



## Aakash BYJU'S Launches its Biggest and Most Awaited National Talent Hunt Exam, ANTHE 2023 Offers Up to 100% Scholarship and Cash Awards to Class VII-XII Students



**Pune (Voice news service):-** Aakash BYJU'S, the national leader in test preparatory services, today unveiled the 14th edition of its popular and widely sought-after ANTHE (Aakash National Talent Hunt Exam) 2023. The flagship annual scholarship exam presents the chance for Class VII-XII students to unleash their potential with up to 100% scholarships and remarkable cash awards. Empowering young minds to soar towards their dreams of a promising future in medicine or engineering, ANTHE 2023 promises to be an extraordinary gateway to success. ANTHE scholarship recipients can enroll in Aakash and receive expert guidance and mentorship to prepare for various exams, including NEET, JEE, state CETs, School/Board exams, and competitive scholarships like NTSE and Olympiads. An exciting addition for students this year is the chance for 100 students from various classes to

win a 5-day all-expenses paid trip to a National Science Expedition. Over the years, ANTHE has produced notable achievers, with several students from Aakash BYJU'S emerging as top rankers in exams like NEET (UG) and JEE (Advanced). A number of Aakashians who started their educational journey at Aakash with ANTHE, including Kaustav Bauri (AIR 3), Dhruv Advani (AIR 5), and Surya Siddharth N (AIR 6), became Champions in NEET (UG) 2023. Similarly, Aditya Neeraje (AIR 27) and Aakash Gupta (AIR 28), who also commenced their journey with ANTHE, attained commendable positions in JEE (Advanced) 2023. Commenting on ANTHE 2023, Mr Abhishek Maheshwari, CEO, Aakash Educational Services Limited (AESL), said, "ANTHE has been the catalyst in fulfilling the aspirations of lakhs of students by bridging the gap between dreams and capabilities. Since its inception in 2010,

we have strived to extend our coaching opportunities to deserving students nationwide, breaking barriers of location. ANTHE opens doors for students to prepare for NEET and IIT-JEE exams at their own pace, wherever they may be. We anticipate strong participation in ANTHE 2023 and remain steadfast in our mission of propelling students closer to a promising future." ANTHE 2023 will take place from October 7-15, 2023, in both online and offline modes across 26 states and union territories in India. In addition to scholarships of up to 100%, top scorers will also receive cash awards. ANTHE online will be held between 10:00 AM – 09:00 PM during all exam days, while the offline exams will be conducted on October 8 and 15, 2023 in two shifts: 10:30 AM – 11:30 AM and 04:00 PM–05:00 PM at all 315+ centers of Aakash BYJU'S across the country. Students can choose a one-hour slot convenient to them.

ANTHE will be a one-hour test carrying a total of 90 marks and comprising 40 multiple-choice questions based on the grade and stream aspirations of students. For Class VII-IX students, the questions will cover subjects such as Physics, Chemistry, Biology, Mathematics and Mental Ability. For Class X students aspiring for medical education, the questions will cover Physics, Chemistry, Biology and Mental Ability, while for engineering aspirants of the same class, the questions will cover Physics, Chemistry, Mathematics and Mental Ability. Similarly, for Class XI-XII students who aim for NEET, questions will cover Physics, Chemistry, Botany and Zoology, while for engineering aspirants they will cover Physics, Chemistry and Mathematics. The last date for submitting the enrolment form for ANTHE 2023 is three days before the commencement of the online exam and seven days before the offline exam. The exam fee is INR 100 for offline mode and free for online mode. Results for ANTHE 2023 will be declared on October 27, 2023, for Class X students, November 03, 2023, for Class VII to IX, and November 08, 2023, for Class XI and XII students.

## Antony Waste and Pimpri Chinchwad Municipal Corporation (PCMC) Successfully Complete Maharashtra's First 14MW Integrated Waste to Energy Plant at Moshi

**Pune (Voice news service):-** Antony Waste, a pioneering name in sustainable waste management solutions, is delighted to announce the successful completion of the 14MW/1,000 TPD Integrated Waste to Energy Project at Moshi, Pimpri, in partnership with the Pimpri Chinchwad Municipal Corporation ("PCMC"). This cutting-edge initiative exemplifies the Company's unwavering commitment to circularity and aligns with global sustainability goals, positioning Antony Waste and Pimpri Chinchwad Municipal Corporation (PCMC) at the forefront of environmental leadership in the G20 community. This Integrated Waste to Energy Project represents Maharashtra's first such venture into waste-to-energy conversion and signifies a major milestone in the region's sustainable development journey. Developed under the Design, Build, Operate, and Transfer (DBOT) model on a Public-Private Partnership (PPP) basis, the project's concession period spans 21 years, with Antony Lara Renewable Energy Private Limited leading the initiative. Mr. Jose Jacob, Chairman and Managing Director, Antony Waste, expressed his honour in witnessing the transformation of Maharashtra's waste management landscape through this project. "We firmly believe that circularity is key to building a resilient and green future for our cities, and it is our privilege to contribute to this vision alongside the Pimpri



Chinchwad Municipal Corporation. We extend our sincere gratitude to the PCMC for their unwavering support and collaboration in making this vision a reality." Hon. Shri Shekhar Singh (I.A.S) "The esteemed Municipal Commissioner of Pimpri Chinchwad Municipal Corporation added "The successful completion of the 14MW Integrated Waste to Energy Project at Moshi is a testament to our city's commitment to sustainable development and effective waste management. Through collaboration with Antony Waste, we are proud to lead the way in circularity, setting an example for other cities in India and around the world. This project showcases our dedication to environmental responsibility and underscores our role in the G20 community as a champion of sustainable practices." The Integrated Waste to Energy Project represents a crucial step towards achieving circularity in waste management practices. By converting non-recyclable waste into clean and renewable energy, the project has significantly reduced

the burden on landfills and closed the loop on waste management. This circular approach embraces the principles of sustainability, where waste becomes a valuable resource, benefiting both the environment and the community. Key Features of the Integrated Waste to Energy Project: Customized Integrated Waste Technology: Our innovative technology addresses the diverse nature of Indian waste with a specially designed drying zone on the grate, ensuring efficient and uniform combustion by eliminating excess moisture. Antony Waste Group has constructed state-of-the-art facility to process 1000 Tons Per Day (TPD) of Municipal Waste, including recovery of recyclable materials and conversion of wet waste into compost. Approximately 700 TPD of non-recyclable dry waste is processed in the Waste-to-Energy (WTE) Plant generating 14 Megawatts (MW) of power through controlled incineration meeting all environmental emission standards. Efficient Moving Grate

Mechanism: Our alternate moving grate mechanism promotes even burning, significantly reducing unburnt material, and maximizing energy conversion. Closed-loop Water System: The project utilizes recycled steam from the Chikali Sewage Treatment Plant (STP), eliminating the need for fresh-water dependency and conserving valuable resources. Optimized Land Use: Once operational, the project processes all city waste, eliminating the need for additional landfills. By-products like bottom ash and fly ash find purpose in Construction and Demolition Waste processing. Eco-Friendly and Sustainable: Adhering to the Municipal Solid Waste Management rules, our project continuously monitors emissions with a Continuous Emission Monitoring System (CEMS). By diverting waste from landfills and reducing methane emissions, we save an estimated ~7 lakhs tonnes of CO2 annually, equivalent to ~1.5 lakhs passenger cars' emissions. Substantial Electricity Savings: The electricity generated powers PCMC's sewage treatment plants and water pumping facilities, leading to significant 35-40% savings in electricity bills over the 21-year concession period. With these remarkable features, the Waste to Energy Project embodies the principles of "reduce, reuse, and recycle," offering a sustainable and efficient waste management solution for Pimpri Chinchwad.

