



Toyota Kirloskar Motor becomes the Official Vehicle Partner of Supercross Racing League in India

Pune (Voice news service):- Toyota Kirloskar Motor (TKM) is proud to announce its association as the official vehicle partner for the upcoming Indian Supercross Racing League, world's first-of-its-kind franchise-based supercross racing league, in the country. The Supercross is a variant of motocross that involves off-road motorcycle racing on a constructed dirt track consisting of steep jumps and obstacles. This league will feature renowned riders from both India as well as global motorsport arena, promising to deliver phenomenal dirt bike racing of international calibre. For this year, a three-round season is being planned to be held across different cities in India. The Toyota Hilux being equipped with the 4x4 drive capabilities is a perfect partner, like none other, to support supercross league towards creating extraordinary experiences for the viewers and serve the needs of teams and officials during the league. Being the official vehicle partner of the event, the iconic Toyota Hilux will provide on-ground operational support to Indian Supercross Racing League in conducting dirt bike race. The Hilux known for its true 4x4 capabilities will facilitate the transport of motocross dirt bikes into the event venues as well as usage by teams and officials during the event. This Supercross Racing League involves different customised dirt bikes, covering Indian as well as renowned international brands. The legendary Hilux will be showcased at four strategic locations across the event areas, including the pit area, the centre of the stadium



and the podium/stage. Globally, Toyota has a strong history in motorsports, dates back more than 60 years, associating and competing in various prominent motorsport events such as the World Rally Championship, Dakar Rally, World Endurance Championship and so forth. Toyota's motorsport divisions namely Toyota Racing Development (TRD) and Toyota Gazoo Racing (TGR) have a legacy in racing that has led to expanded knowledge and the development of ever-better cars over the years. Toyota strongly believes that 'everyone has a racer inside and being part of the team means playing a role in building something greater and making history together'. To elaborate, the first TGR customers, namely the '5 Continents Drive' was held in India in 2019. Furthermore, in the year 2020, the GR Supra GT Cup e-motorsport was announced in India, indulging avid gamers and motorsport-lovers in the digital realm, bringing in a lot of fun-drive and thrill. Speaking on the partnership, Mr. Atul Sood, Vice President of Sales and Strategic Marketing - Toyota Kirloskar Motor, said, "We are thrilled to associate as

the official vehicle partner for the world's first-of-its-kind franchise-based Indian Supercross Racing League. The remarkable dirt bike racing event provides us a unique opportunity to extend necessary support towards the movement of specialised dirt bikes with Toyota Hilux, which is renowned for its off-roading capabilities. In addition, we will be showcasing the unmatched performance of Hilux via a special act during this league. Needless to mention, our association with motorsports globally has been longstanding, and we are excited to support the Indian Supercross Racing League in India, to conduct their dirt bike race. As Toyota's product offering, Hilux aims to fulfil the needs of 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. Furthermore, this versatile vehicle is perfectly suited for multi-purpose usages that can cater to new emerging business customers be it campervan, farming, defence, mining, construction, rescue van, etc.", he added. Given the rising trend of discerning millennials, leaning towards

owning 4x4 SUVs, the Toyota Hilux has received good customer response by gaining enormous appreciation for its great styling and driving comfort. In addition to 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. Toyota Hilux will continue to set new standards by creating new experiences and enhance the lifestyle of the customers to 'Live a Fuller Life'. Sharing his views about the official vehicle partnership with Toyota, Mr. Eshan Lokhande, Co-founder of Indian Supercross Racing League, said, "We are delighted to have Toyota Kirloskar Motor on board as our official vehicle partner for the Indian Supercross Racing League. Toyota's Hilux with its rugged capabilities and reliability is a perfect accompaniment for our racing event to enable the movement of our dirt bikes to the race arena. We are confident of delivering a world-class racing experience to our audience and racers. We look forward to a successful partnership and an exhilarating season ahead." Recently, in India, Toyota announced their foray into 4x4 X-pedition, designed to connect with the 4x4 enthusiasts and provide opportunities to unleash the true potential of their 4x4 SUVs. The first zonal drive took place in Southern region of India covering Bangalore-Hassan-Sakleshpur, creating an unforgettable journey for the 4x4 community. In this direction, TKM's association with Supercross League is an integral part of Toyota's enhanced motorsport activities in India.

EVERYDAY VERSATILITY WITH THE NIKKOR Z DX 24mm f/1.7



Pune (Voice news service):- Nikon India Private Ltd introduces the NIKKOR Z DX 24mm f/1.7, the first APS-C size/DX prime lens in the NIK-

KOR Z line-up that embodies creative flexibility, effortless operability, and excellent optical performance. Encased in a compact and lightweight body, the NIKKOR Z DX 24mm f/1.7 is the latest lens in the ever-expanding NIKKOR Z line-up designed to inspire creative freedom. This new lens captures not only impressive stills but also high-quality videos with the adoption of

stepping motors that reduce drive sounds, together with an operability that provides a natural shift in focus positions and brightness levels. Speaking on the launch, Sajjan Kumar, Managing Director of Nikon India Pvt. Ltd., said, "The NIKKOR Z DX 24mm f/1.7 makes for the perfect daily companion for photographers and videographers to keep in their

bag and bring around for photo walks or their travels. The maximum aperture of f/1.7 combined with a short minimum focus distance of only 0.18m lets you capture stunning environmental portraits with dreamy bokeh and easily get up close to everyday subjects, without any disruption or operational sounds, which makes it a great choice for videographers as well."

MSDE organises Jan Bhagidari events across the country to encourage people's participation on the sidelines of the G20 4th Education Working Group Meeting



Pune (Voice news service):- As a run-up to the upcoming fourth G20 Education Working Group meeting scheduled in Pune from 20th to 21st June 2023, the Ministry of Skill Development and Entrepreneurship (MSDE) announced the launch of Jan Bhagidari initiatives across the country today through a webinar, which witnessed participation from over 10,000 institutes with more than 85,000+ students. The Jan Bhagidari initiatives will be undertaken between June 1st till 15th across all skill development institutions and centres. A special session on "Creating A Skilled and Atmanirbhar Bharat" was also conducted

by National Institute of Entrepreneurship and Small Business Development (NIESBUD) under the aegis of MSDE. Aligned with Hon'ble Prime Minister Shri Narendra Modi's call to make "Jan Bhagidari" a 'People's Movement' a strong element of India's G20 Presidency, the events will be implemented by several institutions like Industrial Training Institutes (ITIs), Jan Shikshan Sansthan (JSS), Pradhan Mantri Koushal Kendras (PMKKs) and polytechnics across pan India. As part of these unique events, there will be skill hackathons, essay and quiz competitions, skill showcase competitions,

skill olympiad - all in line with the overall theme of the summit - Vasudhaiva Kutumbakam or 'One Earth, One Family, One Future'. Furthermore, there will be webinar series on new age courses, training of trainers, digital courses, skill masterclasses, career counselling sessions, expert lecture by industry speakers, apprenticeship awareness workshops to raise awareness about the future of work, green economy and the importance of lifelong learning. While addressing the webinar, Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development & Entrepreneurship, said, "Hon'ble Prime Minister Shri Narendra Modi has reiterated the importance of people's participation in Jan Bhagidari events. Therefore, to raise awareness and imbibe the spirit of participation and ownership with India's G20 Presidency the MSDE is organizing various activities along with the key stakeholders of the ministry as part of the upcoming Jan Bhagidari events. The objective of organizing today's webi-

nar is to create awareness in the public to come forward and join the entrepreneurial revolution of the nation. Both innovation and entrepreneurship have the ability to not just ease our lives through technology but can also provide employment opportunities to many. I am certain that through Jan Bhagidari events we will promote the mindset of becoming job-creators, instead of being jobseekers among the skill ecosystem. We require the spark of bright minds like our youth and look forward to meaningful discussions with our valuable partners during the G20 4th Education Working Group Meeting. Assuming the presidency of the G20 Leaders' Summit has come at a crucial time when world leaders and policymakers are aligning their efforts for the growth of the global economy. The summit gives us the opportunity to not only position India as the global skill hub but also as a global supplier of the workforce for other countries to overcome skill shortages and meet unmet demands.

SANY INDIA opens its state-of-the-art facility in Pune



Pune (Voice news service):- SANY India, a leading manufacturer of construction equipment, has announced the inauguration of its new 4S office in association with OM Hydraulics Equipments in Pune, Maharashtra. The move strengthens SANY India's presence in the region and expands its commitment to providing customers with high-quality construction equipment and excellent customer service. This Pune facility will be the only dealership office in the region for SANY, making it a critical hub for the company's operations in the region, and offering customers a one-stop solution for sales, service, spare parts, and skill development of machines. The head office will cover several districts in Maharashtra, including Pune, Ahmednagar, Aurangabad, Bid, Hingoli, Jalna, Kolhapur, Latur, Nanded, Osmanabad, Parbhani, Ratnagiri, Sangli, Satara, Sindhudurg and Solapur. Mr. Deepak Garg, Managing Director, SANY India & South Asia, along with Mr. Dawson Zhu - Executive Director, Sany India, Mr. Dawson Zhu - Executive Director, Sany India, Mr. Dheeraj Panda, Chief Operating Officer (Sales, Marketing & Customer Support) SANY Heavy

Industry Pvt. Ltd. and Mr. Vijay Salunkhe, Managing Director of OM Hydraulics Equipments, hosted customers from the region for the inauguration. The dealership will serve a large number of potential customers in the area. This new facility will aid improving the company's future scalability plans. Speaking on the occasion, Mr. Deepak Garg, Managing Director, SANY India & South Asia, stated, "Strengthening our partnership with Om Hydraulics Equipments the new facility showcases our commitment to providing high-quality products and exceptional service to our clients. In this sector, it is important to be innovative, and the launch of the new 4S office in Pune is an important step in that regard. We will continue to innovate to expand our reach in the region and increase scalability options. Mr. Vijay Salunkhe, Managing Director of OM Hydraulics Equipments, said, "The new state-of-the-art facility will offer SANY India's finest products equipped with state-of-the-art technology. Our partnership with SANY India will help us grow our business and provide better service to our customers."

