commercial vehicles, announced the launch of the all-new Apé Xtra LDX. Available in CNG, the new Apé Xtra LDX is a Cargo Three Wheeler with a long 5.5ft deck with best in class fuel efficiency and lowest operating costs. It has the trusted and prov-

en 230cc, air-cooled, naturally-aspirated engine with 3-valve technology, which promises high pulling power, superior working efficiency, and low cost of maintenance. Speaking on the occasion, Mr. Diego Graffi, Chairman & MD, Piaggio Vehicles Pvt. Ltd., said, "Our revolutionary Apé is a fuel-agnostic brand, committed to providing our customers with the most suitable options for their needs. Whether it's CNG, LPG, Diesel, Petrol, or Electric, we have a product that caters to all. We believe in giving our customers the freedom to choose the variant that works best for them, and we are proud to offer a range of options that are

reliable, efficient, and innovative. I am happy to announce the introduction of the new Apé Xtra LDX to our offering and am sure that customers will get the best value out of it." Speaking on the occasion, Mr. Amit Sagar, Executive Vice President CV Domestic Business (ICE) and Retail Finance, Piaggio Vehicles Pvt. Ltd., said, "The Apé Xtra LDX has been developed in response to the customer requirements seeking a product which is easy to maintain, has low operating costs and caters to their varied requirements. Based on this insight, our R&D developed the high-quality Apé Xtra LDX

which gives the best returns to our entrepreneurial customers by being extremely fuel efficient and providing the best mileage. With the new Xtra LDX, customers can experience it's great pulling power at faster speeds, and have least economical operations due to savings on fuel costs. We are confident this product will enable increased earnings for our customers due to its lower operating and maintenance costs and thereby, ensure high profitability for them." The Apé Xtra LDX is launched with a price range starting from ₹ 2,51,586 (ex-Maharashtra) and will be available at all Piaggio dealerships in India.

Riya Vaishnav's unique art exhibition seen at Mumbai Art Fair after FAG International Art Exhibition Goa



Pune (Voice news service):- Riya Vaishnav, who has won local, regional, state and more than ten national and international titles in Art, was honored by Honorable Chief Minister of Goa, Dr. Pramod

Art Fair opened on a promising note with celebrities gracing the occasion along with over a thousand artists from across India. It was a moment of joy and excitement for the artists who participated at the fourth edition of the art fiesta. Celebrities of the likes of Dr Jaspinder Narula, Dr Soma Ghosh, Leslee Lewis, Anuradha Paudwal, Pandit Jeetu Shankar, Rajendra, Kavya Jones and Dr Anusha Srinivasan Iyer graced the occasion. The Mumbai Art Fair enlivened the spirit of the artists whose works were on display. Known for consistently promoting hundreds of artists every year, the art fair provided

the platform to exhibit, expand network of art buyers and artists, and increase visibility of their work. This has not only created the selling opportunities while gaining visibility, but also build confidence amongst the young and emerging artists as they get feedback from their peers! This year, there were many art galleries participating at Mumbai Art Fair as well. Among them, Riya Vaishnav of Rajasthan won everyone's heart with her company art exhibition. Riya Vaishnav's only goal is to make the best of the best art, to brighten the name of her teachers, parents, society and country around the world.

Maharashtra Natural Gas Limited Organises A Big Auto and Car Rally in Pune; Promotes Energy Conservation and Cleaner Environment under SAKSHAM 2023



Pune (Voice news service):- Maharashtra Natural Gas Limited (MNGL) recently organised a big CNG Auto and Car Rally in Pune city to promote energy conservation and a cleaner environment. The initiative was a part of annual public awareness campaign

cause of clean and green fuel. The CNG Auto and Car Rally was flagged off by Shri Kumar Shanker, Managing Director of Maharashtra Natural Gas Limited. MNGL's other dignitaries, Smt. Bageshree Manthalkar (Independent Director), Shri Rajesh Pande (Ex- Independent Director, Shri Nitin Pawar, President (Rickshaw Panchayat) and a Marathi TV Celebrity Actor Shri Nitish Chavan (Lagiri ji fame) were present on the occasion. Petroleum Conservation Research Association (PCRA) flag ship programme to educate the masses for adopting fuel conservation and efficiency measures for environment protection. Many CNG Autos and Cars participated in this drive promoting the

conservation campaign "Sanksham Kshamata Mahotsav (SAKSHAM)" every year. This year, the theme of 'SAKSHAM 2023' has been 'Energy Conservation towards net zero'. SAKSHAM 2023 is aimed at highlighting the adverse health and environmental impacts of increasing carbon footprints and convince consumers to switch to cleaner and greener fuels and bring in necessary behavioural change to use fossil fuel intelligently. The objective of the said campaign was to spread awareness among masses about the advantages of using clean fuels such as Compressed Natural Gas (CNG) and Piped Natural Gas (PNG).

FOOD & RESTAURANT

Haldiram's Restaurants

new store open in Hinjewadi Phase 2

Pune (Voice news service):- Haldiram's sweets brand that started in Nagpur has now expanded across the country in a new form. As a part of this expansion, a new restaurant of theirs launched in Hinjewadi Phase 2, Pune by famous actress Gautami Deshpande. Amol Ramteke, Business Head Haldiram's, Pramod Verma, Senior Head Operations Haldiram's (West & South), Vijay Pardeshi Head Operations (West) Haldiram's were present at the inauguration. This newly opened restaurant is spread over an area of 1800 sq.ft. This restaurant will serve Chaat, South Indian, North Indian, Sand-

wiches, Desserts and many more. Speaking on the occasion Vijay Pardeshi, Head of Operations (West) Haldiram's said, "We are very happy to launch our restaurant in Hinjewadi. Many companies are working here 24*7, our restaurant will be useful for the service of their employees and this location is also important for us. Actress Gautami Deshpande said, "I am very happy to be present at the inauguration of Haldiram's restaurant. It is a matter of pride for me to be associated with a brand that has gained popularity across the country in a very short span of time. I love all Haldiram's food and enjoy it with great taste."