## Quality & Convenience: Red Gold Tomatoes from Europe



**Pune (Voice news service):-** Food is the most basic need of a human being or, for that matter, any other living thing on earth. And even for this basic need, our constant endeavour, curiosity and inquiring minds have elevated food to the highest form and standards. With the support of modern technology and in our current state of information overload, the food we offer must satisfy the taste buds and meet ever-growing and increasingly demanding culinary standards. The proliferation of social media and the popularity of travel worldwide have exposed people to an amalgamation of cultural influences that will make our future cuisines more fusion than just local. And it's all about getting everything done as quickly as possible in a limited time frame because every second counts. To master the art of living, where more needs to be experienced, and less wasted, the modern kitchen and chef are looking for quick answers that are consistent in quality and dependable in taste and result. Every kitchen, whether in a restaurant or at home, will vouch for one essential ingredient: the quintessential tomato. The tomato, over the ages and since it has traversed countries and various kitchens across cultures, has been the most adaptable ingredient which can be used to rustle up a variety of meals. Think Pasta sauce, Greek salad, Ratatouille, or Stroganoff- go to any part of the world and explore the local cuisine.

Tomatoes are always present. Yet tomatoes are also highly specialised, and a master chef always knows them very well before they make it into the final recipe. Their quality is reflected in the final result. In most cases, what comes out from the hands of an international chef as fine cuisine is a delightful culmination of picking and choosing the right product. In the case of tomatoes, nothing beats Red Gold Tomatoes from Europe - the star of many culinary shows. Red Gold Tomatoes from Europe is the name of the EU (European Union) project to raise awareness of EU-preserved canned tomatoes, 100% made in Europe. Canned tomatoes are produced using a traditional process that preserves all flavour of the fruit, harvested at the peak of its ripeness and flavour which has been perfected over time. Red Gold Tomatoes from Europe come in various forms - whole peeled, cherry, or dice, bringing the finest quality of European produce to our kitchen. With the availability of the finest quality preserved tomatoes and the convenience of simply opening the can of your choice, Red Gold Tomatoes from Europe ensure that the best is always possible. It won't take long to get used to our high standards that will keep you hooked enough to prepare a fantastic array of dishes over and over again. You don't have to worry about blanching, cutting, chopping, or peeling - you can still present the finest taste every time you cook, which is thrilling and highly satisfying.

## Hendrickson Launches Air and Mechanical Suspensions and Axles for Trailer Applications in India

**Pune (Voice news service):-** Hendrickson, a leading global manufacturer and supplier of medium and heavy-duty mechanical, elastomeric and air suspensions, integrated and non-integrated axles, and other commercial vehicle systems, announces the launch of their innovative air and mechanical suspensions and axles for trailer applications in India. With a rich legacy of 110 years in driving technology, design, and innovation, Hendrickson continues to set new benchmarks in providing customized components and suspension systems for the global commercial transportation industry. Hendrickson (a Boler Company) forayed into India in 2006 through a Joint Venture with Tata AutoComp Systems and in 2011 incorporated a 100% subsidiary named Watson & Chalin India Pvt Ltd to expand its manufacturing footprint for truck and trailer products and serve as a manufacturing base to support global customers in Europe, Middle East and Asia. Hendrickson presently has sales and distribution facilities and/or state-of-the-art manufacturing and research and development centers in the United States, Canada, Mexico, Colombia, United Kingdom, Germany, Austria, Romania, France, Poland, Turkey, India, China, Japan, Thailand, Australia and New Zealand. With its manufacturing facilities for truck and trailer axles and suspensions, Hendrickson is committed to delivering cutting-edge products tailored to the local geography and terrain in India. Expressing his delight about the launch of these innovative products in India, Matthew Joy, President, and



collaborating on new product development. In addition to our innovative products, we provide extensive technical support and training services to ensure the proper installation, operation, service, and maintenance of Hendrickson equipment and aftermarket components. Our 'Innovation Built In' philosophy extends throughout our global network of operations and employees. We are committed to serving the transportation industry with cost-effective ride solutions that enhance productivity and profitability." Hendrickson India's commitment to innovation and advanced technology is evident in the unique features and patented technologies incorporated into their products for Trucks and Trailers. As Mohit Khosla, Whole-time Director & Chief Executive Officer for India & Middle East, states, "We are happy to introduce these cutting-edge products in the Indian market. In India, we are committed to continual improvement, ensuring customer trust and safety. We have gained the trust of OEMs, fleets, and owner-operators, thanks to our advanced innovative patented technologies. We are rapidly transitioning into India's leading axle and suspension system manufacturing company for truck and trailer applica-

tions. With the introduction of our new Air and Mechanical Suspensions, we reaffirm our dedication to delivering rugged, high-performance and cost-effective solutions. These products offer outstanding ride quality and control for various types of trailers on Indian roads, including flat beds, containers, tankers, bulkers, sidewall trailers, and tip trailers. These suspensions will be manufactured locally as part of the Make in India initiative of the Government of India and will be the lightest systems in the market offering un-matched payload and operating efficiency advantages to their customers. Especially designed and applied for the Indian terrain, these suspensions exemplify our unwavering commitment to excellence and our mission to drive technology, design, and innovation in the commercial transportation industry. The Indian market currently witnesses an annual demand of about 40,000 trailers, with mechanical suspensions accounting for about 70% of the market share. The migration to air suspensions has commenced and will gain momentum as the road infrastructure continues to grow and customer expectations demand the adoption of new technologies. To cater to this growing market, Hendrickson in India is introducing a dual brand strategy of bringing premium products under the Hendrickson brand and cost-effective, locally manufactured products under the Watson & Chalin brand. These options will offer solutions to a wide base of customers all having different business challenges that need to be addressed."

## Difficulties with textbook learning? Here are some tips to enhance your learning by writing

**Pune (Voice news service):-** Textbook learning is not easy. It is not easy for even the most dedicated and talented students to read, comprehend and retain information in such a manner. And for some students, it can be an unfaithful challenge. Many students associate school with attempting to separate important information from less-important information, trying to understand tables and diagrams that were sandwiched between text, keeping track of all the new vocabulary words, and doing their best to avoid boredom and waning attention spans. Some students prefer to deep dive, understand the concept, and make condensed notes because they learn while 'making' them. Numerous studies show that kids who learn content through writing retain it longer, develop their critical thinking abilities, and become more nuanced readers and writers. The more writing done in a course, the more the student engages with the material in the course. A study by Professor Audrey van der Meer at the Norwegian University of Science and Technology, who examined the brain activity of adults and children alike, states that the brain seems to be more active when writing by hand than when typing on a keyboard. Writing creates more activity in the sensorimotor parts of the brain. A lot of senses are activated by pressing a pen on paper - seeing the written letters and hearing the sounds made on paper while writing. The activation of the senses creates contact between different parts of the brain and opens it up for learning - making it easier for people to gather and retain information. Eirini Petratou, Senior User Research Manager at BIC Cello shares tips on how to enhance your learning through writing:

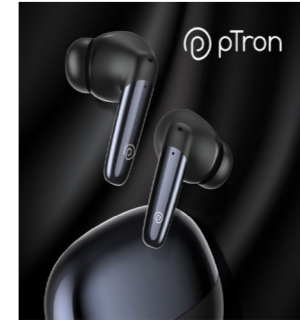
1. The art of notetaking and analysis: From an early age, people's brains are inevitably trained to learn through writing and drawing, making it easier for the brain to retain information at a later stage in life through this manner. Writing helps thought flow and structure as well as improving grammar and vocabulary. 2. Creating mind-maps for summarization: Retention of information has become a challenge in today's age. As students struggle to learn and retain information from across their syllabus, the 'Mind Mapping' method has become one of the most effective ways to overcome this challenge. The synergy of pen and paper leads to activating the brain's photographic memory, which can allow for greater recall during pressure situations like examinations. Summarizing an extensive chapter into a single-page mind map can help students retain content better when revising during exams. 3. Enhancing your focus through physical stimulus: Sitting through a lecture where the teacher touches upon various topics, the first hand of information comes from listening. However, many students find it difficult to maintain focus during long lectures. Writing is a key medium through which students can focus more on the subject matter. Making notes to refer to later or even making graphs, diagrams, or charts to make the matter more comprehensive, students can apply a variety of methods to improve focus. Writing down as we listen creates a better recall value for the student and can even help in understanding the material better than through auditory learning. 4. Trigger to cognitive development and critical thinking: The relationship between writing and cognitive development is well established. Writing directly impacts and positively influences various cognitive skills such as self-regulation, hand eye coordination and working memory activation. Furthermore, one can also enhance their critical thinking skills through writing as retaining and processing information in such a manner allow further development of critical and analytical thinking.