Universal & Inclusive education should be imparted at global level

Pune (Voice news service):- Prof. Dr. Sanjay B. Chordiya, Founder President & Chairman of Suryadatta Education Foundation honored by Indian Pharmaceutical Association (IPA) Pune chapter at the hands of Dr. Chandrakant Kokate, former president of Pharmacy Council of India. The prize distribution ceremony of National Pharmacy Week on behalf of IPA was held recently at Suryadatta Group of Institutes' Bavdhan Campus. Dr. M. D. Burande, Director of Department of Pharmaceutical Sciences of JSPM University, Gopal Varma, Founder Director of Everest Pharma, Dr. Chandrashekar Bamble, President of IPA Pune chapter, Dr. L. Satya Narayan, Secretary of IPA Pune, Prof. Vijay Jagtap, Principal of MCE Society's Institute of Pharmacy, Prashant Pitliya, Director at Suryadatta Group of Institutes



were present on this occasion. At the occasion, Dr. Chandrakant Kokate was honored with the Surya Bhushan National Award, while Dr. M. D. Burande and Gopal Varma awarded with Suryadatta Pharma Excellence Award 2023. In the National Pharmacy Week competition, MCE Society's Institute of Pharmacy stood first, JSPM Pharmacy Tathawade & Abhinav Education Society's College of Pharmacy secured

second rank in Diploma category. AISSMS College of Pharmacy won first prize, while Sinhgad College of Pharmacy won second prize in Graduation Category. In the Post-graduation category, Bharati Vidyapeeth's Poona College of Pharmacy won first and AISSMS College of Pharmacy won second prize. Dr. Chandrakant Kokate said, Industry-Academia collaboration is an essential for Research, Innovation & Invention as per

new education policy. Students should learn with hands-on experience to gain appropriate & industry required knowledge. We should design a curriculum, which promotes new techniques, innovation, research and invention among the students." Prof. Dr. Sanjay B. Chordiya mentioned that the Pharma industry is very vast and for the whole community. A lot of problems and issues are affecting human health. It is necessary to create competent students who seek solutions for it. The youth of India should acquire world-class social and holistic education to grab opportunities across the globe. Dr. M. D. Burande shared his experiences of the Pharma Industry. Gopal Varma also guided the students. Bavita Agrawal & Priyanka Kandhare compared the program.

Ayurveda is an effective therapy on Psoriasis : Dr. S. Gopakumar



Pune (Voice news service):- "Although psoriasis is a serious disease, Ayurveda has many treatments for it. It can be completely eradicated by various therapies in Ayurveda such as panchakarma, Agni karma, purification. Ayurveda is proving effective in skin diseases like psoriasis, stressed Dr. S. Gopakumar, renowned Vaidya from Kerala. City based Kayayurveda led by Dr. Harish Patankar has organized a one day seminar on 'Ayurveda & Skin Disease' recently. Along with Dr. Gopakumar, Dr. Atul Varshney, member of National Commission for In-

dian System of Medicine (Board of Ayurveda), Dr. Pavankumar Godatwar, Professor from National Institute of Ayurveda, Jaipur, Dr. Harish Patankar, Dr. Snehal Patankar were present on the occasion. A Memorandum of Understanding also exchanged between National Institute of Ayurveda and Kayayurved Pune & Keshayurved Pune. Dr. Mita Kotecha & Dr. Sanjiv Sharma helped to exchange the MoU. Through this MoU, research and diagnostic methods will be developed at Kayayurveda for skin patients across the country. Dr. Atul Varshney appreciated the concept of Kayayurved as well as work done by Dr. Patankar. He mentioned that there is a

need to make special changes in the education sector in Ayurveda, and the contribution of doctors is important in this. Dr. Godatwar said that Kayayurveda can bring a new revolution in the field of skin disorders while highlighting the importance of research in Ayurveda. Dr. Harish Patankar informed about the new research being done by Keshayurveda and Kayayurveda research institutes. Various doctors and students from all over the country were present in large numbers. Dr. Snehal Patankar gave welcome address. Dr. Yee Mendra and Dr. Anchal compared the program. Dr. Vivek Ambre gave a vote of thanks.

Question On Evacuation After A Major Fire Breaks Out At Marigold IT Park, Pune

Pune (Voice news service):- A fire broke out at a commercial building in Marigold IT Park in Pune, causing a panic situation in the area. Fire and smoke spread on the first four floors of the Marigold 1 Tower. It was the third fire incident reported in Pune today. In all the incidents challenge was to evacuate people on time. In the Marigold IT Park fire incident, 20 people were injured, and fire employees were trapped inside the building. "The situation was brought under control, and about 40 people working at the IT Park building were rescued using the branto ladders," said a fire official. The measure challenge faced by the firefighters is evacuating people by crane and branto ladders. A couple of fire personnel also got injured during the operation. Many have faced breathing issues due to the excessive amount of carbon monoxide. All these parameters led to the question of fire safety and evacuation in the city. It raises the question of whether the developers are following the safety and evacuation norms or not. Dr. Vikram Mehta, an Industry Expert (fondly known as the Fire Evacuation Man of Maharashtra), said, "One of the basic requirements for any fire brigade team to evacuate people in time during a fire emergency is

an evacuation solution that can reach the upper floors quickly and safely. It's time to upgrade the fire evacuation solutions, just like we are upgrading amenities and lifestyles. We need to move on to Fire Evacuation Lifts, which are highly advanced lifts with technologies like IoT (Internet of Things). The Fire Evacuation Lift will help firefighters to reach higher floors faster and safer. It will help to douse the fire resulting in saving lives and loss of properties. Our Honorable Chief Minister Eknath Shinde Sir has said it's a great solution for a safer Maharashtra during Fire Service Week. Whether it is residential building or commercial, everyone needs to adhere to the fire safety and evacuation norms to make Pune a fire-free city." Dr. Deepak Monga, Fire Safety and Evacuation Expert said, "This incident serves as a stark reminder of the critical importance of implementing robust evacuation solutions to safeguard lives and assets. People are forced to evacuate themselves by staircase, firefighters are using ladders to evacuate people because of the lack of a proper evacuation solution. Look at the energy and stamina they must have needed to evacuate 40 employees with the help of a ladder. The city needs stricter actions against evacuation norms to avoid casualties and loss."

Adv. Krupal Paluskar appointed as member of Central Railway Advisory Committee



Pune (Voice news service):- City based social activist and founder of Dr. K. T. Charitable Trust, Adv. Krupal Paluskar has been appointed as a member of Central Railway Advisory Committee under Government of India from Maharashtra region. Piyushkant Chaturvedi, Deputy

General Manager & Amit Kumar Agarwal, Assistant Deputy General Manager have given letter of appointment to Adv. Paluskar recently. This appointment is for next 2 years and valid till 31st January 2025. Adv. Paluskar has done remarkable work in the field of Social, Medical, Education & Political too. He has received many awards for his commendable work. With this note, central railway has given the opportunity to work as a member of the committee. Adv. Paluskar expressed happiness on this appointment and said, I feel happy that I have been selected from Maharashtra & I will try to work for availing good service to passengers and the growth of the railway in my tenure.

Ujjivan Small Finance Bank revises fixed deposits interest rates, offers 8.25% for regular customers for 12 months, 8.75% for senior citizens

Pune (Voice news service):- HIGHLIGHTS: Highest interest rate for regular customers, NRO would be 8.25% for 12 months and 80 weeks (560 days) Highest interest rate for Senior citizens would be 8.75% for 12 months and 80 weeks (560 days) Platina FD would get an additional interest rate of 0.20% and are applicable for deposits above Rs.15 Lakhs and below Rs.2

Crores only. Mr. Ittira Davis, Managing Director and Chief Executive Officer Ujjivan SFB commented, "We are pleased to announce the increase in our fixed deposit interest rates for the 12-month tenure and the extension of the higher rate will benefits our clients with short-term deposit needs. This complements our overall strategy of building our

granular deposit base, as a retail mass market bank." Platina FD would get an additional interest rate of 0.20%, and are applicable for deposits above Rs.15 Lakhs and below Rs.2 Crores only. The Platina FD is non-callable, i.e. partial and premature withdrawal facility is not available in this scheme. Ujjivan SFB allows monthly, quarterly and at maturity interest pay-out options. The

Tax Saver Fixed Deposits comes with five years lock-in period. The latest round of rate increases on FDs place Ujjivan SFB among the banks offering the highest Interest Rates on Term Deposits. New rates are effective from June 1, 2023 for Regular Customers, NRO and NRE. Existing ROI - 6.50%, Proposed ROI - 8.25%

CATARACT-FREE PUNE Walkathon

Pune (Voice news service):- Dada Laser Eye Institute organized a "CATARACT-FREE PUNE Walkathon which was flagged by the additional police commissioner Mr Pravin kumar

patil and Dr Jeevan Ladi. Pune citizens joined in large numbers to raise awareness. For Cataract eye checkup, interested individuals can call DLEI official number 99 22 99 55 49



Supriya from BVI PhysIOL Belgium, RJ Sangram from BIG FM, Additional Police Commissioner of Pune Mr Pravin Kumar Patil, Dr Jeevan Ladi Eye Surgeon & Mr Ravi Micro Vision

Bollywood stake in Indian Esports; actor Tiger Shroff invests in Revenant Esports

Pune (Voice news service):- The youngest action superstar, Tiger Shroff ensured Bollywood's foray into the Indian Esports industry with his decision to invest an undisclosed amount in Revenant Esports, one of India's fastest-growing esports teams. The decision was announced in a joint press release on Monday.