Dusk to Dawn: Tata Starbucks opens two 24-hour stores in India

Pune (Voice news service):- Tata Starbucks Private Limited today announced the launch of its first-ever 24-hour stores (Non-Airport) in Chennai and Calicut. The new stores are a testament of Tata Starbucks' commitment to the Indian market where it currently operates across 341 stores in 4 cities. Adding to the company's existing portfolio, the new format offers an added convenience to customers where they can pick their orders any time of the day. Highlighting the company's long-term commitment in one of Starbucks' fastest-growing markets globally, the 24x7 stores will offer customers a safe, convenient and a familiar third place experience. "Tata Starbucks has had an incredible journey in India since its inception in 2012 and we are proud to have achieved yet another milestone. The opening of our first 24x7 stores showcases our commitment to evolving our brand and business in India and providing new and meaningful experiences to our customers," said Sushant Dash, CEO, Tata Starbucks Pvt. Ltd. "The new stores will elevate the unique Starbucks Experience for our customers, giving them new ways to connect outside of their home



and workplace." The stores are a fusion of the signature Starbucks warm and welcoming design and the city's local culture and craftsmanship, serving as an extension of the neighborhoods served. The Calicut store translates as a beach house integrating into the Calicut Beach. The classic Starbucks Siren represents bringing coffee life from the ocean to this location, adapting to the local culture by presenting elements like Kerala-style mural and metal-ally. Taking cues from the local culture and nuances, the Chennai store brings a home-like feeling to the consumers. The new 24-hour store uniquely features tra-

ditional Chettinad architecture with big spaces and stunning ceramic tiles. The space is an indigenous blend of traditional, intricate Indian architecture and stunning European artwork. Tata Starbucks is also bringing a new cup size to these stores with Picco, giving new and first-time coffee drinkers a chance to sip and savor their favorite beverage along with local additions such as the all-new filter coffee, masala chai, cardamom chai, milkshakes, freshly assembled sandwiches, bite-sized and shareable food items. The all-new food menu will feature Pesto & Mozzarella Sandwich in Panini, Bhuna Chicken Puff, Hazelnut Triangle, Chocolate Eclair, Egg

White & Chicken in Multigrain Croissant, Red Velvet & Orange Cake, Chilli Cheese Toast, Butter Croissant. Customers can also relish the Limited-Time seasonal offerings like Belgium Chocolate Latte, Salted Dark Caramel Latte (available in Hot, Iced and Frappuccino* variants), Mango on the Beach Frappuccino*, Cold Brew with Tonic Water, Cold brew with Ginger Ale and Mango Milkshake. Additionally the menu also boasts of all-time favourites such as Java Chip Frappuccino*, Cafe Mocha, Signature Hot Chocolate and Caramel Macchiato. Starbucks merchandise and free Wi-Fi are available at these stores. In addition, the company will also bring the My Starbucks Rewards* loyalty program to the cities, introducing members with attractive benefits and become a part of the Starbucks India community. Tata Starbucks had also introduced contactless order and payment methods, such as Mobile Order and Pay through the Starbucks India mobile application, for customers to indulge in a safe, familiar and convenient Starbucks Experience at the comfort of their home.

Luminous launches its new Campaign #CricketMeinNoPowerCut for the ongoing IPL season

Pune (Voice news service):- As the IPL fever grips the country, the leading power and energy solutions provider, Luminous Power Technologies, has launched its new campaign #CricketMeinNoPowerCut to showcase a range of high-capacity inverters that all the heavy load with ease and fast charging inverters (ICON). The campaign has recently been aired on all digital platforms including Twitter, Facebook, Instagram and YouTube and will also be promoted on TV, Print and OTT. India fears a torrid summer of long power cuts, every year. Summer is also the time for Indian Premier League, which is one of the most eagerly awaited sporting events amongst the cricket fans across India. Every passionate cricket loving Indian hates missing moments from the cricket match, especially those fans, who wants to watch IPL with no power interruptions. Offering a promise of uninterrupted watching experience to the cricket enthusiasts and fans during this IPL season, Luminous' new campaign, #CricketMeinNoPowerCut, endeavours to illustrate the

importance of power back-up with fast charging and heavy-duty inverters. Being the Title Sponsor of the Rajasthan Royals for this season, the first campaign film released as part of the campaign, also features leading players of the team like Yuzvendra Chahal, Ravichandran Ashwin, Jos Buttler who are encouraging the fans to bring home a Luminous inverter for uninterrupted and enhanced cricket viewing experience. Speaking on the new campaign Ms. Neelima Burra, Senior VP and Chief Strategy, Transformation and Marketing Officer - Luminous Power Technologies said, "IPL has always been an excellent platform for brands to grab cricket fans' interest. Our partnership with Rajasthan Royals and the launch of this new campaign, #CricketMeinNoPowerCut, provides us with opportunities to reach out to millions of cricket fans and create substantial impact on our current and prospective customers. Luminous has a proven track record for excellent product reliability and for providing value to its customers

through constant innovations and improvement in its offerings. This new campaign is especially for those cricket fans and lovers who want to enjoy the sport uninterrupted." "Cricket is an extremely engaging and interactive sport and hence our star products - Icon and iCruze are perfectly designed to give our consumers the guarantee and assurance for an uninterrupted power backup and an enjoyable enhanced watching experience," she added. As part of this one-month-long campaign, Luminous is also running multiple contests where fans can participate and get a chance to win exciting gifts. The brand is also collaborating with multiple influencers, for creating content around #CricketMeinNoPowerCut. As fans are the primary inspiration behind this campaign, a contest is being run where a few fans will get a chance to feature in the next ad of this campaign, by sharing their advice for the cricketers. "Who likes power-cuts in Summers! And more so, if it's during an IPL season! Our idea was sitting in the core of this context.

Luminous inverters with its high-capacity inverters not only ensures you don't have power cuts but also ensures you can run your heavy-duty devices like an AC. So, as we say it, #CricketMeinNoPowerCuts" says Anusha Shetty, Chairperson and Group CEO at the Grey Group. Luminous Power Technologies has been at the forefront of offering power backup solutions for the last 35 years. Icon is India's first inverter with premium ultra-modern looks that comes with unprecedented safety and convenience features. With a strong battery back-up, it is equipped to run the load of a 3 BHK home and showroom which constitutes the biggest market segment. The High-Capacity Inverter is truly a technological marvel for the commercial users. A zero-noise strong inverter, it will cater to offices, showrooms, banks, dental clinics, educational institutions, restaurants, salons, ice cream parlours etc., where higher capacity loads over 2KVA is needed. High-Capacity Inverters can comfortably run heavy loads like air-conditioners, all kitchen appliances etc.