## Experience Audio Perfection: Say Hello to pTron's Zenbuds Ultima

**Pune (Voice news service):-** pTron, the rapidly growing and leading maker of affordable digital lifestyle and audio accessories brand in India, has launched the all new Zenbuds Ultima, under its premium TWS product portfolio "Zenbuds". With the Zenbuds category, pTron is set to redefine the standards of premium TWS earbuds, delivering an unparalleled listening experi-

ence than the rivals top competitors in the market. Zenbuds Ultima is one of the most advanced TWS so far in pTron's portfolio and is power packed with ultimate innovative features - Hybrid ANC technology, TruTalkTM Environmental Noise Cancellation (ENC) technology, Quad Mic system, IPX5 water-resistant and impressive 50 hours of playtime. With the launch of the Zenbuds

Ultima, pTron has once again reassured that it can bring in an innovative product at an irresistible introductory price of Rs. 1499/-. While Crystal-clear calls are ensured with the Quad Mic and TruTalkTM Environmental Noise Cancellation (ENC) technology, the Apt Sense 40ms Low-latency mode delivers exceptional audio performance which is aptly suited for music enthusiasts.





## The lovers of Urdu poetry have a fondness for these two words 'Mirza Ghalib'

**Pune (Voice news service):-** During Ghalib's lifetime there were very few people who understood his feelings, words and thoughts.. We find many aspects of life in his shayari. Ghalib presented many such subjects in his special style: love, hatred, attraction, dissension, aesthetic description, religious concepts, cultural integration, social philosophy, philosophy, satirical criticism of inconsistency.. Ghalib knew that the impermanence of life is the hope of liberation from suffering, so whoever is imprisoned by life will be bound by suffering... "Why can't a man get rid of



his sorrows before death.. He tells the same truth in this Ghalib line..Nijat.. means liberation..Our life is a journey on the path of liberation.. the final stage on this path.. is liberation. In life, there should be desire, attraction, search for liberation. This is Ghalib's philosophy of life..Ghalib remained a talib (aspirant/

seeker) of this nijat (liberation) throughout his life. A witness to the uprising of 1857. A poet who writes poetry beyond time, A writer who gives more importance to Indian culture than religious concept.. A philosopher who looks at life positively even in personal suffering.. An attempt to understand

this Mirza Asadullah Khan 'Ghalib' means.. The program 'Nijat Ka Talib.. Ghalib'.. Presenters are Katyar Kaljat Ghushi, Ubuntu, Bandish Bandits, poet, lyricist Sameer Samant, who has embellished many famous works with his lyrics, and well-known singer Gayatri Sapre Dhavale will adorn Ghalib's ghazals with her artistic melodies in this program. Accompanists are Anay Gadgil, Ninad Solapurkar, Arun Gawai. Let's experience Ghalib. 5th August 2023. Venue Jyotsna Bhole Auditorium, near Hirabaug at 7.00 PM. ENTRY FEE RS. 200/- GPay no 9763700995

## Actor Sahil Salathia Gets Body-Painted to Reveal the Naked Truth for International Tiger Day: Cages Are Cruel!

**Pune (Voice news service):-** Just in time for International Tiger Day (29 July), actor and fashion icon Sahil Salathia – who stars in the new horror series Adhura on Amazon Prime – is showing his stripes by putting himself in the place of an imprisoned tiger in a new campaign from People for the Ethical Treatment of Animals (PETA) India that calls attention to the suffering of big cats caged in zoos and encourages people to "Say NO to Cages" and "Let Wild Animals Be Free". The eye-catching image was

shot by leading photographer Rohit Gupta, and the bodypaint was done by Nahush Pise. Sahil's hairstyling was done by Shahrukh Siddiquei and styling by Mohit Rai. "Animals inside zoos often become so frustrated and depressed that they endlessly pace, circle, or sway," says Salathia. "By teaming up with my friends at PETA India, I hope to encourage people to avoid any activity where an animal is confined to a cage." Lions and other big cats have 18,000 times less space in zoos

than in nature, and that figure rises to 1 million times less space for captive polar bears. PETA India's extensive investigations into zoos across India have found appalling neglect, decrepit facilities, and animal suffering on a massive scale. PETA India recommends that zoos be transitioned into botanical gardens and repurposed to house only rescued animals. Salathia joins a growing list of celebrities – including actors John Abraham and Rahul Khanna; musicians Anoushka Shankar, Raghu Dixit, Gaurav Vaz, and Parth Chandiramani;

and cricketers Wayne Parnell and Prayan Ojha – who have teamed up with PETA India to speak out against the caging of animals.



## Jio Studios' 'Baipan Bhari Deva' collection 65.61 crores in 24 days!



**Pune (Voice news service):-** The Jio Studios-produced and Kedar Shinde-directed film 'Baipan Bhari Deva', Groups of women are still seen enjoying large numbers of movies together in theaters. Even before the release of the film, the audience was excited about 'baipan Bhari

Deva', and there was talk that the film would do well at the box office. And coming true to this expectation, this film has earned 65.61 crores in just 24 days. The strong progression that Baipan Bhari Deva has been making can be seen from the fact that the first week collections were as it is quite good at 12.50 crores but then the second week almost doubled up at 24.85 crores and third week was minimal as the collection came to 21.24 crores. Film has reached a total of 65.61 crores at the box office. 'Baipan Bhari Deva' has registered new records and looking at the audience overflowing the theaters, this figure cannot be ruled out to take a big leap. Recently, the success party of

this film was held in Mumbai with great fanfare. The entire team of the film was present on this occasion. The film's success party was attended by the entire cast of 'Baipan Bhari Deva' along with director Kedar Shinde, producer Madhuri Bhosale, co-producers Bela Shinde and Ajit Bhure. Also, the special presence of actress Sukanya Mone's husband actor Sanjay Mone, Vandana Gupte's husband Shirash Gupte, Deepa Parab's husband actor Ankush Chaudhary, Rohini Hattangadi's son Asim and Suchitra Bandekar's son Soham Bandekar was a surprise for everyone. "All the credit for the success of our film goes to the actresses and my team who worked

hard for it", said director Kedar Shinde. Special thanks to the writer of the film, Vaishali Nayak. At the same time, all the technicians, singers, music directors etc. were specially introduced on this occasion. 'Baipan Bhari Deva' is a blockbuster at the box office and is produced by Madhuri Bhosale and Jio Studios. The film is co-produced by Bela Shinde and Ajit Bhure. The movie 'Baipan Bhari Deva' stars Rohini Hattangadi, Vandana Gupte, Sukanya Mone, Shilpa Navalkar, Suchitra Bandekar and Deepa Parab in lead roles. This movie has become a success due to the good acting of the actors, excellent plot, melodious songs and versatile direction of director Kedar Shinde.

## Coca-Cola and The ICC Team Up to Bring Refreshing Delight to The ICC Men's Cricket World Cup 2023

**Pune (Voice news service):-** Coca-Cola and The International Cricket Council (ICC) once again team up for the upcoming 2023 ICC Men's Cricket World Cup. The exciting collaboration is a part of the four-year global strategic partnership agreement between the ICC and the iconic beverage company. The partnership entails Coca-Cola becoming the exclusive non-alcoholic beverage partner of the ICC. With this, Coca-Cola will use its iconic global reach to connect with fans around the world, cultivate a legacy of unity and inculcate true sportsmanship through a series of online and offline activations. It will continue to engage with its consumers and resonate with them on their favourite sporting passion. Arnab Roy, Vice President, Marketing Coca-Cola India and Southwest

Asia at Coca-Cola India said, "We believe that the ICC Cricket World Cup is the biggest cricket event for the country. Partnership with the ICC provides us with a great opportunity to bring together our customers, consumers, brands, and cricket. Our brand activations will engage consumers through innovative offline and online promotions and create memorable experiences for sports fans". Coca-Cola will embark on many exciting brand activations with its beverage portfolio, including fan engagements, social media campaigns, and promotions to win tickets to the World Cup alongside unique on-ground experiences during the ICC Men's Cricket World Cup 2023. The four-year agreement includes all ICC events around the world including the ICC Men's Cricket World Cup 2019 in En-

gland and Wales, the ICC men's and women's T20 World Cups in Australia in 2020, the ICC Women's World Cup 2021 in New Zealand and the ICC Men's Cricket World Cup in India in 2023 amongst other global tournaments. The partnership has strategically aligned both, ICC and Coca-Cola for the long term by combining the strength of The Coca-Cola Company's diversified portfolio of over 500 brands and worldwide retail reach with ICC's unwavering focus to expand the sport's footprint globally. Coca-Cola has been globally committed to supporting local sporting events & organizations around the world. The Coca-Cola Company has an eight-decade-long association with the Olympics. Moreover, for over four decades, it has been associated with the FIFA, T20 World Cup, and using the power of

sport to bring people together and transform lives. The recent association of ThumsUp with the Olympics and Paralympics in India is a testimony to the Company's belief in sports and its long-lasting journey toward making a refreshing difference. "Anurag Dahiya, Chief Commercial Officer, ICC said "The ICC Men's Cricket World Cup 2023, the pinnacle event in the cricketing calendar, will feature the world's best teams competing for ultimate glory. We are excited about our partnership with Coca-Cola, which promises to deliver a refreshing cricketing experience set to captivate audiences and present a grand showcase of their emotions." Stay tuned for more updates and announcements as Coca-Cola and the ICC join forces to create an extraordinary ICC Men's Cricket World Cup 2023 experience.