This strategic investment comes as a huge boost to Revenant Esports who now plans to utilize the latest funding to bolster their Esports rosters, content creators, and bootcamp infrastructure as well as invigorate their ambition of cementing Revenant Esports' name as the finest Esports organization in India and expanding its footprint globally.

"We are delighted to welcome Tiger Shroff to the Revenant Esports family. Everyone is well aware of his fondness for gaming and connects with the millennial and Gen Z audience. In Revenant he has the perfect platform to be more actively involved with the Indian gaming community. The entertainment industry starting to set foot in the world of gaming is massively beneficial to the industry as it helps spread

awareness about its potential and importance among the not-so-informed Indian population. Tiger's massive fanbase and his zeal for gaming will accelerate our vision of creating an enriching and engaging ecosystem for our organization as well as for the Esports community as a whole," said Rohit Jagasia, CEO and Founder of Revenant Esports.

First-gen entrepreneur, Rohit initially started with a single-game roster in BGMI for Revenant Esports in 2021 which has now grown many folds with the organization presently having multiple content creators and multi-game rosters that not only compete in innumerable major Esports tournaments but also win laurels for the country.

Tiger Shroff shares a great passion for fitness, games, and MMA and is also an avid Esports enthusiast had made his passion for gaming known by engaging in various gaming activities in the past. The young superstar's decision has initiated the coming together of the two most powerful genres in cinema and esports-a cocktail of which has all the ingredients to be the most successful brand alliances.

Speaking on what this association means to him, Tiger Shroff said, "Revenant Esports is one of the biggest names of the Esports landscape in India and I am delighted to be a part of it. They have achieved commendable success in such a short span and with the gaming and Esports revolution taking the country by storm I am confident that Rohit's and my passion, knowledge, and vision will help us to achieve remarkable success and experience. Being an ardent gamer myself and having followed the industry closely, I also hope to use this association as a launchpad to more meaningful growth in the sector." Revenant Esports boasts of being home to some of the country's best Esports talents as well as the leading content creators. The organization has proved its mettle on the regional and international stage by triumphing in multiple international tournaments such as the BGMI: Master Series (Star Sports) Valorant: Valorant Challengers League South Asia, Pokemon Unite: Asia Champions League 2023, Brawl Stars: ESL Masters Japan, Apex Legends: ALGS Split 2 playoffs, and CODM: World Champion-

ship 2021. In recent times, they have brought on-board three of the most watched content creators in the Indian Gaming scene which are Emperor Plays, Bitty and Ayush is live and plans to add more valuable creators in the upcoming months. Last year, their Pokemon Unite roster became the very first Indian team to represent the country at the Pokemon Unite World Championships in London. As per the recently launched FICCI-EY report "Windows of Opportunity", the number of Esports players across all competitive level games in India increased from 600,000 in 2021 to 1 million in 2022, and it is expected to reach 2.5 million in 2023. The number of brands investing in Esports in India grew from 72 in 2021 to 80 in 2022, and it is estimated to reach 100 in 2023. Revenant had recently onboarded high-profile brand associations with global brands like AMD, PUMA, CORSAIR and CYBEART. This investment from a key Bollywood icon further proves how the entertainment industry can leverage the Indian Esports industry with its limitless potential.

Puneri Paltan Table Tennis take their picks for UTT Season 4 as Player Draft concludes



Pune (Voice news service):- Ultimate Table Tennis (UTT) is almost here and a sure shot sign of it was the UTT Season 4 Player Draft that unfolded at the National Sports Club of India in Mumbai on Friday. Team owners, management and coaches got down to business in order to secure their teams as strategy and luck would allow them. The UTT Season 4 Player Draft set the stage for an epic comeback season.

The draft kicked off with Puneri Paltan Table Tennis and Goa Challengers, who chose not to use their right to retain a player and were offered to take first picks. Using the opportunity, Puneri Paltan Table Tennis swooped in to pick up Egypt's Omar Assar as their first addition to the squad whereas Goa Challengers opted for former South-east Asian Games champion Suthasini Sawettabut of Thailand. Assar has been brilliant in the recent tournaments which has seen him jump eight spots in the latest ITTF rankings to World No. 22. "We are thrilled with the balanced team we have. Each player brings a unique set of skills and experience to the table, and we

are confident that this team will be a force to reckon with in the upcoming league. After a long wait of three years, we are finally playing in Pune, our home stadium Balewadi, and we couldn't be more excited," commented Kailash Kandpal, CEO, Puneri Paltan Table Tennis.

Getting an opportunity to take the first pick in Round 2, U Mumba TT opted for USA's Lily Zhang, while Bengaluru Smashers picked Kirill Gerassimenko of Kazakhstan. Manush Shah was onboarded by Puneri Paltan Table Tennis while Harmeet Desai was Goa Challengers' second choice for the squad. Having Sathiyam Ganasekaran already in their team via retention, Dabang Delhi TTC opted for two-time national champion Sreeja Akula. Liu Yangzi (Australia) and Benedikt Duda (Germany) were first two picks for Chennai Lions to join ace paddler Achanta Sharath Kamal.

"We are happy how the team has come together. We had already retained Sharath Kamal and the rest of the players had also been our first choices. The mix of international and domestic, this could be our team to defend the

title," co-owners Dr. Karishma Yadav & Adv. Harini Yadav said. Having retained Manika Batra, Bengaluru Smashers bagged Sanil Shetty before adding Poland's Natalia Bajor, Poymantee Baisya and Ankur Bhattacharjee to complete the squad.

"Very happy with the picks. We got the players we had in mind. All the teams are balanced. Besides, of course, Manika, I am looking forward to Kirill, who can be dangerous for other foreign players. He has been promising at the UTT. Even at the world level he has been beating good players. He will be the main player to watch out for from our team, besides Manika," Bengaluru Smashers owner Punit Balan said. U Mumba TT CEO Suhail Chandhok returned pleased with business. "I am extremely happy with how the draft went. My job was done when I picked the number one spot for the first pick; we were lucky to get that opportunity. Lily and [Quadri] Aruna, our top picks, joined us successfully. Adding Diya, an incredibly talented local player, brings us immense joy. Mouma joining us adds a crucial layer of experience, and Sudhanshu is also a great addition. We already had Manav before the draft, so both the coaches and I are absolutely thrilled with the squad we have," he commented.

"The format itself is such that it gets balanced out. We've got a variety of players, some are new, some experienced. We are looking forward to winning the title and we have got a strong team. But it all depends on what happens on the day of the match," Dabang Delhi owner Roshini



Kapoor. The franchise-based league is promoted by Niraj Bajaj and Vita Dani under the auspices of the Table Tennis Federation of India. The UTT Season 4 is scheduled at the Balewadi Sports Complex in Pune from July 13 to 30 and will be broadcasted live on Sports 18 and streamed on Jio Cinema. Final teams: Bengaluru Smashers: Manika Batra (Retained), Kirill Gerassimenko (Kazakhstan), Sanil Shetty, Natalia Bajor (Poland), Poymantee Baisya, Ankur Bhattacharjee Chennai Lions: Sharath Kamal (Retained), Yangzi Liu (Australia), Benedikt Duda (Germany), Sutirtha Mukherjee, Payas Jain, Prapti Sen Dabang Delhi Table Tennis: Sathiyam G (Retained), Sreeja Akula, Barbora Balazova (Slovakia), Ayhika Mukherjee, Anirban Ghosh, Jon Persson (Sweden) Goa Challengers: Suthasini Sawettabut (Thailand), Harmeet Desai, Alvaro Robles (Spain), T Reeth Rishya, Kwittwika Sinha Roy, Anthony Amalraj Puneri Paltan TTC: Omar Assar (Egypt), Manush Shah, Archana Kamath, Sneht SF, Anusha Kumbhale, Hana Matelova (Czech Rep.) U Mumba TT: Manav Thakkar (Retained), Lily Zhang (US), Aruna Quadri (Nigeria), Diya Chitale, Mouma Das, Sudhanshu Grover

MAHARASHTRA INTERNATIONAL CHESS FESTIVAL- PRESS RELEASE OF Day 3



Pune (Voice news service):- The Indians collectively put up a good display on the third day of the Maharashtra Chess Festival in progress at the Naivedya North Star in Nagpur. Vidit Gujrathi and Raunak Sadhwani were once again at their dazzling best as they defeated Peter Svidler and Nigel Short respectively to take lead in the 16 game Maharashtra Challenge Match. Both have tallied 6 points each while Svidler and Short have scored 3 points each. A victory in the Classical game

fetches 3 points. The players will play 4 Classical games, 4 Rapid games and 8 Blitz games against each other.

The Symmetrical English encounter between Vidit Gujrathi and Peter Svidler had the players treading very cautiously in the Opening stage with the Indian appearing slightly better out of the opening. Vidit thought too long on the 12th move, an indication that he may have gone out of his Opening preparation but the exchange of queens followed on the 16th turn and Vidit appeared better. Play for most part focussed on the queen-side where there were a spate of exchanges at regular intervals. I did get some edge out of the opening but it needed clinical precision to consolidate on it and missed the

way a bit" admitted Vidit later. Ironically Vidit's knight defying chess basics went to the edge of the board on the 18th turn and virtually paralyzed Svidler's pieces. Svidler delayed casting till the 18th move and tried to group his pieces together.