ITC Engage Celebrates Intense Passion for Performance Launches Engage Intense with Brand Ambassador, Shubman Gill

Pune (Voice news service):- Working hard to pursue their dreams is what defines this generation of high-performance individuals. They possess the inherent need to constantly achieve more and be the best. ITC Engage celebrates this intense passion and the zest for performance with the launch of its new range of deodorants, Engage Intense. Epitomizing this generational intensity of hard work, from grit to glory, is Shubman Gill, the new brand Ambassador for Engage Intense. Engage Intense presents a range of masculine deodorants which complement the intense spirit to dream big, perform well & win. The long-lasting strong fragrances reflect this zeal to be better, raise the intensity of performance and accomplish one's goals and aspirations. The scent profiles of leathery,



woody, and spicy, is designed to be a part of this journey of perseverance for young men. Shubman Gill as the brand ambassador brings his intense preparation and game to the forefront for Engage Intense. Conceptualized by Ogilvy India and directed by Vijay Sawant, the film highlights rigour, commitment and passion of Men who dream to be the achievers of tomorrow. Shubman as the brand ambassador shares his own journey of dedication, faith and positivity through this visual and intense narrative. Engage Intense complements this journey of young

India. **Watch TVC :** https://www.youtube.com/watch?v=y-syRrrOf_60 Sameer Satpathy, Divisional Chief Executive, Personal Care Business, ITC limited, says, "It is indeed motivating to witness the changing attitudes towards success and achievement. Many young people are more willing to take risks and pursue their passion and dreams, even if it requires enormous hard work and facing uncertainties. It is this journey of the zeal for performance that Engage Intense celebrates.

With Shubman Gill, Engage Intense celebrates the strength of performance not only metaphorically but also in the product promise." Shubman Gill, Brand Ambassador for Engage Intense, states, "I have huge respect for hard-earned success. I believe while hard-work and talent is inter-linked, it is hard-work that often takes precedence. Performance is key and preparations to bring the A game always needs a lot of practice, patience and motivation. I am happy to partner with Engage Intense to showcase this intensity that helps achieve the pinnacle of performance. I totally believe, jitti intense taiyaari, utna intense game!" Engage Intense is available in two variants, Black Skies and Green Turf with a promise of long lasting, 24-hour fragrance profiles. It is available in leading retail outlets at INR 230/- for 150ml.

Kinder Joy launches a new TVC campaign and a limited series of Kinder Joy Tom & Jerry and Hello Kitty Toys in India

Pune (Voice news service):- Kinder Joy, the confectionery brand of Ferrero, one of the world's leading manufacturers of sweet-packaged products, has launched its new TVC campaign continuing with the tagline 'Iss Mein Kuch Khaas Hai' in India. A popular choice for children across all age groups, the new TVC highlights the instant delight that Kinder Joy brings to children's lives. With this new TVC launch, the brand is now announcing their limited-edition Kinder Joy range of Tom & Jerry and Hello Kitty toys.

by kids. With these limited-edition collectibles, Kinder Joy continues to strengthen its position in the Indian confectionery market and increase brand loyalty among its customers. The limited-edition collectibles are also likely to attract collectors of all ages who appreciate the uniqueness and novelty of the limited series. The limited-edition series is launched via a campaign film where the video opens with a pair of siblings showing a 'special' trick, to their parents. The mother joins in and builds on it by mentioning how Kinder Joy is 'special' as well, raising the father's curiosity. Then the kids and the mother team up and break out in a musical to explain

how Kinder Joy is special and it is tasty, fun, and nutritious at the same time. Speaking on the campaign film, Amedeo Aragona, Regional Marketing Manager Indian Subcontinent - Kinder Brands at Ferrero said, "We are excited to bring Tom & Jerry and Hello Kitty to India, as they have a great appeal with kids and adults. The new collection will have new figurines which are very different from the previous launches. And we can't wait for the kids to experience Kinder Joy's latest range. Also, the use of AppPlaydu app makes it extra special for the children to learn along with the parents." The TVC will be featured and distributed across broadcast

and online platforms. Ferrero India's marketing efforts for the limited edition will focus on social media and other digital platforms, as well as in-store promotions and advertisements targeted at parents. These limited-edition packs will have eight engaging toys featuring Spike, Tom, Jerry and Nibbles and an assortment of toys for Hello Kitty, which will be available pan India at an affordable price of INR 45 from May 2023. It will be available across all leading outlets, including modern trade and traditional stores pan India. Consumers will be able to buy the product on e-commerce platforms such as Amazon, Flipkart, Grofers, Big Basket etc.

IBA World Boxing Championships: Nishant enters pre-quarters with statement victory

Pune (Voice news service):- Young Indian boxing star Nishant Dev produced a power-packed performance and recorded a scintillating victory to advance to the pre-quarter-finals of the IBA Men's World Boxing Championships 2023 in Tashkent, Uzbekistan on Wednesday. Facing the 2021 World Championships bronze medallist Sarkhan Aliyev of

Azerbaijan in the 71kg, Nishant was presented with a tough challenge initially but the exuberant pugilist put up a world-class display of strength and supreme technique to secure a 5-0 victory. The 22-year-old boxer from Karnal utilized his strategy of attacking from distance and landing a swift combination of punches to start the bout on the front foot. By judging his opponent's

attacks well and defending sternly, Nishant gave the Azerbaijani no chance to execute his attacks. The south-paw, who hardly put a foot wrong throughout the bout, proved to be too quick for Aliyev. Nishant will now face Lee Sangmin of South Korea in the next round. Having reached the quarter-finals of the competition in the last edition as well, the Indian

will be aiming to go all the way this time round. On Thursday, four Indian pugilists will take to the ring for their respective tournament openers. The 2022 Thailand Open champion Govind Sahani (48kg) will square off against Mehron Shafiev of Tajikistan while the 2019 Asian silver medallist Deepak Kumar (51kg) will face Luis Delgado of Ecuador.

A tale of grit and determination – Deepali's empowerment

Pune (Voice news service):- Deepali, a youngster from Sarebhag village in Maharashtra, turned around her fortunes with her grit and determination. She dreamt to be a medical attendant since her childhood but was completely devastated when she lost both her parents while still at the school. Her ambition suddenly seemed to be a distant dream. A pamphlet on 'General Duty Assistant' training programme supported by Tata Motors and Pratham transformed her life. After a month long training at the Panvel Multiskilling Center, she soon got a job as a medical attendant earning Rs. 15000 per month. She is now preparing for the next milestone - a full-fledged nursing course. Deepali lost her mother at a very young age. Her father resorted to alcoholism and

was unable to support her to pursue her dream. Soon after, her father fell sick and passed away. A self-motivated girl, she did not lose hope and secured the job of an 'Assistant' at a nearby hospital. She started earning Rs. 1000 a month, insufficient for fulfilling even her basic needs. While at work, she came across a pamphlet on 'General Duty Assistant' training programme supported by Tata Motors and Pratham. She began her online classes with Panvel Multiskilling Center immediately and emerged as one of the most brilliant students in her batch. She secured a job with a homecare giver agency after a month long training programme. She earns a salary of Rs. 15000 now and it is her dream to pursue a professional course in nursing. Reflecting on her incredible journey, Deepali says, "Life