## Pune's Mali, Shibu to represent India at AFC Futsal Asian Cup Qualifiers



**Pune (Voice news service):-** In a historic first for football and futsal in Pune, Nikhil Mali and Shibu Sunny, two players from the city, have been selected for the final 22-man India Futsal squad which will compete in the AFC Futsal Asian Cup Qualifiers to be held in October later this year. India has been placed in Group E alongside hosts Tajikistan, Myanmar and Palestine in what is their first ever participation in the AFC Futsal Asian Cup.

The All India Football Federation (AIFF) selected 31 probables from the Hero Futsal Club Championship, which took place in Delhi in February 2023 from which Mali and Sunny have made it to the final squad along with 20 others. Mali, 26, needs no introduction in Indian futsal having lifted back-to-back Hero Futsal Club Championships (with Delhi FC in 2022 and Minerva Academy in 2023) and also being named Most

Valuable Player as well as Top Goalscorer in both editions. Born in Nigeria where his father worked as an engineer, Mali, despite his undeniable talent, was initially not allowed to join his school football team (Bishop's School) because of the distance from his house. Towards the end of his school days, he caught the eye playing in small-sided game tournaments and got signed by local club Parshuramians SC. After turning out for their 'B' team in the PDFA Second Division for a season, Mali joined their rivals Greenbox Chetak SC whose 'A' team played in the PDFA Super Division. During his graduation years, a team named "Panna Boys" (Panna being the term for a 'nutmeg' where a player rolls the ball through his opponent's legs) was formed by Mali and his friends to compete in 5-a-side tournaments and they have earned cult status in the local football circuit over the years, winning more than 100 trophies. Mali had a

successful trial with DSK Shivajians who signed him to play for their team in the U-18 I-League and since then, he has played for Delhi FC and FC Bengaluru United in the I-League Second Division while also turning out for Aizawl FC in the I-League. Shibu Sunny's story is almost like a fairytale as he has received his first ever National Team call-up at the age of 34! He started playing football only in 2007 but has represented many clubs in Pune like Pune FC, Deccan XI, VOBA, DSK Shivajians and CMS Falcons. He has also played for the likes of Air India, Mahindra United (Mumbai), FC Cavellossim (Goa), Balgopal, Juna Budhwar (Kolhapur) and Juggernauts FC (Ahmedabad). With Juggernauts FC, Shibu reached the semifinals of the Hero Futsal Club Championship and his impressive displays earned him a spot in the Probables and from there on, he has been selected for the final 22 who will don the India jersey in Tajikistan later this year.

## Greater Than Gin is back with Bar Wars Edition 3! India's Only Bar Team Contest Showcasing Bartender-Server Duos from the Best Bars across the Country



**Pune (Voice news service):-** NAO Spirits, the disruptors of the Indian craft gin industry and creators of Greater Than and Hapus, are back with yet another round of Bar Wars. After 2 successful editions, this year's Bar Wars' regionals are set to take place across 8 cities (Bengaluru, Delhi, Goa, Hyderabad, Jaipur, Kolkata, Mumbai, Pune) in August 2023. The grand finale will be held in Goa in September 2023. Many bartending competitions exist, but none that test the servers – the real unsung heroes of the bar industry. These competitions also tend to be held behind closed doors, judged by industry experts. We're turning this on its

head by involving unbiased guests to make this a fair and transparent process. We hope to be able to shine a light on the true champions of the bar industry – the bartenders, the servers, and finally, also the guests. The first round of screening has been completed through 60-second video entries submitted by a total of 292 bars across the country on Instagram. The top 80 bartender-server duos have emerged from various regions based on their pitch, presentation, and recipes. Each city qualifier will feature 10 teams in a 60-minute challenge, wherein bar teams will pitch their bar's cocktails, and demonstrate their speed, knowledge,

and service techniques to the guests. The ultimate goal for each bar team is to sell the highest number of cocktails and provide the most memorable experience in the given time. The winners of each city's qualifier will advance to the national finals in Goa, where one victorious team shall emerge to receive a grand prize of INR 1 lakh, a trip to the Singapore Bar Convent, and an international bar takeover representing their bar. Last year, consumers were invited to act as the jury for the contest. This year, a limited number of ticketed spots will be open only for consumers to join the jury. The tickets, priced at INR 1500 can be purchased on Insider up to one week



before each event. By purchasing a ticket, guests shall receive three tokens for drinks, and become a crucial part of each competing bar team's success. The ticket portal for each city closes one week before the event! Mumbai, 6th August, Sunday: WeWork, BKC Pune, 9th August, Wednesday: High Spirits Goa, 13th August, Sunday: Tkyo Bengaluru, 16th August, Sunday: GYLT Hyderabad, 20th August, Wednesday: Red Rhino New Delhi, 23rd August, Wednesday: Monkey Bar Jaipur, 27th August, Sunday: Hotel Diggi Palace Kolkata, 3rd September, Sunday: Effingut Brewpub Goa (Finale), 10th September, Sunday: TBD

## Lexicon Kids and MultiFit Host an Unforgettable Event for Fathers and Kids, Emphasizing Health, Fitness, Happiness, and Gratitude



**Pune (Voice news service):-** Lexicon Kids and MultiFit united to create an event for fathers and kids that etched everlasting memories in their hearts. Through a captivating blend of interactive games, playful exercises, and dance, an ambiance brimming with joy and togetherness enveloped the event. The event was held for all Lexicon Kids branches (Dhanori, Vishrantwadi, Kharadi, Han-

dewadi, Undri, and Viman Nagar) at MultiFit Branches (Dhanori, Kharadi, and Wadgaon Sheri). The event served as a catalyst for fathers and children to nurture teamwork, cultivate effective communication skills, and embrace a spirit of adventure. Laughter and happiness reverberated throughout the atmosphere as they fearlessly challenged their limits, conquered obsta-

cles, and celebrated their shared accomplishments. Mrs. Aditi Thakker, Head Principal of Lexicon Kids, and Principal of Lexicon Kids, Vimannagar, expressed appreciation for fathers, stating, Fatherhood is an extraordinary journey of love, strength, and guidance. We extend our heartfelt gratitude to fathers for their unwavering love and support. This event provided an opportunity for fathers and children to forge unbreakable bonds, create cherished memories, and engage in fitness activities and games that contribute to their overall wellness. Father-child involvement in fitness activities not only fostered a strong bond but also contributed

to their overall wellness. As the Lexicon theme for this year centers around Health, Fitness, Happiness, and Gratitude, these elements were seamlessly woven into the celebration, reinforcing the importance of a balanced and healthy lifestyle. Lexicon Kids believe in celebrating and honouring fathers for their pivotal role in shaping their children's lives. This celebration serves as a poignant reminder of the profound impact fathers have on shaping the future generation. Their guidance leaves an indelible mark on their children's lives, molding them into confident and compassionate individuals.