Svidler's decision of trying to avoid exchanges proved costly and by then Vidit had better placed pieces. On the 22nd turn Svidler overlooked a tactical stroke in trying to get his bishop into the game and resigned on the next turn when faced with the loss of a piece. A delighted Vidit quipped "Svidler was a tad ambitious and in trying to evade a disadvantageous position by not exchanging pieces". Raunak Sadhwani for the second time in this event opted for

the Sicilian defence against Nigel Short's King pawn Opening. The game was a closed Sicilian with Raunak emerging better from the Opening. A positional rook sacrifice for a bishop on the 18th turn by Raunak broke open Short's castle and Raunak played a patient game thereafter, slowly getting his pieces to better squares to build up an attack. Short's defence crumbled and soon Raunak's queen, knight and bishop were targeting the King even as his central passed pawn threatened to march towards the queening square. Short resigned on the 41st move when threatened with checkmate. "It was a good game and I enjoyed playing. I am hoping to do well in the final classical game tomorrow" said Raunak.

Suryadatta's Student Manish Rathod wins Gold Medal in Rollball National Championship

Pune (Voice news service):- Manish Rathod, a first year MCA student of Suryadatta Institute of Business Management and Technology, won the gold medal in the All India University Rollball National Championship recently held at Bangalore, Karnataka. He represented the rollball team of Savitribai Phule Pune Uni-

versity. Rollball is one of the indigenous sports of India. School and college students and the youth of the nation play this game regularly. As this game is very exciting, it is loved by everyone who plays as well as watches the game. Prof. Dr. Sanjay B. Chordia, Founder Chairman & President of Suryadatta Education Foundation con-

gratulated Manish Rathod for his achievement. He also appreciated the efforts taken by Suryadatta Sports and Fitness Academy led by Dilpreet Kaur. Dr. Chordia said that Suryadatta always promotes sports and fitness among the students and faculty members. Various national level sportsmen and experts training sessions have been

arranged on a regular basis. We feel proud that our students are achieving success at national level sports. With the aim that the students of Suryadatta will succeed in national and international level competitions, emphasis will be placed on organizing inter-school and inter-college competitions in the upcoming year.

Maharashtra Ironmen launch jersey for Premier Handball League in a grand ceremony

Pune (Voice news service):- Maharashtra Ironmen, who are set to compete in the Premier Handball League starting from June 8, 2023, launched their jersey for the season in a glitzy event in Pune. The unveiling and announcement was carried out by team owner Punit Balan and cricketer Kedar Jadhav, who is also a Maharashtra Ironmen fan, at a star-studded event. Sunil Kumar, Head Coach, and Ajay Kumar, Assistant Coach were also in attendance.

With Handball being an Olympic sport, it perfectly aligns with Punit Balan Group's vision and passion for promoting and developing non-cricketing sports in India so that the nation could reach new heights in the Olympic Games.

Addressing the gathering, Punit Balan, the Chairman and Managing Director of Punit Balan



Group commented, "As we all know Handball is an Olympic sport and our vision is to take the sport to the next level in India, so, our players can also dream of playing and winning medals at the Olympics. We aim to provide our athletes with the right opportunities and support, giving them a holistic experience. The Maharashtra Ironmen will attract many fans from all parts

of the country." Indian cricketer Kedar Jadhav, also present at the event, stated that he has a special connection with handball and will support Maharashtra Ironmen throughout the season. "I have played Handball in school and have a special connection with the sport. We all have seen the sport in the Olympics and I am sure with the vision of Punit

Balan and Maharashtra Ironmen we will reach that level soon. I am from Maharashtra, so, the love for Maharashtra Ironmen comes naturally to me. My best wishes to all the players and staff and I am sure they will do their best to win the league," commented Kedar Jadhav. The Head Coach of Maharashtra Ironmen, Sunil Kumar added, "Our preparations are going on well for the tournament. We are focusing on players' fitness as the Premier Handball League is going to be a long competition. We will play a lot of matches and are carrying out our preparations accordingly." The Premier Handball League will be played at the Sawai Mansingh Indoor Stadium in Jaipur, Rajasthan, from June 8-25, 2023. It will be broadcast LIVE across the Viacom 18 Network - Sports 18-1 (HD & SD) and Sports 18 Khel and JioCinema.

135 players for The Poona Club Racquet LEAGUE 2023



Pune (Voice news service):- A total 135 players will represent 6 teams in the Poona Club Racquet League that will be organised by the Poona Club Ltd on its Table Tennis, Tennis, and Badminton, Squash facilities from June 2nd 2023

Mr. Sunil Handa, President of Poona Club Ltd and Mr. Gaurav Gadhoke, Vice President of the Poona Club Ltd said that Poona Club is the only club in the city to offer its members five different leagues one in cricket, one in Swimming, Snooker, Football and one in Racquet Sports with a view of health and recreation of its members, through sports. The Racquet league will bring mem-

bers on a common platform and help them bond as a team as each match in the tie will be of utmost importance, he added. Mr.Col. Sarkar, Secretary of Poona Club, Mr.Ranjit Pande were present on the occasion. The Title sponsor for the event will be Gravittus Foundation (Main Sponsor) Mr. Ameya Kulkarni, Chairman Sports Committee of The Poona Club Ltd added that the Racquet league will be played first time after four years and will have intense competition in the games of Squash, Tennis, Table Tennis and Badminton. This unique league is formulated by its members and will include veterans, men's, women's and juniors play-

ing in a team and participating in racquet sports as a team Pavit Patheja(4200pts,Lions), Titiksha Pawar(3700pts, Panthers), were the most expensive players traded at the auction. In the auction 135 players were selected to represent six teams.

Teams included Parmar All Stars(owned by Mr. Hiren Parmar), Weikfield Delights (owned by Mr. Ashwini Malhotra), Convex Sharks (Mr. Krishna and Dev Ghuwalewala), Manpreet & GG'S Panthers (Manpreet Uppal and Gaurav Gadhoke), Oberoi & Neel' Kings (Verinder Singh Oberoi and Indraneel Mujgule), Lions(Mr. Amarjeet Chhabra and Mr. Pavit Patheja).

A Tie between two teams will consist of 4 Matches of each Sport, so in total 16 Matches will comprise of a tie. Players have been auctioned as per their playing abilities in every sport. The league will witness national level players in all three sports in action. Mr. Ameya Kulkarni added. The 1st match in every sport is 11 points, while the 2nd and 3rd match in every sport is 15 points.

4th match in every sport is 31 points. The Team with higher number points at the end of the last match (16th)wins the tie. Golden Point' will be played to decide the winner if teams are tied on the penultimate points. If tied upon tie points maximum number of game points will be considered for qualification. In the league stage if the tie cannot be decided by difference of point then a draw will be awarded and one tie point each will be awarded to the teams , for a win 2 tie points and 0 for a loss will be awarded. A single player can play/appear a maximum of 4 times in 1 tie but only once in a sport. Badminton Tennis and Table tennis are doubles sport and Squash is singles.

A tournament core- committee comprising of Ameya Kulkarni (Tournament Chairman), Mr.Sunil Handa, President of Poona Club, Mr. Aditya Kanitkar, Amit Parmar has been formed for the smooth conduct of the event which has been conceptualized and managed by Mr. Ranjit Pande of Kara Intellect.

2ND MAHARASHTRA GRANDMASTER INTERNATIONAL CHESS TOURNAMENT



Pune (Voice news service):- Chess enthusiasts in Nagpur are in for a visual treat with four top tournaments scheduled at Naivedhyam North Star, from 1st June to 9th June. The first state festival for below Elo 2000, another tourney for Under 1600 Elo, the second edition of the Maharashtra Grandmaster International Chess tournament and an innovative and unique Challenge Match featuring four players, local teen talent GM Raunak Sadhwani versus former World Championship Challenger GM Nigel Short and GM Vidit Gujrathi versus GM Peter Svidler of Russia will all be played under one roof.

The GM International tournament featuring 16 Grandmasters offers plenty of scope for players to make their Grandmaster and International Master norms and titles while the Challenge Matches featuring some of the bests in the business will give a peek into what chess is like at the elite level. Both overseas GMs, Short and Svidler have played the Candidates which is a part of the World Championship cycle while Short had also contested for the World title against Garry Kasparov. Parinay Fuke, MCA President and an MLA said "We are committed to strengthening the chess culture and popularizing it in Maharashtra and after organizing two top tournaments in Mumbai and Pune, Nagpur was the next choice for an international event" GM Abhijit Kunte, the Maharashtra Chess Association (MCA) Vice President said "We are expecting more than 85 titled players from more than 15 countries and this is a much needed platform for rising talents, especially for those whom it is not economically viable to participate in over-seas tournaments.

The invitation Match should provide a good Match (one to one) experience for a highly talented Raunak while Vidit Gujrathi too gets to lock horns with Svidler" The Grandmaster International Tournament will comprise of 11 rounds played in the Swiss league format and players from than 15 countries will be in action.