has thrown many challenges to me and I am happy I could turn these adversities to opportunities. I am grateful to the Tata Motors and Pratham team for their support and encouragement. I received their support just in time and am on my path to glory. I want to inspire and guide other women to fight adversities and pursue their dreams." Commenting on Deepali's success, Mr. Vinod Kulkarni, CSR Head, Tata Motors, said, "Deepali's journey is exemplary and an inspiration for us and many other women. We are happy to be a part of her journey. At Tata Motors, we promote the inclusion of women in the mainstream and promote empowerment of women. Our inclusive approach guides us to work towards providing opportunities to chart out a better future via career, better health

and education, etc. The gender gap in employability is improving and the pool of employable women is also rising steadily." Kaulshalya, our employability (upskilling) programme, focusses on training unemployed youth in three segments, auto trades, non-auto trades and agriculture & allied activities. In Auto Trades the focus is mainly on skills in driving and motors mechanics. On the completion of training most of which are NSDC certified, the trainees find ready employment either in Tata Motors' ecosystem or in open market. Tata Motors also engages with community based groups of women and farmers and help them earn supplementary income through our agriculture and allied programs. During FY22, we have trained 45,324 youth and farmers.

Lloyds Metal & Energy in association with Trisharan Enlightenment Foundation groomed 40 tribal youth from Etapalli as Vikasdoot



Pune (Voice news service):- Lloyds Metal & Energy in association with Trisharan Enlightenment Foundation groomed 40 tribal youth from Etapalli, Gadchiroli district as Vikasdoot (development ambassadors). The training workshop was arranged at Shiv Chhatrapati Sports Complex, Balewadi from 21st to 30th April 2023. Renowned Journalist Arun Khore inaugurated the workshop. On the occasion of valedictory of the workshop, Veteran Literary & Critic Dr. Shripal Sabnis enlightened & felicitated the participants. Former Addl. Chief Secretary Mr. Ujjwal Uke, Senior General Manager, Lloyds Metals & Energy L. Saikumar, Trisharan Enlightenment Foundation's Founder Pradnya

Waghmare, State Coordinator Prashant Waghmare were present. These youth from 21 villages of Etapalli Tehsil have been trained as Vikasdoot. Under these 10 days of training, they have learnt about personality development, etiquette and public behavior, use of technology etc. They were shown the Balewadi Sports Complex, Pune Metro, Office and Museum of Tribal Research & Training Institute, Newspaper Offices, Printing Press etc. Also every morning they have taken experience of exercise & sports activities. Tribal communities living in remote forest areas need to be provided with good infrastructure such as roads, electricity, water etc. They should be given an opportunity to

come into the flow of development by providing education and health facilities, said Ujjwal Uke IAS (Retd). The youth should take education and become enablers of development of the tribals, appealed Dr. Shripal Sabnis. Mr. L. Saikumar mentioned that Lloyd's Managing Director B. Prabhakaran believes that Gadchiroli has iron ore as well as diamonds in the form of people. If these diamonds are polished a little, they will also shine like others. To keep this thought in mind, he has come up with the concept of outreach centers, through which the government schemes and CSR schemes of Lloyds will reach the villages. We are also going to set up a CBSE school & health center in the Etapalli area very soon, he said. Pradnya Waghmare said, "I feel very happy that Trisharan Enlightenment Foundation got an opportunity to associate with Lloyds Metal & Energy Ltd. to groom these 40 youth from Etapalli. These youth have the determination to do a lot. If they have a dream, they work with dedication to achieve it. We tried

to show them these dreams. By this training we have actually started breaking down the invisible wall between the tribals of the interiors and the so called mainstream. The outreach centers will prove to be a bridge to connect the rural with the urban." Mr. B. Prabhakaran is trying for the economic, educational, social and cultural development of the people of remote areas from Gadchiroli, she added. During the training workshop, Commissioner of Tribal Department Dr. Rajendra Bharud IAS, Agriculture Commissioner Officer Vishwajit Sarkale, Senior Journalist Arun Khore, Editor of Sakal Samrat Phadnis, News Editor of Kesari Swapnil Pore, PRO of Pune Metro Hemant Sonawane, Media Professional Jivraj Chole & many others guided them. State Coordinator of Trisharan Enlightenment Foundation Prashant Waghmare spoke about the outreach centers and the training done at Etapalli. District Coordinator Mangaldas Mashakhetri moderated the workshop. Rachna Kamble proposed a vote of thanks.

MIT-WPU Launches Dadasaheb Phalke International Film School

Pune (Voice news service):- On April 30, 2023, the 153rd birth anniversary of Dadasaheb Phalke, the father of Indian cinema, MIT World Peace University unveiled the latest addition to its 40+ years legacy in the education sector of Maharashtra—Dadasaheb Phalke International Film School (DPIFS). The event was attended by renowned film personality, Shri Nana Patekar, and eminent filmmaker Shri Abhijit Panse, who will be serving as the Creative Director of DPIFS.



and the culture and tradition of the East, along with access to film education in regional languages. At Dadasaheb Phalke International Film School, students can enroll in a unique undergraduate programme in filmmaking, which provides specialised tracks in Direction, Acting, Cinematography, and Sound Design. Before choosing their specialization, students can explore different aspects of the field and discover their passion by studying 13 foundation programmes and multiple program majors across all specializations. Additionally, a final-year internship will help propel the students toward achieving their desired career path in the industry. The students will have an exit option after each academic year and can also get an honours degree after 4 years, according to the NEP 2020. Bringing together the craft of art cinema and the commerce of mainstream films, DPIFS will make film education accessible in regional languages, with a focus on hands-on learning and lifetime mentorship. The Dadasaheb Phalke International Film School is now accepting applications.

several senior faculty members from FTII and NSD. Dhiraaj Singh, Director of the Department of Media and Communication at the MIT-World Peace University, filmmaker, author, artist, and the former Executive Director at Lok Sabha TV, will be serving as the Director of Dadasaheb Phalke International Film School. At the event, he shared the connection of the film school to MAEER's Group of Institutions, which has over forty years of legacy. He said "I would like to share that the Dadasaheb Phalke International Film School is the manifestation of the vision of Shri Rahul Karad. It is his dream of creating a school

in Pune that aims higher, dreams bigger, and seeks to create future filmmakers with strong roots in their own culture." Creative Director of DPIFS and eminent film director, Shri Abhijit Panse, elaborated on the foundational philosophy behind the school: "Angezi nahi aati to filmmaking ya acting nahi aati kya?" Known for films like Rege and Thackeray, the director pointed out the difference in the culture of filmmaking in the West vis-a-vis in India. He promised that DPIFS will inaugurate a new era of film education by bringing together the best of styles, and techniques from the West

Bright Future partners with Cognizant Foundation's Tech4All program to ensure sustainable livelihoods for young women of marginalized communities in Pune



Pune (Voice news service):- Bright Future with support from Cognizant Foundation inaugurated a new training center with more than 215 female aspirants registered in the first batch. The center will provide skills training to young women from marginalized communities in Pune under Cognizant Foundation's Tech4All program to facilitate sustainable livelihoods. The program will be providing IT-based specialized training, career guidance and life skills support to help enhance confidence and obtain gainful employment leading to a better life. Tech4All, launched in December 2021, is Cognizant Foundation's flagship program designed to skill women as well as persons with disabilities for careers in technology and technology-enabled services. The inauguration ceremony was conducted in the presence of Ms.