## Rising Archer Vaishnavi Pawar to pursue her Olympic Quest with the help of Punit Balan Group

**Pune (Voice news service):-** Punit Balan Group (PBG) extends support to yet another talented young Indian athlete, Vaishnavi Babarao Pawar, a top ranked youth archer. She recently finished fourth at the Cadet World cup trial during national ranking archery tournament. Pune's Vaishnavi Pawar who has been showing some consistent performances at the state level has already caught eyes of many. She had consistently displayed her skills and potential at various state

and national level tournaments. Speaking about this exciting onboarding, Punit Balan, Chairman and Managing Director, Punit Balan Group said, "It is our endeavour at PBG to support and nurture the talented youngsters of our country, make sure that they make the nation proud. Vaishnavi has been doing really well in the recent years and I believe with this support she will be able to up her game and ensure everything possible to make her pursue her dream to play for the country." During the Senior State Champion-

ship of 2021-22 too, Vaishnavi's triumph in the team category ensured a gold for Maharashtra team. She also secured a team gold at the 20th Sub-Junior State Championship too. "I am really happy that Punit Sir and his team have shown faith in me. Their support will help me a lot in training and ensuring I have the right equipments, as you know Archery is an expensive sport. I am glad with this support I will be able to realize my potential and dream of playing in Olympic", said Vaishnavi, the young Indian archer.



## Why EV is the future

Pune: The concept of using electricity to power automobiles has been around for a while. However, the growth in production and implementation of these automobiles was gradual. About two decades ago, the first few hybrid vehicles came into existence and while they might not have been the first choice for users of conventional vehicles, they did instigate the production of the all-electric vehicles of today. And the present is taking to them faster than they did with their hybrid predecessors. With resources and research being dedicated to EVs, the future they hold in the country seems to be a bright one. The factors prompting such a future are multiple. Let's have a look: Environmental Impact, The EVs of today have the ability to produce zero tailpipe emissions. They neither require burning fossil fuels nor do they emit any smoke. The use of these vehicles thus doesn't aid the production of greenhouse gases; a major contributing force to climate change. Apart from environ-

mental benefits, this extraordinary quality of EVs also allows for cleaner air quality, thereby benefiting public health. Cost-effective, While an EV might be priced slightly higher than a regular petrol or diesel-run vehicle, it doesn't require fuel. And with the rising fuel prices, the absence of this additional expense enables substantial savings, thus making EVs a financially viable option in the long run. Furthermore, since EVs don't have a complex mechanism, they require less maintenance and therefore, the running cost is lesser too. Furthermore, solutions and offerings that can help you own your dream EV are easily accessible. Noiseless, Since EVs do not have an internal combustion engine that produces vibrations, they emit less sound. This technology further reduces the contribution towards noise pollution. Curbing the same significantly reduces stress and anxiety associated with noise pollution while also making the riding experience all the more enjoyable.

## Municipal School student Jaid Babulal Sayyad scored 99% in the CET 2023 Exam

### Jethe's Academy meritorious students felicitation ceremony

**Pune (Voice news service):-** 14 meritorious students of Jethe's Academy, Dhankawadi were felicitated by MLA Bhimrao Tapkir. Mainly, Jethe's Academy's Jaid Babulal Sayyad, who was a student of municipal school, scored 99% in the CET 2023 exam.

MLA Bhimrao Tapkir said: "Jethe's Academy plays an important role in the society for quality development of students in the field of education as most of the educational institutions are deteriorating. He was speaking at the felicitation ceremony of meritorious students at Jain temple hall, Dhankawadi, Pune organized by Jethe's Academy on Sunday 23rd July evening. On this



occasion Khadakwasla Legislative Assembly MLA Bhimrao Tapkir, Bharti University Senior Citizens Association President Shankarao Patil, Vice President Tanaji Shinde, Directors of Jethe's Academy, Ex-Servicemen Army Dilip Suryavanshi, Prof. Anand Jethe, Prof. Deepali Jethe and other dignitaries were present. Tapkir

said; "The highly educated Prof. Jethe started his journey from a small ten-by-ten room with the idea that his education should be useful to the poor, marginalized rural students, a decade ago. Today enriching thousands of students. Taking note of this work, Professor Anand Jethe was honored with the Governor's Award last year by

Governor Bhagat Singh Koshiyari at Raj Bhavan, Mumbai for his work in the field of education. Director Prof. Anand Jethe said; "Students from various rural areas of Maharashtra study in Jethe's Academy. We have started the Student Adoption Scheme(SAS) to ensure that a student who is struggling with the situation is not deprived of education. Regardless of caste, religion, creed, we are going to give free admission to students who have the determination of education with a sense of social responsibility on financial criteria. "Our goal is to empower students for competitive exams such as IIT-JEE, NEET, CET & NDA.

## 3,000 Pune schools participate in 9-9-9 Challenge organized by AYUDH



**Pune (Voice news service):-** Over 9 lakh students from 3,000 PCMC, PMC and Private schools in Pune, Maharashtra participated in a unique 9-9-9 Yoga-Meditation challenge of the C20 Working Group on Integrated Holistic Health - Mind, Body, Environment, organized by AYUDH. The campaign, that lasted nine days, was inaugurated by Dr. Shekhar Singh, IAS, Commissioner of the Pimpri-Chinchwad Municipal Corporation (PCMC) and former District Collector and Magistrate of Satara. Said Dr. Shekhar Singh, IAS: "The 999 Challenge is designed to inspire students to

push their boundaries and achieve their fullest potential. It encompasses a series of activities and goals tailored to foster holistic development, including academic excellence, critical thinking, creativity, and community engagement. We need to empower students and equip them with the necessary skills and mindset to face the challenges of the modern world. I appreciate the efforts of Coordinators from AYUDH India Team and thank them for providing this wonderful opportunity to school students in Pune. We hope it will inspire more and more children in the world to embrace a healthy lifestyle."

## Pune Police Joins Hands with The Lexicon International School, Wagholi, for 'Nirbhay Vidyarthi Abhiyaan'

**Pune (Voice news service):-** The Lexicon International School, Wagholi, took the lead in hosting the & 'Nirbhay Vidyarthi Abhiyaan' an initiative by the Pune Police aimed at promoting child safety. The event witnessed participation from schools under the Lonikand jurisdiction, with esteemed principals, representatives from various schools, and distinguished police officers coming together to support this important endeavour. The session aimed at raising awareness about child safety and encompassed initiatives to extend support to students and schools. The highlight of the event was the assignment of a 'Police Kaka' or 'Police Didi' to all schools and colleges which is surely a thoughtful initiative. These dedicated police personnel will act as an integral part of the school community, providing support to students and will thereby instil a sense of security and ensure that every student feels safe. Mr. Pankaj Sharma, President of The Lexicon Group of Institutes and Chairman and MD of Pune Times



Mirror, Civic Mirror, and MultiFit, expressed his enthusiasm for the initiative, stating, We are determined to create a fortress of security for our students, where their dreams can flourish without fear. The introduction of Police Kaka and Police Didi is a remarkable step towards empowering our students and ensuring their well-being. Together, we will build a future where no child feels unsafe or unheard. The Nirbhay Vidyarthi Abhiyaan event aimed at developing fearless students who are aware of their rights and capable of handling discomfort or emergency situations. As part of this initiative, all students will have access to the contact numbers of the assigned Police Kaka or Didi. They can reach out to them not only in emergencies but also in cases

of discomfort or concern. Complaints can be reported anonymously, and students have the option to record them verbally. They discussed critical topics such as drug consumption and sex education and also highlighted the importance of sensitizing the entire school, support team, including bus attendants and transport personnel, to create a holistic approach to child safety. Mrs. Anju Luthra, Deputy Director of The Lexicon Schools expressed her dedication to child safety, stating, We strive to create a nurturing environment where every student feels secure and empowered. The collaboration with the Pune Police for the Nirbhay Vidyarthi Abhiyaan is a testament of our commitment to their well-being, ensuring they can learn and thrive fearlessly. A comprehensive session conducted by Mr. Vish-

wajeet Kaingade, Senior Police Inspector, was truly impactful. Mr. Kaingade shared valuable insights and strategies to ensure the safety of students and school staff. Speaking at the event, he stated, It is our responsibility as law enforcement officers to create an environment where every student feels secure. By assigning a Police Kaka or Didi to schools and colleges, we bridge the gap between the police department and the education system, fostering trust and confidence among the students. We want students to focus on their education and not be distracted by feeling insecure in sensitive situations like bullying and teasing." The Lexicon Schools firmly believe that a safe and secure environment is crucial for effective learning and growth. The Pune Police initiative, the Nirbhay Vidyarthi Abhiyaan, has taken a significant step towards ensuring child safety. This initiative will have a lasting impact on the lives of students and the entire school community, promoting a sense of security and well-being for all.