The rating category events are aimed for promising players who have just begun their chess journey and aiming for strengthening their game and rating. 18-year-old Raunak Sadhwani has been a child prodigy, earning the GM Title at 13-years and is currently ranked 11th in India with a rating of 2627. At the Chess Olympiad held in Chennai, India in 2022, Raunak was part of India B Team which

bagged a bronze medal. This is a classic tournament of Age versus experience as Short is more than thrice the age of Raunak. Interestingly Short himself was also a child prodigy. The Match would comprise of four Classical games, four Rapid games and 8 Blitz games. An excited Raunak quipped "I want to give my 100 percent on the board and play my best chess without thinking about any result 28-year-old Vidit Gujrathi on the other hand has been in the elite 2700 rating list and is currently ranked third in India with an Elo 2731 rating. Svidler has been an 8-time Russian Champion, a World Cup winner, played in Candidates, won a few Grand Slam events and in 1997 had tied for top place with former World Champions Kasparov and Vladimir Kramnik. After almost giving up competitive chess, Svidler played brilliantly this month to win the TePe Sigeman tournament. Vidit too made his winning intentions clear saying "I am determined to give my best and ensure that I try to convert all my advantageous positions into victory."

'Khiladi nikle hire ki khan se', Maharashtra Ironmen launch team anthem for Premier Handball League

Pune (Voice news service):- Maharashtra Ironmen launched a team anthem to inspire their players and fans as they embark upon their journey in the Premier Handball League which begins on June 8, 2023.

The anthem has been composed by Sahil Patil, who hails from Jammu & Kashmir. It starts with the line - "Dekho Dekho aa gaye maidan me, khiladi nikle ye hire ki khan se" - as most Maharashtra Ironmen players in the team come from humble backgrounds and have faced numerous struggles to make it to this stage. They will now look to leave a mark in one of the fastest sports in the world which

also happens to be an Olympic sport. "The motivation behind writing this anthem is to simply portray the beautiful game of handball and its players. I read a lot about the game and watched a lot of videos as well and got to know that it is one of the fastest games in the world. Handball is really interesting as you can't keep the ball in your hand for more than three seconds which makes it a really thrilling experience, so, I tried to capture all that thrill in the anthem," stated Sahil Patil.

He further added, "I have been into music for a long time now but this is my biggest project yet - the Maharashtra Ironmen team an-



them. I feel very proud and blessed that I got this opportunity to write an anthem for this team and I would like to thank Punit Balan sir for giving me this opportunity as this will be the most memorable project of my life." Maharashtra Ironmen owner and, the Chairman and Managing Director of Punit Balan Group, Mr Punit

Balan commented, "The anthem fills you with positive energy and thrill which really encapsulates the game of Handball. The game is fast and you have to be on your toes all the time which makes it a spectacle to watch for a large number of audience. I am sure this anthem will inspire our players to do their best on the court."

Successful Liver and Kidney Transplants Performed at Sahyadri Hospital

Pune (Voice news service):- Sahyadri Hospitals, the largest chain of hospitals in Western India, achieved another remarkable milestone with the successful completion of a liver and kidney transplant at Sahyadri Super Speciality Hospital, Deccan Gymkhana. The complex surgeries, performed through organ donation, were carried out by the expert medical teams led by Dr. Bipin Vibhute, Head of Liver and Multi-organ Transplant Department, and Dr. Atul Sajure, Senior Consultant Nephrologist and Transplant Physician.

The liver transplant involved a 57-year-old recipient, who had been suffering from liver cirrhosis. The donor, a 49-year-old patient who unfortunately experienced brain death due to a Subdural Hematoma, presented a challenging case as a metallic stent was in the main blood vessel of the liver, reaching up to the heart. The medical team, led by Dr. Bipin Vibhute, successfully overcame these challenges in a 10-hour-long surgery.

The recipient is currently recovering well, and close monitoring is being conducted to ensure optimal post-operative care and address any potential bleeding concerns. In the kidney transplant, a 57-year-old recipient, who had been undergoing dialysis for the past 5 years, received a new lease on life. The donor's selfless act of organ donation has brought hope to countless lives. Dr. Atul Sajure and his team performed the kidney transplant, with the recipient now showing positive signs of kidney function by passing 800-900 ml of urine every hour. This significant improvement in the recipient's health highlights the importance of organ donation and the impact it can have on enhancing the quality of life for individuals suffering from kidney diseases.

Dr. Bipin Vibhute, Head of Liver and Multi-organ Transplant

Department at Sahyadri Hospitals, who played a crucial role in both the liver and kidney transplants, expressed his satisfaction with the successful procedures, stating, "This liver and kidney transplant case presented unique challenges that required meticulous planning and execution. The surgeries lasted for an extensive duration of 10 hours, highlighting the complexity and precision involved in performing multi-organ transplants. I am truly grateful for the exceptional medical capabilities and unwavering dedication demonstrated by our team, which played a crucial role in ensuring the success of these surgeries. Our primary focus remains on providing the best possible care to our patients."

Dr. Atul Sajure, Senior Consultant Nephrologist and Transplant Physician at Sahyadri Hospitals, who led the kidney transplant, highlighted the importance of the need for organ donation, saying, "This kidney transplant not only offers a second chance to the recipient but also emphasizes the pressing need for organ donation worldwide. It is our collective responsibility to raise awareness and encourage more individuals to become organ donors. By signing voluntary organ donation forms, we can make a profound impact and save numerous lives."

Sahyadri Hospital acknowledges and expresses gratitude to the generous organ donor, a 49-year-old patient residing in Uttam Nagar, Shivane, Pune. Their selfless act has made a lasting impact on the lives of the recipients and their families. One kidney and liver was transplanted at Sahyadri Hospital, while the other kidney was sent to a city hospital.

Sahyadri Hospital remains committed to providing exceptional medical care, promoting awareness about organ donation, and continuously striving to improve the lives of patients through innovative treatments.

Responsibility of Strengthen Economy lies on Chartered Accountant



Pune (Voice news service):- Indian economy is the fifth largest economy in the world & it is growing day by day. Chartered accountants can play a vital role to strengthen & transparency in the economy, said Dr. NS Umrani,

Principal of MES Garware College of Commerce (Autonomous). He was addressing the convocation ceremony organized by the Pune branch of Western India Regional Council (WIRC) of The Institute of Chartered Accountants of India (ICAI) at Mayfield Estate, Kharadi Pune. More than 800 students of the batch who successfully completed the CA course were awarded certificates with the hands of Dr. Umrani. CA Aniket Talathi, National President & CA Ranjit Kumar Agrawal, National Vice President of ICAI were present virtually for the ceremony.

Mukul Madhav Foundation & Ganga Prem Hospice join Forces to Enhance Palliative Care for Cancer Patients



Pune (Voice news service):- Mukul Madhav Foundation (MMF) an NGO established in 1999 a Pune based NGO continues its commitment to supporting healthcare initiatives by collaborating with Ganga Prem Hospice in Uttarakhand. Recently (on 28th May), a momentous event took place as a Palliative Care Unit Vehicle was handed over to Ganga

Prem Hospice. In the presence of esteemed dignitaries and key personnel including AK Dewan, Medical Director of Ganga Prem Hospice, Dr. Rupali Dewan, MD & Founder trustee of Shradha Cancer Care Trust, Arun Ojha, General Manager, Sales (Retail/Projects) at Finolex Industries, Pooja Dogra, Chief of Operations (COO) of Ganga

and management.

Haridwar, is very special to me as our roots are from here, my grandmother and ancestral family, my memories take me back to where I spent time amongst the ritualistic dips in the cold Ganga and relishing the puri bhaji thereafter, walking in the vibrant market area, mountains of sindhoor and seeing the flickering lamps flowing from the steps makes me come back to serve and continue the legacy of my ancestors.

In addition to the Palliative Care Unit Vehicle, Mukul Madhav Foundation donated 1850 small ration kits and bed sheets to aid patients and caregivers. The Foundation always believes in collaboration and expresses gratitude to those who have supported for this initiative.

India's first impact bond to drive employment outcomes – a financial innovation pioneered by NSDC and a consortium of partners – shows promising trends for young women

Pune (Voice news service):- The first-of-its-kind Skill Impact Bond is fifteen months into its journey and has enrolled close to 18,000 young Indians from 18 states and union territories so far. Pioneered by the National Skill Development Corporation (NSDC) – a one-of-a-kind public private partnership model in India under the aegis of the Ministry of Skill Development and Entrepreneurship – and a coalition of mission-aligned partners, the Skill Impact Bond is aimed at transforming the way skill training programmes are implemented, with a focus on bridging the gap between skilling and employment, especially for women.

Even though India has seen tremendous effort and investment being channelled into improving employment opportunities from both the private and public sector, employment rates – particularly for women – remain low. The country's female labour force participation rate (FLPR) has been consistently low at around 30% and research has found that only 10 out of 100 women enrolled in skilling programmes continue to stay in jobs for three months.

Recognising this, the NSDC and a coalition of partners launched the four-year Skill Impact Bond in 2021 as India's first development impact bond to drive an out-

comes-based approach to focus on job placement and retention.

Alongside the NSDC, the coalition draws strength from a set of funders and partners who have deep experience with innovative finance, skilling, gender, monitoring and evaluation, and data-driven decision-making – the British Asian Trust, the Michael & Susan Dell Foundation, The Children's Investment Fund Foundation (CIFF), HSBC India, JSW Foundation and Dubai Cares, FCDO (UK Government), the United States Agency for International Development (USAID), Dalberg Advisors, and Oxford Policy Management. The skill training is delivered on-ground by Gram Tarang Employability Training Services Pvt Ltd, Learnet Skills Ltd, Magic Bus India Foundation, PanIIT Alumni Reach For India Foundation, and Tata STRIVE, each partner selected for their capacity to innovate, scale, and reach diverse target groups.