Nisha Deshpande, Senior Director, Delivery Excellence and a member of Cognizant Foundation's Pune Core Committee, and Mr. Kishor Palve, Founder & CEO, Bright Future. The new center is situated at Yerwada, on the Nagar Road, and easily accessible to the targeted communities. It is equipped with state-of-the-art infrastructure and adheres to the highest standards of hygiene and safety, especially for the girls who will be trained in the center. This is the 15th operational center of Bright Future in India after the successful functioning of 14 centers in Mumbai, Delhi, and Bengaluru in the past 13+ years of its establishment. Mr. Kishor Palve, Founder & CEO, Bright Future, said, "I extend my heartfelt gratitude to the dedicated teams of Cognizant Foundation and Bright Future, to the aspirants, their parents, and



our community stakeholders for making this possible. It has always been our endeavor to reach more young people while ensuring sustainability for their livelihoods. Women empowerment is one of the major concerns of our country and I am proud that we are able to come together to address this persistent impediment. It is important that we, as conscious individuals, do whatever is necessary for the women, the youth, the community, and our society." He further added, "Such collaborative efforts by all the stakeholders will surely take us closer to our mission to ensure a world where the young people have the guidance to choose a better career. Lastly, I would also like to take a moment to thank our supporters - donor partners, employer partners and volunteers for their continued support along with our efforts to serve the

youth and communities over the last 13 years." Ms. Rajashree Natarajan, CEO of Cognizant Foundation said, "Tech4All started with two partners in four states less than two years ago. Today, we have scaled to seven states and collaborated with nine partners for implementation. We are happy to see how the programme has expanded, creating opportunities for everyone to shine in this digital economy. We will continue to look for more opportunities to help improve lives, deploying the power of digital technology to create significant impact and deliver maximum value to underserved communities. We deeply thank our partners and look forward to our continued engagement with all our stakeholders - thought leaders, NGO partners, experts, and government authorities to accelerate the impact of our work."

Shoonya compensates affected traders for losses worth Rs. 3.5 Crore, following a technical issue

Pune (Voice news service):- Shoonya, a leading zero-brokerage platform, has taken a business decision to support its affected customers and to cover their losses due to a technical

issue on April 13th, 2023. The company has covered the losses worth Rs. 3.5 crore as on 3rd May 2023, and the process of resolving customer disputes is progressing fast. The company

resolved the said technical issue with a thorough audit and mock trades, ensuring normalcy to its platform from the very next trading session. The impact of this issue was restricted only to

the customers who tried logging their first trades between 9:15 AM and 9:30 AM on the said day. The company stayed transparent with its customers from the early trading hours, and continued.

Renowned actress & Kathak Dancer Prachi Shah Pandya inaugurated Center for Performing Arts at Suryadatta National School



Pune (Voice news service):- Renowned actress & Indian Kathak Dancer Prachi Shah Pandya inaugurated the Center for Performing Arts at Suryadatta National School. Suryadatta Education Foundation's Vice President & Secretary Sushma Chordiya, Associate Vice President Snehal Navalakha, Suryadatta National School Director Sheila Oak & many others were present on the occasion. On this occasion, Pandya gave some tips of Kathak to the participants and made them dance. Prachi Shah Pandya has received the Suryadatta Stree Shakti National Award 2023

recently. She has starred in 'Koshish-Ek Asha', 'Kundli', 'Kahi Diya Jale Kahin Jiya..', 'Piya Ka Ghar', 'Bhabhi', 'Rangoli', 'Yeh Pyaar Na Hoga Kam', 'Is Pyaar Ko kya naam doon' & many TV serials. Prachi made her big screen debut with the Tamil film 'Hey Ram'. She has acted in films such as 'Isi Life Men', 'Student of the Year', 'Raja Natwarlal', 'ABCD 2', 'Judwaa 2', 'Lakshmi' and the recently released 'Hum Do Hamare Do'. She also acted in marathi film, 'Ichar Tharla Pakka'. Prachi has a special interest in Kathak, as well as playing the tanpura. Sushma Chordiya mentioned that the center be-



ing inaugurated by her is very important. This will be useful for the overall development of the students to preserve their interest in dance, singing, music and their development in the field of art. Founder President of Suryadatta Education Foundation Prof. Dr. Sanjay B Chordiya welcomed Prachi Shah Pandya and appraised him about the educational and social work of the institutes. Prachi

Shah Pandya said, "Suryadatta campus is green, clean & very beautiful. As soon as you enter the campus, the mind becomes happy. I am happy to inaugurate the Center for Performing Arts in which students will benefit. A definite level of success is definitely achieved by dedicated and diligent work and dedication to the art. Journey is more important than success in the field of art"

Prof. Dr. Sanjay B. Chordiya appointed as Fellow Member of Institute of Directors, New Delhi

Pune (Voice news service):- City based educationist, Founder Chairman of Suryadatta Education Foundation has been appointed as Fellow Member of Institute of Directors, New Delhi. Prof. Dr. Chordiya was felicitated as Fellow Member at the recent IOD Conference & Members Meet held at Hotel Crowne Plaza Pune, at the hands of Vikesh Wallia, Zonal Director (Western Region) Institute of Directors, Vice Admiral Biswajit Dasgupta, PVSM, AVSM, YSM, VSM, Flag Officer Commanding-in-Chief, Eastern Naval Command and Amol Nagar, Managing Director, GE Aerospace. The Suryadatta Family is proud of him and congratulates him on this occasion. The 'Institute of Directors' (IOD) is an apex professional association of Corporate Directors and Senior Exec-



utives in India and overseas, serving the Boardroom community for over 30 years. It is closely associated with over 31,000 board Members and connection across the globe, has been organizing its annual Global Conventions in India, Dubai, Singapore and London, focusing on various boardroom issues and also the Global Business Meets by bringing together industry leaders, policy makers and board Members from various parts of the world. IOD Membership represents