**Pune (Voice news service):-** The 4th National Conference of Practising Company Secretaries of the Institute of Company Secretaries of India (ICSI) was inaugurated in Goa on 27 July 2023 on the theme Governance for Sustainability: Curating Excellence. Shri Jaspal Singh, IPS, Director General of Police, Goa presided over as the Guest of Honour, Shri Shrinivas V. Dempo, Chairman, Dempo Group of Companies, presided over as the Keynote Speaker and Smt. Avelina D'sa E Pereira, Under Secretary (Higher Education), Directorate of Higher Education, Govt. of Goa, was the Distinguished Guest on the occasion. Congratulating all Company Secretaries on their evolved role in the Corporate Sector, Shri Jaspal Singh said "An investor perceives an investment to be safe only when the Business complies with the laws of the land and Company Secretaries play that dynamic role of ensuring that security to all stakeholders. He further added that as the Key Advisors to the Board, Company Secretaries curb the incentivization of non-compliances. Shri Shrinivas V. Dempo, appreciated the Institute for choosing an appropriate theme for the Conference as Sustainable Governance will lead the country to becoming the 3rd largest economy in the world as desired by the Hon'ble Prime Minister of In-



dia. He also acknowledged that Company Secretaries are undertaking complex tasks and are responsible for the growing reputation and credibility of the country India. Smt. Avelina D'sa E Pereira, spoke about how the MoU between the Directorate of Higher Education, Government of Goa and the ICSI, will open the doors of professional learning and development for the students of Goa and build their capacities. She also mentioned opening two Study Centres in collaboration with the ICSI in North & South Goa each. Echoing the thoughts of the Guest, CS Manish Gupta, President, the ICSI, said that as ambassadors of good governance, Company Secretaries have been at the forefront of synchronizing businesses with governance and sustainability. He also mentioned that Conferences like this are an

opportunity to further discuss and build capacities. The two-day event is set to witness Leaders from trade and industry, senior corporate professionals, corporate directors, senior officers from the government, and other stakeholders who will deliberate on the following technical sessions spanning two days: ESG: From Compliance to Commitment Securing Workplaces: Sustaining Gender Diversity RPTs: Balancing Conflicting Interests AI: The nuances of Digital Transformation A special session by Shri Brahmanand Sankhwalkar, Padma Shri & Arjuna Awardee, 1983-86 Former Captain of the Indian Football Team is also planned on the second day of the Conference on 28 July 2023. The Institute also inked an MoU with the Goa Chamber

of Commerce and Industry and released the following on the occasion: Souvenir of 4th National Conference of Corporate CS Flyer on ICSI Continuing Self-Assessment Modules ICSI Fee waiver/Concession Scheme for Indian Armed Forces Para Military Forces Agniveers and Families of Martyrs. Compilation of Informal Guidance by the SEBI: Covering SEBI (PIT) Regulations, 2015 & SEBI(ICDR) Regulations, 2018 Publication on One Person Company- A Referencer Study Material for Professional Programme under ICSI New Syllabus 2022 Opening of applications for the ICSI National Awards for Excellence in Corporate Governance 2023 Brochure of 51st National Convention of Company Secretaries

## Cherishing Bonds: Adhik Maas with Ranka Jewellers



**Pune (Voice news service):-** Adhik Maas, also known as the "extra month" in the Hindu lunar calendar, holds immense significance in Indian culture, and its occurrence in 2023 has been a momentous moment for Ranka Jewellers, Pune. During this auspicious period, families express their affection for their daughters and sons-in-law through meaningful gestures and heartfelt gifts. Among these traditional offerings, toe rings hold a special place as symbols

of love, commitment, and marital bliss. For Ranka Jewellers, the celebration of Adhik Maas is a time of great importance as it aligns perfectly with the brand's core values centred around family bonds and cherished relationships. The promotional offer of 50% off on making charges for Payal and Jodvi encourages customers to partake in this beautiful tradition with exquisite jewellery pieces. To complement their campaign, Ranka Jewellers

has crafted a touching video that captures the essence of familial love and cherished memories with daughters and sons-in-law. This heartwarming representation resonates with the customers, fostering a strong emotional connection to the brand. As a season marked by a surge in store visitors and an increase in footfall, Adhik Maas is a crucial time for Ranka Jewellers to deepen its bonds with customers and emphasise the importance of family values in their offerings. By participating in this celebration, the brand becomes an integral part of the festivities and further cements its position as a provider of meaningful and cherished jewellery pieces for families across generations.

## APMA felicitated 75 NEET toppers

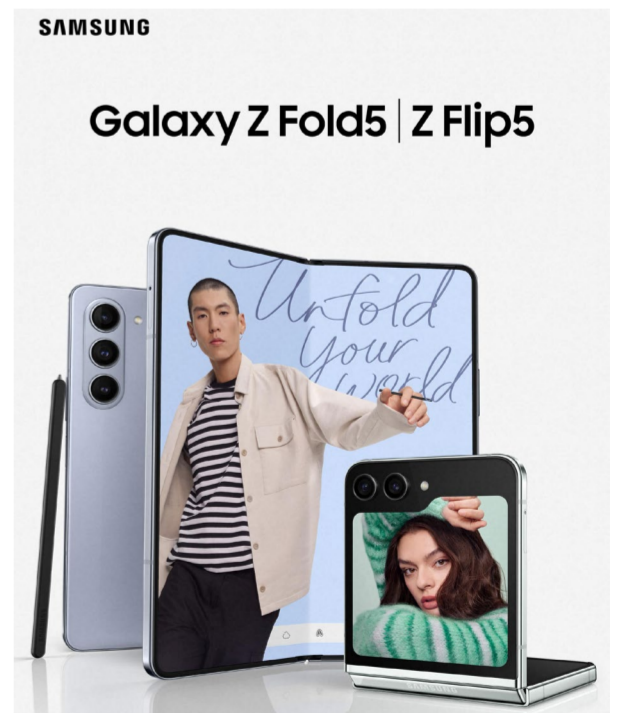


**Pune (Voice news service):-** National Eligibility cum Entrance Test (NEET) toppers were felicitated by Dr. Abhang Prabhu Medical Academy (APMA). About 75 meritorious students from APMA achieved remarkable success in the NEET examination required to pursue medical education. The program was organized at Bantara Bhavan, Baner. Veteran Orthopedic Surgeon Dr. Sachin

Tapaswi, Founder President of Suryadatta Group of Institutes Prof. Dr. Sanjay B. India, President of Bant Sangh Santosh Shetty, Directors of APMA Dr. Abhang Prabhu, Dr. Himani Tapaswi, Prof. Sachin Hal-dawanekar & Counselor Dr. Sheetal Sreerigiri were present on the occasion. Toppers of the NEET were felicitated with trophies and cash prizes. Four students were awarded a special trophy for securing full

marks in Biology. Earlier, many students performed in dance, singing, playing music. Also, the parents performed a dance & drama. Dr. Abhang Prabhu addressed the students & parents. With the hard work, consistency and persistence in study will make possible to crack the NEET exam. We, at APMA gives priority to clear the concepts and encourage the students to study hard, he added.

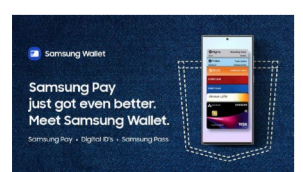
## Samsung Launches Galaxy Z Flip5 and Galaxy Z Fold5, its Fifth Generation Foldable Smartphones



**Pune (Voice news service):-** Samsung Electronics today announced its fifth generation of Galaxy foldables: Galaxy Z Flip5 and Galaxy Z Fold5. The industry-leading form factors offer unique experiences for every user with sleek and compact designs, countless customization options, and powerful performance. The new Flex Hinge makes the foldable experience possible. These devices also unlock extraordinary camera capabilities such as FlexCam to take photos from creative angles. With strong performance and an optimized battery powered by the latest processor - Snapdragon® 8 Gen 2 Mobile Platform for Galaxy, the Sam-

sung Galaxy Z series transforms what is possible with a smartphone - open or closed. "Samsung is revolutionizing the mobile industry with foldables by setting the standard and continually refining the experience," said TM Roh, President and Head of Mobile eXperience Business at Samsung Electronics. "Every day, more people choose our foldables because they offer an experience people want that they can't get on any other device. Galaxy Z Flip5 and Galaxy Z Fold5 are the latest devices that prove our commitment to meeting the needs of our customers through innovative technology." Both Galaxy Z Flip5 and Galaxy Z Fold5 are carefully designed.