Applying the efforts under the Skill Impact Bond, Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship said, "Skill Impact Bond has demonstrated its effectiveness in fostering collaboration between governments, private sector entities, and civil society organisations. And by leveraging such innovative

financing mechanisms, we are not only increasing the availability of resources but also ensuring their efficient allocation to tackle the persistent challenges of skill gap and unemployment. The initiative has been successful as it operates on the principle of outcome-based funding and, I must say that the results achieved till now look encouraging. Also, I am happy to note that so far in the programme 70% of beneficiaries are women.

We appreciate the efforts made by all the training partners and firmly believe that such effective interventions are leveraging the potential of India's youth and creating livelihood and meaningful opportunities."

Speaking further on this landmark initiative, Ved Mani Tiwari, CEO, NSDC said, "India's youth have big dreams, and even bigger potential – all they need are the right skills and tools to unleash this. With its focus on supporting 50,000 young people, most of them first-time job seekers, the Skill Impact Bond is a financial innovation helping young people build core skills and competencies required to successfully enter and grow within the workforce. As an outcomes-based instrument, the impact bond takes an innovative approach to actualising this, and the National Skill Development Corpora-

tion is keen to promote good practices and knowledge exchange to catalyse further innovation in the skilling ecosystem."

The coalition will attempt to drive up retention with every cohort, and speaking on the progress, Sangita Jindal, Chairperson, JSW Foundation said, "Our vision is to empower communities with sustainable livelihoods and recognise the crucial role of today's youth in shaping the future.

Through the Skill Impact Bond, we leverage our expertise in skilling to ensure lasting impact for India. Applying an outcomes-based approach to our funding drives social transformation, moving beyond outputs. With each cohort, the focus on outcomes inspires the skilling and employment sectors nationwide."

The impact bond is strategically designed to link fund flows to outcomes such as certification, job placement and retention, moving beyond a focus on enrolment alone. This focus on outcomes, rather than inputs and outputs, aligns incentives for all those involved and enables all partners to work together towards a shared goal. Till date, the Skill Impact Bond has successfully supported close to 18,000 first-time job seekers from low-income families, of whom 72% are women.

Alongside the high female enrolment rates, the first cohort of Skill Impact Bond indicates a promising retention rate, where 1 in 2 women who have enrolled in the training have continued to work in wage employment for three months.

Early evidence from the impact bond's first few cohorts shows that higher retention of women in the workforce could be linked to training partners being able to address deeply entrenched socio-cultural barriers that typically prevent women from seeking and staying in jobs. This has been done by establishing contextualised selection and counselling processes, not just with the candidate but also with parents, and tackling invisible issues such as poor health and nutrition. Similarly, the training partners have designed fit-for-purpose delivery methods and curricula, which are aligned to the needs of employers and aspirations of young women. Lastly, post-placement tracking and guidance such as regular check-ins with candidates and migratory assistance are imperative to women feeling comfortable taking jobs, adapting to new environments and challenges and reducing dropouts. Thus, the razor-sharp focus on retention has influenced all aspects of programme design and delivery among partners.

Manipal Academy of Higher Education to host International Conference on Physical Education and Sport Science

Pune (Voice news service):- Manipal Academy of Higher Education (MAHE) will be organizing an international conference on Physical Education and Sport Science (ICPESS) 2023 from 14th to 16th December 2023.

ICPESS is being organised under the aegis of the National Association of Physical Education & Sports Sciences (NAPESS) and aims to bring together experts and researchers from around the world to discuss the latest developments and advancements in the field of physical education and sports science. To mark this momentous occasion, a conference website launching event was held recently at Board Room MAHE, Manipal.

The event was graced by the presence of several distinguished guests, including Lt. Gen. (Dr.) M D Venkatesh, Vice Chancellor of MAHE, Manipal, who launched the

Conference Website. Dr. Sharath K Rao, Pro Vice Chancellor of MAHE, Manipal, released the poster of the conference. Dr. Giridhar Kini, Registrar of MAHE, Manipal, Dr. P Chinnappa Reddy, Chief Patron of NAPESS, Dr. Anil Deshmukh, President of NAPESS. Also, Dr. Vinod C Nayak, Convener of ICPESS 2023, and Dr. Deepak Ram Bairy, Organizing Secretary of ICPESS 2023, were present at the Website Launching Event.

Commenting on the initiative, Lt. Gen. (Dr.) M D Venkatesh, Vice Chancellor of MAHE said, "MAHE is proud to share a unique platform providing opportunities for the global participants to share their ideas and experience in person with their peers.

The conference aims to give experts in physical education and sports science a forum for knowledge exchange and an understanding of the

state-of-the-art in recent technological advancements, techniques, and solutions in physical education and sports science as they have been developed and applied in various countries.

We anticipate that the results of ICPESS will significantly advance our understanding of these contemporary scientific domains."

The ICPESS 2023 Conference promises to be a landmark event, featuring a diverse range of keynote speeches, panel discussions, and paper presentations. The conference will provide a platform for academics, researchers, and practitioners to exchange ideas and explore new avenues of collaboration.

MAHE, Manipal is honoured to be hosting this international event and looks forward to welcoming delegates from all over the world to explore the latest developments and advancements in physical education and sports science.

Weikfield Foods Launches Revolutionary Instant Custard Mix A Dessert Ready in Two Minutes



Pune (Voice news service):- Weikfield Foods Pvt Limited, India's leading brand for Custard Powder, Corn Flour, Baking Powder and Pasta; unveiled its latest innovation, the Weikfield Instant Custard Mix. This Ready-in-2-Minutes dessert, set to revolutionize the custard powder market, is part of the compa-

ny's commitment to enhance consumer experiences with easy-to-make food options.

For over six decades, Weikfield has dominated the Western Dessert Mixes category with an extensive range of products, including the popular Weikfield Custard Powder. The new Instant Custard Mix capitalizes on this popularity and aims to increase the penetration of custard in the Indian market.

Commenting on the launch, Mr. D S Sachdeva, CEO of Weikfield Foods, said, "Custard has been a staple dessert in many Indian households. However, it's often seen as time-consuming and difficult to prepare. Our solution is the Weikfield Instant Custard Mix, a game-changing product that offers the same great taste in a convenient, 2-minute format. Mr. Sachdeva further added, "This product, which has been two years in the making, simplifies custard preparation while pre-

serving the signature flavour, taste, and smooth texture of Weikfield Custard. We're confident that this new product will rekindle consumers love for custard.

The Weikfield Instant Custard Mix is extremely easy and convenient to prepare. All one needs is a cup of chilled milk and a pack of Weikfield Instant Custard Mix. With just two simple steps—add the mix to chilled milk and whisk for 2 minutes—custard preparation has been made effortless.

Priced affordably at Rs. 25 per sachet, which makes 2 servings of custard, the product is set to hit the shelves of major retailers, modern trade stores, and e-commerce platforms across major metros in India. Weikfield's innovative addition to the Ready-to-Eat segment marks another milestone in the company's mission to Weik-up Life's Little Moments by offering quick, easy, and delicious homemade dessert options.

PTE Academic recognised for Student Direct Stream visas into Canada

Pune: Pearson, the world's leading learning company, has today received approval from Immigration, Refugees and Citizenship Canada (IRCC) for PTE Academic to be accepted for all SDS (Student Direct Stream) applications. PTE Academic will be accepted by the IRCC for SDS applications as of August 10 2023.

This approval follows IRCC recognition earlier this year of PTE Core for proof of English language proficiency for Canadian permanent residency or citizenship.

SDS is an expedited study permit process for students applying to study in Canada from Antigua and Barbuda, Brazil, China, Colombia, Costa Rica, India, Morocco, Pakistan, Peru, Philippines, Senegal, Saint

Vincent and the Grenadines, Trinidad and Tobago, and Vietnam.

Latest IRCC figures for 2022 show Canada reached an all-time high for international students. As of the end of October, IRCC had processed more than 750,300 study permit applications during the 2022 calendar year.

The UK, Australian and New Zealand governments already accept PTE Academic for all visa applications. PTE Academic is also accepted by thousands of universities across Canada, Australia, New Zealand, Ireland, the UK and the USA. PTE can be taken at more than 400 PTE centres in 118 countries.

Andy Bird, CEO, Pearson, said: "Canada

is a great place to be a student – fantastic colleges, beautiful scenery, exciting culture and nightlife. With PTE Academic now recognised for SDS purposes, I'm delighted that Pearson can help even more test takers achieve their dream of studying there."

"This recognition comes hot on the heels of PTE Core being approved for Canadian economic migration purposes earlier this year and reflects our determination to make PTE the test of choice for everybody wanting to live, work or study abroad." PTE brings together human expertise and the latest AI technology to deliver an English language proficiency test that is both impartial and highly accurate. AI tech-

nology is used for scoring and biometric data collection provides enhanced security measures. PTE is delivered through Pearson VUE, the computer-based testing business of Pearson.

Furthermore, test takers can book online up to 24 hours in advance, take advantage of year-round worldwide test centre slots and receive their results on average within 1.3 days.

PTE Academic tests taken before August 10 will be eligible for SDS provided they are submitted after this date and are within the expiry period stipulated by IRCC. Applicants are advised to check IRCC guidance.

Zen Mobility launches their first EV Micro Pod

Pune (Voice news service):- Zen Mobility, an emerging Indian Electric Vehicle OEM, situated at Manesar, Gurgaon (Haryana), today introduced the Zen Micro Pod, a purpose-built cargo 3-wheeler LEV (Light Electric Vehicle), as part of its goal to create inspirational designs and engineering innovations in electric vehicles.