a diverse business leader, Board Members, CEOs, CFOs, CA, CS, Bankers, Consultants and Academicians etc. which provides a unique opportunity for networking and business development to expand their business horizons under one roof. Annually, some of the Distinguished Leaders in India and abroad, persons of eminence are admitted / felicitated as 'IOD Distinguished Fellows' for their outstanding contribution to public service and

society. Late Dr. A P J Abdul Kalam, was felicitated with the 1st 'IOD Distinguished Fellow', in the year 1994, who later became the Hon'ble President of India. The Fellowship invitations are sent out selectively to the upper echelon of global enterprises and the networking will be with the movers and shakers of the business community through this exclusive Fellowship. This fellowship offers unparalleled networking opportunities with top national & international directors, professionals, policy makers, etc. at regular discussion forums. It also helps Suryadatta students connect with companies in India & abroad - for instance through business consulting projects, and to connect companies to the institution for support in student projects, internships, and much more.

Companies can now secure a place at the grinding technology trade fair

Pune (Voice news service):- Interested in showcasing your innovative products and technologies to a select target group? Companies will be able to do just that from 14 to 17 May 2024 at GrindingHub in Stuttgart. After successfully launching the

event last year, the organizer VDW (German Machine Tool Builders' Association) - in cooperation with Messe Stuttgart and Schleiftagung, and with the "Machine Tools" sector of SwissMech (Association of the Swiss Mechanical, Electrical and Metal Industries) on board as institu-

tional patron - is keen to repeat the success as it opens registration for the event. Dr. Wilfried Schäfer, Executive Director of the VDW, is full of anticipation: "We launched the GrindingHub in 2022 - attracting large numbers of satisfied exhibitors and visitors.

We want to build on this in the coming year. We are already looking forward to seeing everyone again in Stuttgart and are extending a warm invitation to all grinding experts - encouraging them not to miss this highlight in the industry calendar."

Airtel Payments Bank collaborates with the National Payments Corporation of India

Pune (Voice news service):- Taking one more step to drive digital and financial inclusion in the country, Airtel Payments Bank collaborated with National Payments Corporation of India (NPCI) to roll out Face Authentication for AePS (Aadhaar-enabled Payment System) at its 500,000 banking points. Airtel Payments Bank is amongst the first four banks to offer Face Authentication for AePS in the country.

NPCI's AePS allows customers to carry out financial and non-financial transactions at any banking point using their Aadhaar number or virtual ID to access their Aadhaar-linked bank account. Until now, transactions were being authenticated using the customer's Aadhaar number

and fingerprint or Iris match in the UIDAI records. The new facility will enable customers to validate the transaction by undertaking face authentication along with the Aadhaar number. The authentication is processed using the Face Authentication RD Application by the Unique Identification Authority of India (UIDAI). In the first phase, the facility is made available for non-financial transactions - Balance enquiry and mini-statements - for the Bank's customers. Soon the Bank will make it available for financial transactions. As per the guidance from NPCI, Airtel Payments Bank will enable the functionality for other bank customers and the Bank's customers at other banking outlets.

Speaking about the launch Praveena Rai - Chief Operating Officer of NPCI said, "We commend UIDAI for introducing face authentication as an additional mode for Aadhaar-based authentication. It's delightful to see Airtel Payment Bank implementing this feature for AePS transactions, which will enhance the reach of Aadhaar-based transactions across the country."

Speaking about the launch Ganesh Ananthanarayanan, COO of Airtel Payments Bank said, "We are delighted to collaborate with NPCI to offer this new facility to our valuable customers. Face authentication is an important addition to our existing bouquet of secure and simple banking solutions to drive financial and digital inclusion

in the country." Customers can avail this facility through the following steps at the neighbourhood banking point of Airtel Payments Bank:

Banking Correspondent (BC) enters the customer details i.e. Aadhaar number in the business App. BC will ask the customer to confirm the type of Authentication - Fingerprint or Face authentication. Post receiving consent from the customer, BC will choose Face Authentication option and click on proceed. The Face Authentication RD App will open to capture the live Image of the customer. Once the face of the customer is captured successfully, BC will be asked to enter his mPIN and complete the transaction.

SAP to Embed IBM Watson Artificial Intelligence into SAP Solutions

Pune (Voice news service):- SAP SE (NYSE: SAP) and IBM (NYSE: IBM) today announced that IBM Watson* technology will be embedded into SAP solutions to provide new AI-driven insights and automation to help accelerate innovation and create more efficient and effective user experiences across the SAP solution portfolio. SAP will use IBM Watson capabilities to power its digital assistant in SAP Start, which provides a unified entry point for cloud solutions from SAP. With SAP Start, users can search for, launch and interactively engage with apps provided in cloud solutions from SAP and SAP S/4HANA* Cloud.

New AI capabilities in SAP Start will be designed to help users boost productivity with both natural language capabilities and predictive insights using IBM Watson AI solutions built on IBM's trust

and transparency and data privacy principles.

"This milestone collaboration with IBM aims to provide SAP customers a better user experience, faster decision-making and greater insights to help transform their business processes," said Christian Klein, CEO and Member of the Executive Board of SAP SE. "Working together to incorporate additional AI, machine learning and other intelligent technologies into SAP solutions can lead to better business outcomes for our joint customers. Today's news, along with the recent news of our expanded use of Red Hat Enterprise Linux is a prime example of how the rich, 50-year partnership between our companies continues to grow stronger and move the industry forward."

New digital assistant capabilities in SAP Start will be extended across SAP solutions to help answer diverse

questions for managers and employees.

By automating and speeding up common tasks, the capabilities are designed to help unlock employee productivity to focus on more strategic work. SAP Start will allow customers to benefit from intelligence at the point of decision-making with the ability to use AI and machine learning to extract information from a variety of data sources and answer user questions across lines of business. Today, IBM technology currently available in the TriPlt mobile app from SAP Concur is helping nearly 13 million users easily access AI-derived weather insights to make more sustainable travel choices before and during their trips.

IBM delivers market-leading AI capabilities with Watson products deployed by more than 100 million users across 20 industries. In addition, SAP and IBM Consulting

are currently supporting customers with 25 joint intelligent industry solutions that use IBM Watson capabilities underpinned by SAP Business Technology Platform (SAP BTP). These industry solutions help customers across industries such as retail, manufacturing and utilities accelerate their business transformation and use data to make more informed decisions.