## Galaxy Smartphone Consumers Can Now Access Their Digital IDs & Documents, Boarding Passes, Rail Tickets and FASTag Account from One Secure Place - Samsung Wallet



**Pune (Voice news service):-** Samsung, India's largest consumer electronics brand, has announced that Galaxy smartphone users can now access all their essential Digital IDs such as Aadhaar Card, PAN Card, Driving License and Vehicle Registration Certificate as part of Samsung Wallet, reiterating Samsung's commitment to

being a strong partner of India with its vision of #Powering-DigitalIndia. Galaxy smartphone users can also store their Co-WIN vaccination certificates conveniently and securely on their phone. In addition, Samsung has introduced several new travel and mobility features to the all-new Samsung Wallet, which merges and enhances the existing features of Samsung Pay and Samsung Pass on Galaxy smartphones, letting consumers have a seamless card Tap and Pay, UPI payments and bill payments experience.

With these new features, users can recharge and check their FASTag account, save their flight boarding passes for quick & convenient access and leverage a complete solution for train tickets within Samsung Wallet such as booking and saving tickets, checking train status, among others. Users can add train tickets or boarding passes by scanning the QR or barcode or importing the image or PDF to Samsung Wallet. Users will be able to show proof of identity and travel documents needed to enter

airports directly from Samsung Wallet, making it an extremely convenient option for them. Apart from the four Digital IDs - Aadhaar Card, PAN Card, Driving License and Vehicle Registration Certificate - users will be able to access over 2,000 other IDs/documents directly from Samsung Wallet. Samsung, however, will not store any of this information and the details will be displayed on the device within the Samsung Wallet app. "Samsung Wallet is an easy-to-use, secure platform that holds everything a user's

digital life needs. You can access your essentials, including tokenized credit and debit cards, UPI, Digital IDs, travel tickets and boarding passes, Co-WIN vaccine certificates, among others. It includes everything you love about Samsung Pay along with new exciting features from Samsung Wallet. With Samsung Wallet, we are offering consumers an entirely safe and secure environment for accessing their cards, IDs and documents, bringing a new level of everyday convenience to mobile devices. This also strengthens our commit-

ment to being a strong partner of India with our vision of Powering Digital India," said Ms. Reshma Virmani, Director, Services & Engagement, Samsung India. A dedicated team of engineers, designs and product managers at the Samsung R&D Institute, Bangalore (SRI-B), which is Samsung's largest R&D centre outside Korea, has developed these new features of Samsung Wallet. These features are part of several India-specific features developed by SRI-B for Samsung Galaxy smartphones.



## IBM Report: Average cost of a data breach in India touched INR 179 million in 2023

**Pune (Voice news service):-** IBM (NYSE: IBM) Security today released its annual Cost of a Data Breach Report, [1] showing the average cost of a data breach in India reached INR 179 million in 2023 – an all-time high for the report and almost a 28% increase since 2020. Detection and escalation costs jumped 45% over this same time frame, representing the highest portion of breach costs, and indicating a shift towards more complex breach investigations. At nearly 22%, the most common attack type in India was phishing, followed by stolen or compromised credentials (16%). Social engineering was the costliest root cause of breaches at INR 191 million, followed by malicious insider threats, which amounted to approximately INR 188 million. According to the 2023 IBM report, globally businesses are divided in how they plan to handle the increasing cost and frequency of data breaches. The re-

port found that while 95% of organizations studied globally have experienced more than one breach, these breached organizations were more likely to pass incident costs onto consumers (57%) than to increase security investments (51%). "With cyberattacks growing in pace and cost in India, businesses must invest in modern security strategies and solutions to stay resilient. The report shows that security AI and automation had the biggest impact on keeping breach costs down and cutting time off the investigation - and yet a majority of organizations in India still haven't deployed these technologies. It's clear that there is still considerable opportunity for businesses to boost detection and response speeds and help stop the ongoing trend of growing breach costs," said Viswanath Ramaswamy, Vice President, Technology, IBM India & South Asia.

**Breaching data across environments:**

In India, 28% of data breaches studied resulted in the loss of data spanning multiple types of environments (i.e., public cloud, private cloud, on-prem) – indicating that attackers were able to compromise multiple environments while avoiding detection. When breached data was stored across multiple environments, it also had the highest associated breach costs (INR 188 million) and took the longest to identify and contain (327 days). **Need for AI and automation to pick up speed in India:** AI and automation had the biggest impact on the speed of breach identification and containment for studied organizations. In India, companies with extensive use of AI and automation experienced a data breach lifecycle that was 153 days shorter compared to those that have not deployed these technologies (225 days versus 378 days). In fact, studied organizations that deployed security AI and

automation extensively saw nearly INR 95 million lower data breach costs than organizations that didn't deploy these technologies – the biggest cost saver identified in the report. In this context, it is important to note that 80% of studied organizations in India have limited (37%) or no use (43%) of AI and automation. **Additional Sources:** To download a copy of the 2023 Cost of a Data Breach Report, please visit: <https://www.ibm.com/security/data-breach>. Read more about the report's top findings in this IBM Security Intelligence blog. Sign up for the 2023 IBM Security Cost of a Data Breach webinar on Tuesday, August 1, 2023, at 11:00 a.m. ET here. Connect with the IBM Security X-Force team for a personalized review of the findings: <https://ibm.biz/book-a-consult>. For a closer look at the report recommendations visit: Cost of a Data breach Action Guide.

## HERO MOTOCORP RECEIVES AN OVERWHELMING RESPONSE FOR HARLEY-DAVIDSON X440

**Pune (Voice news service):-** Harley-Davidson X440, the first co-developed premium motorcycle of Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters and iconic American motorcycle-maker Harley-Davidson has received highly positive response in customer bookings, since its launch on July 3rd, 2023. The company will close the online booking window on August 3rd 2023, as the test rides at national scale for the pre-booked customers will begin from September 1st 2023 onwards. Hero MotoCorp will start the production of the Harley-Davidson X440 in September at the compa-

ny's Garden Factory at Neemrana, in the northern Indian state of Rajasthan, and commence customer deliveries from October 2023. Deliveries to customers will be made on a prioritised basis as per booking dates. The ramp up of production capacity is already in progress in response to the demand trends. The resumption date of online bookings and the price for the next window will be announced later. Niranjn Gupta, Chief Executive Officer, Hero MotoCorp said, "It is heartening to see the increasing inflow of enquiries and bookings for Harley-Davidson X440. The volume so far has surpassed our

expectations and we have reached a point where we have decided to close the online booking channel temporarily. "The response is reflective of the brand love and trust that riding enthusiasts hold for Harley-Davidson and Hero MotoCorp. As we prepare for production and deliveries of Harley-Davidson X440, we are confident of offering an exceptional riding experience to the customers with best-in-class power, performance, and value proposition." The motorcycle is available in three variants – Denim, Vivid and S at an introductory price point of INR 2,29,000/- (Denim), INR 2,49,000/- (Vivid) and

INR 2,69,000 (S) respectively. The Harley-Davidson X440 can be booked online till August 3, 2023, by visiting [www.Harley-Davidsonx440.com](http://www.Harley-Davidsonx440.com) with a booking amount of INR 5000/-.

The Harley-Davidson X440 inherits the character of the iconic Harley-Davidson brand with its commanding road presence. With its distinctive design, all-metal body, and a powerful engine, the motorcycle showcases its persona of a true performer in style. Nimble and agile in traffic, yet supremely robust and comfortable over rough terrain, Harley-Davidson X440's ride quality opens a whole new world of inspiring riding experience.