The Zen Micro Pod will be available in two variants - the R5x and R10x. With a maximum payload of 150 kilograms, the Zen Micro Pod surpasses conventional 2 wheelers' load carrying capacity by 2.5 times. The vehicle operates at a minimal running cost, consuming only 4 units of electricity with a charging time of approx. 1.5 - 2 hrs. The lightweight technology used in the Zen Micro Pod requires less motor power to generate the same output, saving on battery costs and reducing cost-per-delivery. Its compact, ergonomic design provides comfort and convenience for riders, making it easy to navigate through busy urban streets while delivering a smooth riding experience. The vehicle's braking system has been designed with rider safety in mind, ensuring smooth and effective braking in all situations. The Zen Micro Pod includes a distinct cargo box that can be customised to meet individual requirements, featuring shelves, refrigerated boxes, open tubs, and more. These storage units are equipped with a secure locking mechanism to prevent theft or pilferage. Additionally, the Pod's patented drivetrain and vehicle telematics provide fleet companies with efficient fleet management

capabilities, including vehicle tracking, state of charge monitoring, geofencing, and remote locking. The Zen Micro Pod presents a cost-effective solution, surpassing even the lower cost per delivery and total cost of ownership when compared to traditional delivery methods such as bikes. This affordability makes it an attractive option for logistics companies and their operators, offering them a win-win situation. By choosing the Zen Micro Pod, logistics companies can reduce their operational expenses while improving overall efficiency.

The standout features of the Zen Micro Pod is its strong emphasis on safety, reliability, and durability. The vehicle has been meticulously designed to prioritize the well-being of its operators and ensure secure transportation of goods. With advanced safety features and robust construction, the Zen Micro Pod instills confidence in both operators and logistics companies, enhancing overall trust and peace of mind. Furthermore, the Zen Micro Pod is built to withstand various operational challenges, making it a long-lasting and dependable solution. It has undergone rigorous testing of 1,50,000 km across diverse terrains and weather conditions, proving its ability to perform consistently in demanding environments. This durability translates into reduced maintenance costs and a longer lifespan for the vehicle, providing logistics companies with a reliable and sustainable transportation solution.

Speaking on the announcement, Mr. Namit Jain, Founder and CEO, Zen Mobility said that "We are excited to

announce the launch of our latest product, the Zen Micro Pod, a 1st ever purpose-built three-wheeler Light Electric Vehicle in India. This innovative and compact design is set to revolutionize the last-mile delivery space with its efficient performance. We have also collaborated with renowned leasing and rental companies, as well as fleet and third-party logistics (3PL) providers to ensure seamless deployment of the Zen Micro Pod, which can be leased or rented monthly, with fees of up to INR 9,999 determined by factors such as lease type, tenure, and other considerations. As an organisation, we are committed to creating a positive impact on urban mobility by offering responsible mobility solutions that cater to the needs of society and enhance productivity while minimizing carbon footprint and overall cost of ownership. Our ultimate goal is to bridge the supply and demand gap of EVs in last-mile delivery and provide effective fleet management solutions that we feel will excite the E-commerce and fleet companies. The Zen Micro Pod is a significant step towards achieving this objective."

Zen Mobility is focused on serving the B2B market, specifically for last mile deliveries. The customer base includes third party logistics providers, last mile service providers, e-commerce, and grocery delivery companies. The company has already received 10,000 orders from several enterprises and has established a production line in Manesar with a capacity of 100,000 vehicles annually. Mass production is set to begin in June '23, and the company has a facility to meet

higher market demands. Furthermore, Zen Mobility is dedicated to enhancing income prospects for delivery riders while simultaneously facilitating effective and efficient fleet management for e-commerce and fleet operators. The company is also committed to supporting the nation's growth by promoting the transition of ICE vehicles to green mobility, thereby contributing to India's net-zero goal by 2070. Zen Mobility previously received the ARAI Certificate of Conformity for the Zen Micro Pod. Zen Mobility's successful attainment of the ARAI certification stands as compelling evidence of its comprehensive testing and evaluation achievements. This includes rigorous performance assessments, compliance verification, and robust on-road testing. With the esteemed ARAI Certificate of Conformity in its possession, Zen Mobility ensures compliance with India's automotive industry regulations while establishing its credibility and unwavering commitment to manufacturing excellence. The company has also announced the development of a multi-purpose 4-wheeler LEV known as the Zen Maxi Pod, intended for the delivery of cargo and mid-to-large size goods. The 4-wheeler Maxi vehicle will feature a flatbed skateboard platform, providing superior cargo space compared to existing commercial vehicles deployed in the Last Mile Delivery segment, resulting in improved operational efficiencies. While the launch is scheduled for FY25, prototypes are presently in the works, and customer trials are anticipated to begin in Q3 FY24.

Myntra and Kotak Mahindra Bank Join Forces to Launch India's First-of-its-kind Digital Fashion Co-Branded Credit Card Offering Unmatched Benefits for Shoppers

Pune (Voice news service):- The online fashion market is about to witness something unique as Kotak Mahindra Bank Limited ("KMBL"/Kotak) in partnership with Myntra, one of India's leading fashion, beauty and lifestyle destinations, today announced the launch of its first-of-its-kind co-branded digital fashion & lifestyle credit card.

Offering loads of benefits, the co-branded Kotak Myntra Credit Card will empower the fashion-conscious consumers to unlock great value on their savings through unlimited transactions. The card can be availed through a hassle free digital journey within minutes, across Myntra as well as Kotak mobile applications. Existing Myntra customers will be able to apply for the card through a completely digital journey on the Myntra app itself. The Kotak Myntra credit card will be available on MasterCard and RuPay networks.

Frederick Dsouza, Business Head - Credit Cards, Kotak Mahindra Bank Ltd. said, "Myntra is synonymous with

the best in fashion and customer experience. We are excited to partner with Myntra to offer this unique product for discerning fashion enthusiasts. Our partnership is a confluence of all that stands for customer delight and trust. This credit card has been designed with exclusive privileges and unmatched benefits tailored to the lifestyle and fashion shopping habits of our target customers. We are committed to fulfilling their credit needs and delivering unparalleled service."

The co-branded credit card is designed with an aim to provide the trendy and new age consumers an apt choice for their fashion needs. The card also aims to tap into the fast-growing fashion e-commerce market in India, which presents a huge opportunity. The growth in fashion e-commerce will be led by digital native customers comprising Millennials, as well as GenZ customer segments.

Santosh Kevlani, Vice President, Partnerships and Monetization, Myntra, said, "As the first-of-its-kind card

in the industry, the Myntra Co-branded Credit Card will be dedicated to fashion shoppers across metros, tier 1, tier 2 & 3 cities, creating stickiness and excellent brand recall. With this collaboration, we aim to enhance our customers' shopping experience on Myntra by offering them an unparalleled and rewarding payment option. The Kotak Mahindra Bank is among India's largest and most trusted financial institutions, and its position of being a progressive partner bank stands tall and resonates well with a brand like ours. We are confident that this association will help us provide our customers with a seamless and rewarding shopping experience while also enabling them to save more on their purchases."

Aditya Murthy, Vice President, Digital Partnerships, South Asia, Mastercard, said "Mastercard is delighted to collaborate with Kotak Mahindra Bank and Myntra to bring a unique proposition for consumers who like to stay up to date with the latest in fashion trends. The Ko-

tak Myntra Credit Card is a game-changer in the fashion and lifestyle space, offering unparalleled benefits to consumers who enjoy shopping the wide collection at Myntra. Mr. Nalin Bansal, Chief of Corporate and Fintech Relationships and Key Initiatives, at NPCI said, "We are excited to partner with Kotak Mahindra Bank to launch Myntra Kotak cobrand card on the robust RuPay network. With our proposition of RuPay Credit Card on UPI, we are confident that our partnership will offer a secure, delightful and rewarding shopping experience to the users of this card."

All cardholders who activate their cards will be on boarded on Myntra's loyalty program - Myntra Insider as well as get a complimentary Rs 500 e-voucher. The card will be promoted across multiple touchpoints ranging from the Myntra app, social to digital platforms, digital assets of the Kotak Mahindra Bank, along with other offline marketing channels. The joining fee and annual fee for this unique credit card is Rs. 500 only.

Kotak Mahindra Prime Associates with Impact Guru Foundation to Launch 'Care on Wheels' Initiative

Pune (Voice news service):- Under its Corporate Social Responsibility initiative, Kotak Mahindra Prime Ltd. has associated with Impact Guru Foundation (IGF) to launch a year-long healthcare programme 'Care on Wheels' in around 40 localities in the Pune district. With the help of four Mobile Medical Units (MMUs), the programme will provide free doorstep healthcare services to around 1 lakh underserved patients, who have limited access to affordable primary healthcare facilities.

The initiative was inaugurated, on 29th May 2023, at an event at Nyati Unitree, Yerawada, Pune, at the hands

of Dr. Kalpana Baliwant, Dy. Health Officer, Pune Municipal Corporation, Pune; Dr. Patil P.R., Medical Administrative Officer, PMC; and Dr. Sachin Yedke, Block Health Officer, Haweli Block. Other dignitaries present at the event were Mr. Sundeeep Talwar, CEO, Impact Guru Foundation and Mr. Kiran Tangudu, VP, Kotak Mahindra Prime Limited.

The Care on Wheels programme will benefit individuals who are unable to visit a healthcare facility due to their health condition or limited mobility such as underserved communities, the elderly and government school children living in remote areas, etc.

These Mobile Medical Units (MMU) are equipped with medical supplies for basic medical examinations, diagnostics, and treatments, along with qualified paramedical professionals, including MBBS doctors, Healthcare Workers, a pharmacist, and support staff, who will travel to various locations across Pune district.