"IBM and SAP are joining forces to give businesses new and exciting ways to harness the transformative power of AI and use it as a source of competitive advantage," said Arvind Krishna, Chairman and Chief Executive Officer, IBM. "With this announcement, we are infusing IBM Watson's powerful, enterprise-grade AI capabilities into SAP's leading ERP platform to help businesses reimagine customer experiences, boost productivity and fuel growth."

Toyota Kirloskar Motor Sells 15,510 units in April 2023

Pune (Voice news service):- Toyota Kirloskar Motor (TKM) registered sales of 14,162 domestic units in the month of April, 2023. The company also exported 1,348 units of The Urban Cruiser Hyryder this month, thus clocking a total of 15,510 units. While there were no exports in the corresponding period last year, TKM had registered domestic sales of 15,086 units in April 2022. The company undertook a week long maintenance shutdown from April 24-28, 2023 for the upkeep of machinery and equipment to sustain operational efficiencies, productivity and safety.

TKM posted a healthy domestic growth of 26% in the first four months of Calendar Year 2023, by selling 61,005 units in the same period last year, where 48,278 units were sold, domestically. With the Made-in-India Urban Cruiser Hyryder, TKM restarted its export operations from the Indian market

to South Africa and Middle East from the month of December 2022. This development strongly embodies the company's commitment towards 'Mass electrification' with 'Make in India', not only for the country but also for exports which underpins India's emergence as a global manufacturing hub for cleaner and greener vehicles. Besides initiating export of vehicles, Toyota Group has also been exporting e-Drives which is a critical electric powertrain component that is being locally manufactured by Toyota Kirloskar Auto Parts (TKAP) in Bidadi near Bengaluru.

Speaking on sales numbers Mr. Atul Sood, Vice President, Sales and Strategic Marketing said, "TKM is continuing to witness high demand as well as good enquires, and needless to say we are extremely thrilled to see the market responding very positively. This reflects the customer acceptance

of our world-class product line-up and advanced clean technology solutions, as we continue to strongly serve our customer base in India. The Toyota Hilux, Innova Hycross and the New Innova Crysta continue their phenomenal run, as the a strong demand continues, which indicates customers growing trust in Toyota for their family's mobility needs. Our SUV segment share also continues to be buoyant owing to the success of the Urban Cruiser Hyryder along with segment leadership of the Fortuner and the Legend, which are consistently leading with over 82% market share in Q1 of CY 2023. The Vellfire and the Camry Hybrid are also steadily contributing to our sales.

Our focus on "customer first" philosophy also continues to manifest while we prioritise taking care of our customers. Earlier this month, we launched 'Wheels on Web' (WOW), an Online Re-

tail Sales platform for the Bangalore region. This new platform offers customers, a seamless virtual experience by enabling them to book, purchase and get delivery of their favourite Toyota models like like HyCross (gasoline), Hilux, Legend, Camry, Fortuner, and Innova Crysta (GX) at the comfort of their homes. Through such innovative services, our objective is to provide value-addition to our esteemed customers, to enable convenient process for purchase of Toyota vehicles, facilitating end-to-end transactions, including secured online payments for providing a one-stop-shop solution.

As we continue to focus on offering customers a choice of vehicle that fits their lifestyle and needs, we would like to thank our suppliers and dealer partners for working extra hard to meet the robust market demand and preparing to meet the evolving market needs in a dynamic manner."

MAGGI says "Khao to MAGGI Noodles Khao" - with Real people and real voices from Rural India

Pune (Voice news service):- MAGGI has been an integral part of the lives of millions of Indians for the past four decades, and this love is reflected across the length and breadth of the country - from metros to rural areas. In its latest campaign, MAGGI celebrates the consumers who make MAGGI noodles an iconic brand. In a unique first, MAGGI has

cast real consumers from Maharashtra, Madhya Pradesh, Chhattisgarh, and West Bengal in its campaign titled "Khao to MAGGI Noodles Khao".

The campaign features real people from regions across Maharashtra, Madhya Pradesh, Chhattisgarh, and West Bengal, such as Vidarbha, Jabalpur and Nadia sharing stories of the trust, quality, and delight that MAGGI

Noodles has brought to their lives for decades now.

Talking about the campaign, Rajat Jain, Head - Foods Business, Nestlé India, said, "MAGGI is a brand truly loved by everyone across the country. Our consumers remain our true champions, and their love and trust have played a big role in the brand story. It is our privilege to give a voice to that love in this

campaign which is truly a category-first initiative. Who better than them to be the face of our campaign which speaks to the years of quality, trust, and unmatched happiness that MAGGI Noodles is known for."

The campaign will be rolled out across print, out-of-home and social media and is set to feature some interesting brand stories from real consumers.

NSDC International is helping Indians fulfil their global job aspirations, 30 candidates to join DP World group companies

Pune (Voice news service):- Positioning India as the preferred hub for providing skilled workforce globally, NSDC International continues to bring global job opportunities for resident Indians.

NSDC International aims to enhance the skill standardization, language proficiency, and vocational training of Indian talent to equip them for the estimated 3.6 million international workforce mobility (IWM) opportunities that will arise in the next five years. This will be achieved through strategic collaborations with foreign governments and partnering for dedicated training programs, thereby creating job opportunities for Indians in foreign countries.

After successfully placing more than 28,000 skilled workers across the globe, NSDC International, a 100% subsidiary of National Skill Development Corporation (NSDC) organized a felicitation ceremony for a batch of 30 candidates today to become a part of the opportunities that awaits Indian talent in distant shores. Belonging to various parts of the country, the candidates have received joining letters for different job roles including painter, general helper, pipe fitter, spray painter, and welder. These candidates will be joining group

companies of DP World. In the coming five years, the International Workforce Mobility (IWM) market opportunity for India is estimated to be 3.6 million. With this, NSDC is working towards improving avenues for skill harmonization, language, and vocational training along with creating a larger pipeline of employable talent. To ensure that right talent is chosen to meet the skill demand of global economies, a strict selection process has been undertaken by the employer involving multiple rounds of interviews, tests including English language competence and trade testing.

On the occasion, Mr. Ved Mani Tiwari, CEO, NSDC, and MD, NSDC International, said, "I am proud that today we have the platform and the partnerships to extend aspirational employment opportunities and entrepreneurship pathways to young, talented minds. Congratulations to the 30 candidates who passed our rigorous selection process and are now broadening their horizons and are embarking on their journey to join DP World group companies. We are a nation of high caliber, and this achievement is a testament to that. It has the potential to fill the skill gap in global economies. At NSDC International, we take pride in

facilitating job opportunities for skilled individuals worldwide, and our goal remains making India the Skill Hub of the World." Shubhransh Srivastav, Director Corporate Affairs, DP World SCO present in the felicitation said "This initiative is part of DP World's continuous commitment to contribute to the development of people in the communities it operates in. This joint effort of NSDC and DP World in curating a vibrant yet transparent placement programme for candidates of Skill India International Centres from India to the United Arab Emirates premised on fully paid training with zero cost to candidates has seen positive traction. This felicitation ceremony for candidates embarking to the UAE is ample testimony to the success of the programme and of the future employment prospects that this initiative presents to the skilled youth of the country."