Mr. Vyomesh Kapasi, MD & CEO, Kotak Mahindra Prime Ltd. said, "We are pleased to associate with Impact Guru Foundation to launch the 'Care on Wheels' programme that will provide critical last-mile healthcare connectivity to underserved communities. This initiative will play a

pivotal role in perpetuating healthcare services to those in dire need of medical assistance and improving lives of as many lives as possible."

Sundeeep Talwar, CEO, Impact Guru Foundation said, "Almost 4,300 people die every day due to a lack of access to basic healthcare needs. We are delighted to associate with Kotak Mahindra Prime to launch the 'Care on Wheels' programme that will bring primary healthcare directly at people's doorsteps.

Together, we will strive to provide early health interventions to promote overall well-being and disease prevention among community members."

BISLERI INTERNATIONAL STRENGTHENS ITS CARBONATED SOFT DRINK PORTFOLIO WITH THREE NEW FLAVOURS: REV, POP AND SPYCI JEERA

Pune (Voice news service):- Bisleri International, India's leading packaged drinking water and the pioneer of carbonated soft drinks (CSD) in the country, has launched three exciting flavours - Bisleri Pop (orange-flavoured carbonated drink), Bisleri Rev (cola-flavoured carbonated drink) and Bisleri Spyci Jeera, while it will continue with its zesty lemon-minty flavour. The new fizzy drinks portfolio reflects the modern palette of GenZ, who are looking for the ultimate refreshing taste. Each of the beverage's has a unique and strong flavour that complements its functional stimulation. Commenting on the launch, Jayanti Chauhan, Vice Chairperson,

Bisleri International Pvt. Ltd said, "Bisleri International has a strong heritage of launching iconic products in the country. Taking the legacy forward, we have launched a range of refreshing carbonated soft drinks that would appeal to the young, modern consumers tastebuds. Today's youth are enjoying OTT platforms as they produce interesting and evolved programming. Keeping this in mind, we have launched a new campaign with actors who are currently a sensation on the OTT platforms. They have a strong connect with the youth. We are confident that our campaign will resonate with the GenZ's who are constantly

looking at exploring newer products and creating a niche for themselves. The range will be available in 160ml and 600ml across general and modern trade stores in the country.

The entire product category will be supported through a robust integrated marketing campaign focusing on digital and social media. Besides, Bisleri had undertaken sampling of Bisleri Pop and Bisleri Rev at the home-ground IPL matches where it was the Hydration Partner. Further, in-store branded promotions, including retail and point of sales, will be amplified across general stores and modern trade in the country to promote each beverage's unique offerings.



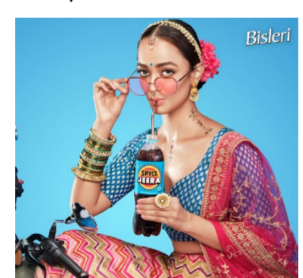
Bisleri Limonata The flagship carbonated soft drink product of Bisleri International - Bisleri Limonata is a zesty makeover of the traditional fresh-lime soda with an added twist of mint. The cute, bubbly actress Sanjana Sanghi has been roped in as the face of the brand.



Bisleri Pop A refreshing, orange-flavoured carbonated drink that has a new expression for love. Popular actor and musician Saba Azad, along with the charming actor Armaan Ralhan have been roped in as the face of this fresh, vibrant brand - Bisleri Pop.



Bisleri Limonata
Bisleri Pop
Bisleri Rev
Bisleri Spyci Jeera



Bisleri Spyci Jeera Bisleri Spyci Jeera is an extension of the existing Bisleri Spyci offering added masala that is in trend. OTT's latest sensation Anjali Sivaraman exuberates her free-wheeling spirit as the face of Spyci Jeera. The product will hit the markets shortly.



Bisleri Rev The original cola revolution will inspire the youth as it stands for toughness and masculinity. OTT actor Aashim Gulati exhibits machismo and roughness with his attitude as he is the face for Bisleri Rev.

Investing in Sovereign Bonds: Opportunities for investors

Pune (Voice news service):- What are these bonds and key features? Sovereign gold bonds are one of the ways of digital investment in gold. These bonds are issued by the Reserve Bank of India on behalf of the Government of India. These bonds are denominated in multiples of grams of gold with a basic unit of 1 gram. The tenor of the bond will be for the period of 8 years with exit option in 5th, 6th, 7th year to be exercised on the

interest payment dates. Minimum permissible limit will be 1 gram of gold and maximum permissible limit shall be 4 Kg for individuals, 4 Kg for HUF and 20 Kg for trusts and similar entities per fiscal year (April-March) notified by the Government from time to time. The redemption price will be in Indian Rupees based on the simple average of closing price of gold of 999 purity of previous 3 working days published by IBJA.

The investors will be compensated at a fixed rate of 2.50 per cent per annum payable semi-annually on the nominal value. Bonds will be tradable on stock exchanges within a fortnight of the issuance on a date as notified by the RBI. Why SGB's are better bet in comparison to physical gold? Investing in gold is much easier and more convenient now. Sovereign Gold Bonds (SGBs) are the perfect alternative to investment in physical gold. With these bonds, you can enjoy capital appreciation and also earn interest every year. These bonds, issued by the Government of India, also eliminate several risks associated with physical gold.

Unlike physical gold which does not provide any interest, SGB provides interest to the investor at the rate of 2.5% per annum and the last interest will be credited to the investor along with the principal amount. Also, these bonds carry sovereign guarantee on redemption amount and on the interest as well.

Unlike physical gold which does not provide any interest, SGB provides interest to the investor at the rate of 2.5% per annum and the last interest will be credited to the investor along with the principal amount. Also, these bonds carry sovereign guarantee on redemption amount and on the interest as well.

Why is Rental real estate still the best asset class in India?

Author- Amarendra Sahu - Co-founder and CEO, NestAway

Pune (Voice news service):- Over a long period of time, rental real estate has long been a popular investment option in India. The demand for rental properties in the country has increased as the Indian economy has grown and the disposable income of the people has increased over a period of time. Regardless of economic downturns, real estate has always been a stable and reliable investment option, with rental properties proving to be a profitable asset class for investors. While options like gold, equity, mutual funds, FDs, and many others are available for investment, real estate investment remains one of the most preferred options.

NRIs also prefer to invest in real estate, even though they are staying abroad, as they

prefer to spend their after-retirement time in India.

If one had to see, the COVID-19 pandemic led to an increase in demand for short-term rentals such as holiday homes and serviced apartments. As a result, the rental market has shifted its focus to properties with more short-term rentals.

During the pandemic, the Indian government has implemented a number of measures to protect tenants and landlords, including eviction moratoria and rent relief programmes. As the Indian markets have returned to normalcy, so has the demand for rental properties.

The majority of the population that depends on rental housing includes Millennials. An increasing level of urbanization results in a consistent demand for housing. The Indian government has

implemented a number of policies and initiatives to promote affordable housing and strengthen the real estate sector, which has increased demand for rental properties. Furthermore, when compared to other investment options, the rental yield in India is relatively high, making it an appealing option for investors seeking a consistent source of passive income. It is also a tangible asset with the potential to increase in value over time.

It's also worth noting that the rental market in India is highly regulated. To protect the rights of landlords and tenants, the Indian government has enacted a number of rules and regulations. Hence, to avoid legal issues, it is critical to understand and follow these laws and regulations.

Moreover, there are two types

of rental properties: residential and commercial. Residential rental properties are the most popular investment options, as the demand for housing is always high.

Given the high demand for rental properties in India, increased urbanization, and a growing population, the demand for rental properties is expected to rise in the future, providing investors with a stable investment opportunity.

However, rental real estate remains the best asset class in India due to its consistent rental income, long-term wealth generation potential, inflation hedge, tax benefits, diversification, high demand, and tangible asset value. However, as with any investment, thorough research and due diligence are required before making any investment decisions.

Artistry Skin Nutrition™ from Amway presents



Pune (Voice news service):- Advancing towards its philosophy of delivering nutrients for the skin, Amway India, one of the leading FMCG Direct Selling companies in the nation, has launched an exclusive range that transcends the skincare needs of all. The Balancing and Hydrating ranges in-

troduced by Artistry Skin Nutrition™ showcases a distinctive blend of ingredients that collaborate to balance and hydrate the skin, providing a refreshing and youthful appearance. Enriched with plant-based botanicals from Nutrilite™ farms, the Hydrating and Balancing ranges are clinically tested vegan skin-

care line, with no animal testing 1 and free from parabens, phthalates, sulfate surfactants and animal derived ingredients.

Powered by cutting-edge skin science these ranges are infused with exclusive Skincare Complex that boosts skin's natural defense system by 350% 2 to help delay the visible signs of aging. Talking about the new skincare range Ajay Khanna, CMO, Amway India said, "India is driven by a large and dynamic young population, with over 65% its populace comprising youths. Within this burgeoning demographic, skincare has emerged as a significant trend,

with 87% 3 of the population placing a strong emphasis on skin health.

However, despite this, 43% 4 of young people experience dry skin issues while 42% 5 of oily-skin consumers continue to grapple finding the ideal solution for achieving healthy skin. Taking these factors into consideration and leveraging our global expertise in nutrition with Nutrilite's rich legacy of 90 years, we are excited to introduce the second phase of Artistry Skin Nutrition™, Hydrating and Balancing ranges of seven products, with the powerful botanicals from our Nutrilite farms, formulated to address skin needs of youth and consumers at large"