To understand the employment potential overseas a study of 16 high potential countries - Saudi Arabia, UAE, USA, Canada, Qatar, Kuwait, Oman, Bahrain, Australia, Germany, Japan, UK, Singapore, Malaysia, Sweden, and Romania which form the countries that see substantial migration from India was conducted by NSDCI. A five yearly potential of around 39 lakh Indian workforce

has been identified. And based on the study the following 10 sectors have been identified as high priority sector- Construction, Healthcare- Personal Care & Social Care, Hospitality & Tourism Management, Energy (Oil & Gas & Renewables), Education (Teachers), Shipping and Logistics, IT & Digital, Retail including Bike riders, Manufacturing and Media and Entertainment. Through NSDC International, active engagements are ongoing in global markets to accelerate the skills of the future. Benchmarking of skill qualifications in GCC countries through government-to-government (G2G) and business-to-business (B2B) workforce mobility collaborations are enabling several successful pathways for India's youth and progress has also been made in developing partnerships with several other countries. To make sure that the youth take full advantage of this world of opportunities, creating a future-ready workforce is imperative as it holds the key to an economically connected world. At this juncture, reimagining the current approach, strong partnerships and skill development initiatives concentrated on international mobility will prepare India's youth for the future of work and revitalize the world economy.

RENAULT INDIA LAUNCHES ENHANCED RANGE OF KIGER

Pune (Voice news service):- Renault, the leading European brand in India, has refreshed KIGER's variant portfolio with enhanced value proposition, now offering KIGER RXT (O) MT variant at an attractive pricing of INR 7.99 lacs with class leading features like 8" touchscreen with wireless connectivity, LED Head lamps, Alloy Wheels & High Center Console and a whole gamut of features offering enhanced driving experience.

The company has also launched best ever offers on RXZ version which includes benefits up to INR 10,000 cash, INR 20,000 under exchange, corporate benefits



up to INR 12,000 and loyalty benefits up to INR 49,000. According to Venkatram Mamillapalle, Country CEO & Managing Director, Renault India Operations, "Renault India remains committed to deliver world-class products and services that

meet the evolving needs of our customers. With the introduction of enhanced range of Renault KIGER, we are thrilled to offer our customers a perfect blend of style, performance, along with safety.

As per our global commit-

ment to human first program, we are committed to expand our product reach by democratising next gen technology therefore, we have ensured that the KIGER is priced competitively, at the same time equipped with enhanced value in terms of the safety, quality and features. In addition, we have also introduced attractive offers and financing options, to make the ownership experience of our customers even more delightful.

We are confident that the new enhanced range of Renault KIGER will exceed the expectations of our customers and reinforce our position as a trusted brand in the automotive industry."

Honda announces name of its upcoming All New SUV as "Honda Elevate"



Pune (Voice news service):- Honda Cars India Ltd. (HCIL), leading

manufacturer of premium cars in India, announced that its upcoming All New

SUV will be named as Honda Elevate. Developed as a global model, the All New Elevate is Honda's brand new mid-size SUV which will have its World Premiere in India next month.

The All New Elevate represents Honda's pursuit to introduce a perfect urban SUV appealing to the elevated taste for finer things in life. It symbolizes the aspiration to achieve success and

wanting to keep elevating to the next level.

Honda Elevate has been developed as a new global model in Honda's line-up to cater to the robust demand for SUVs world-wide.

The new model incorporates people's lifestyle requirements and their expectations for Honda's New SUV. India will be the first market to launch the Honda Elevate.

Sabine Nitzsche Named New Chief Financial Officer

Pune (Voice news service):- At its meeting today, the Supervisory Board of Viteco Technologies Group AG appointed Sabine Nitzsche (50) as new chief financial officer with effect from November 1, 2023.

Sabine Nitzsche succeeds Werner Volz (64), who assumed the role as managing director and chief financial officer in the course of the carve-out (January 1, 2019) and spin-off with consecutive listing (March 9, 2021) of the former Continental division Powertrain and later Viteco Technologies Group AG and will enter into his well-deserved retirement. Both will share the month of October to guarantee a flawless transfer. "With Sabine Nitzsche, we have appointed a very successful and recognized manager to head the financial resort. The Supervisory Board wishes her all the best and every success in her new role," said Professor Siegfried Wolf, chairman of the Viteco Technologies Supervisory Board. "I am looking forward to working with Sabine Nitzsche," said CEO Andreas Wolf adding: "On behalf of the whole Executive Board,

I want to warmly welcome her to Viteco Technologies. We are convinced that with her broad professional experience, she will be successful as head of finance." Sabine Nitzsche started her professional career at Infineon in 1994. She passed through several operational functions in procurement as well as in project management before gaining experience in the Advanced Mask Technology Center (development and manufacturing of photolithography masks) in 2003, first in financial strategic business and later as director business administration. In 2011, her career path led her to Globalfoundries (US-based global semiconductor solutions contract manufacturer), where she took over the CFO position for the EMEA division in 2018 after seven years of financial divisional management. Finally, her path led back to Infineon in 2021, then in the role of CFO for the Automotive business segment.

On the occasion of today's meeting, both the Supervisory Board and the Executive Board also paid final tribute to the outstand-

ing achievements of the outgoing Executive Board member Werner Volz.

"On behalf of the Executive Board and the global Viteco Technologies team, I would like to thank him for his many years of extraordinary commitment and valuable contribution at the helm of our company, whose financial management he took over during a challenging business phase and has always driven forward meticulously and extremely successfully since the spin-off with subsequent stock listing. I greatly appreciate that he will continue to be available to us with his knowledge and experience until the end of October and thus until the end of the third quarter," Andreas Wolf said. Professor Wolf adding: "He deserves our praise and appreciation for the always trusting and collegial cooperation over the past years. In particular, I would like to pay special tribute to Mr. Volz for his achievements in connection with the spin-off of Viteco Technologies, the securing of a financing base for the coming years and the creation



of a distinct cost culture in the company."

"Viteco Technologies is a great company with excellent prospects for the future. Together we have made the company independent and taken it public. The past years have been intense and challenging, but at the same time a great and always fulfilling experience for me - both individually and as part of a team. Now I am looking forward to my next, very private, phase in life and wish Viteco Technologies continued success," Werner Volz closed.