## Tata Motors inaugurates state-of-the-art registered vehicle scrapping facility in Bhubaneswar

**Pune (Voice news service):-** Tata Motors, India's leading automobile manufacturer, continues its commitment to sustainable mobility with the launch of its second Registered Vehicle Scrapping Facility (RVSF) in Bhubaneswar, Odisha. Named 'Re.Wi.Re - Recycle with Respect', this advanced facility was inaugurated by Smt Tukuni Sahu, Hon'ble Minister of Water Resources, Commerce & Transport, Government of Odisha. The event was graced by delegates from the Odisha Government and Tata Motors.

The state-of-the-art facility uses environmentally friendly processes and has the capacity to disassemble 10,000 end-of-life vehicles safely and sustainably each year. The RVSF is developed and operated by Tata Motors' partner Empre Premium to scrap end-of-life passenger and commercial vehicles of all brands. This launch follows the success of the first

facility in Jaipur, Rajasthan, and marks another significant milestone for the company's sustainable initiatives. Speaking at the launch of Tata Motors' Re.Wi.Re RVSF in Odisha, Smt Tukuni Sahu, Hon'ble Minister of Water Resources, Commerce & Transport, Government of Odisha, said, "Today marks a significant milestone in our efforts towards sustainable development in Odisha. With the inauguration of this new scrapping facility, we take a crucial step towards reducing the environmental impact of our transportation sector. This facility not only provides a convenient and safe way to dispose of old vehicles but also promotes the adoption of cleaner and more efficient modes of transportation. We applaud the commitment of Tata Motors and all parties involved in bringing this project to fruition while urging our citizens to unite with us in our pursuit of a cleaner and

greener future." Commenting on the launch, Mr. Rajesh Kaul, Business Head – Trucks, Tata Motors, added, "At Tata Motors, we are committed to drive sustainable, eco-friendly mobility solutions and complete lifecycle management. As we inaugurate our latest RVSF in Odisha, we embark on a transformative journey towards responsible end-of-life vehicle scrapping in the state. By implementing globally benchmarked recycling processes that hosts modern equipment for safe and sustainable vehicle scrapping, we aim to extract the utmost value from scrap materials and minimise waste for a brighter future. We extend our appreciation to the extraordinary efforts of the Government of Odisha for making this project a reality. These decentralised facilities will benefit our customers, foster economic growth, generate employment opportunities and fulfil the need of eco-friendly vehicle scrapping." A cutting-edge facility, Re.Wi.Re. is purpose-built for dismantling end-of-life passenger and commercial vehicles across all brands, with a focus on employing environmentally friendly practices. A fully digital facility, all operations are seamless and paperless. Additionally, there are dedicated stations for the safe dismantling of various components, including tyres, batteries, fuel, oils, liquids and gases. Every vehicle undergoes a meticulous documentation and dismantling process specifically designed to meet the requirements of passenger and commercial vehicles. By doing so, the dismantling process ensures maximum attention to detail, guaranteeing the safe disposal of all components. Ultimately, the Re.Wi.Re. facility embodies a ground-breaking leap towards fostering sustainable practices within the automotive industry.

## Bridgestone India sets up Bridgestone Centre for Tyre and Road Safety Education at PCMC Science Park



**Pune (Voice news service):-** Bridgestone India, part of Bridgestone Corporation, a global leader in tyres and sustainable mobility solutions, announces the opening of the Bridgestone Centre for Tyre and Road Safety Education at PCMC Park, Pune. Under the Bridgestone Road Safety program, the centre will encourage responsible behaviours and practices amongst citizens, especially students towards road and tyre safety. Through captivating displays and interactive ex-

hibits, visitors gain valuable knowledge about tyre safety and responsible road behavior. PCMC Science Park boasts an average footfall of 10 Lac visitors annually, a prominent section being school and college students. The center empowers individuals with information and skills to make responsible choices on the road. Bridgestone India is committed to reducing accidents and creating safer journeys for everyone. The center focuses on safe driving practices, pedestrian safety, and traffic

regulation adherence, fostering a culture of safety and responsibility. The Centre also imparts information on tyre maintenance as tyres play a very crucial role in vehicle safety. It also intends to highlight the importance and role of tyres in safe mobility emphasizing the crucial link between tyre care and overall road safety. We believe 'tyres carry life', and ensuring the safety of drivers and promoting overall road safety is one of our key focus areas. Through the Bridgestone Centre for Tyre and Road Safety Education, we hope to reach out to young and future vehicle drivers, to build awareness about tyre safety and promote responsible driving behaviors, thereby setting a firm foundation for safe mobility. said Mr. Stefano Sanchini, Managing Director, Bridgestone India.

To ensure the program's sustenance, Bridgestone India will regularly assess effectiveness and adapt educational offerings. Ongoing support and maintenance are provided by the Science and Innovation Division of the PCMC Science Park, ensuring the center remains a valuable resource for the community. The centre was inaugurated in the presence of Mr. Stefano Sanchini, Managing Director Bridgestone India, Mr. Prashant Patil and Prashant Hambar Board of Directors of the Pimpri Chinchwad science park., with the science park team, Mr. Nilkhant Poman CSR head of PCMC. Amongst Bridgestone India's Senior Management members present on the occasion were Mr. Apurv Choubey Chief Human Resources Officer, Mr. Rajarshi Moitra Chief Commercial Officer and Mr. Rohit Mathur Head of OTR and Strategy.

## Technology & Trading - By Sidhavelayutham, Founder & CEO, Alice Blue

**Pune (Voice news service):-** Technology has been a catalyst across all walks of our lives. Do you remember how we used to worry about change and move from one shop to another for it and then finally do the transaction? Those days of inconvenience are over now; all thanks to digital payments. You can now do transactions of even the smallest amount with just a few taps on your smartphone in seconds without thinking about change in your wallet. That's the power of technology!

In fact, in the post-covid era, the role of technology has increased manifold for all of us. Before covid, did you ever think that you will do online doctor consultation through video calls. The application of technology has shot up big time across every industry now as everyone is looking out for a backup through digital transformation of their business. The primary objective is to gain maximum efficiency at the minimum cost possible. The trading industry in India has also seen a great level of transformation over decades in terms of adopting new technologies. Do you remember the time when you used to call up a broker or go to their office to punch in your trades? You have moved significantly ahead of those times. Now, you can trade from your own smartphone apps on a real-time basis anywhere in the world. Mobile/app-based trading has become more and more popular among investors/traders due to its accessibility, convenience and security. The clients can access their trading reports or raise any queries in a jiffy on the app itself. If you think about the share of cash market trades carried out on mobile phones now, it has seen a meteoric rise over

the last decade. Higher and higher internet penetration at lower cost and the rise of app-based trading culture has led to this kind of surge. Back in 2014, the estimated cash market volume generated through mobile trading was just 1%. Since then, it has been on an ever-increasing trajectory. So, from just 1% back around a decade ago, you see that till last year, it comprised a quarter (25%) of the cash market volume now. That's significant progress on its adoption. Today, there are more than two dozen apps from multiple brokerages (both discount and full-brokerage houses), which are competing in the market to win the trust of their clients. Hence, the clients often face the paradox of choice. If you look at our mobile trading app, ANT Mobi 2.0, it is a complete solution for any trader or investor. On the app

itself, you will get all the market-related news, can easily transfer funds and access the app through fingerprint login. One can also do his/her stock analysis with the help of multiple indicators and screeners available and then make an investment decision. e-KYC and UPI have also been the game-changers for traders in terms of easy account opening process and fund transfer. In fact, these technologies have enhanced the client/broker relationship at every touch point throughout the trading journey. Going ahead, the tech advancement for trading could even be voice command-based trading and the use of Artificial Intelligence (AI) to make better trades. The industry will keep evolving as the adoption of technology increases. So, what are you waiting for? Go ahead and explore the new way of trading!

## RENAULT LAUNCHES "RENAULT EXPERIENCE DAYS" IN INDIA

**Pune (Voice news service):-** Renault India Private Limited (RIPL), the Number one European car brand in India, is proud to announce the launch of its trailblazing campaign, "Renault Experience Days." This innovative and immersive initiative promises to redefine the way Indians experience and engage with the brand. Renault will be introducing two exceptional initiatives: the "Showroom on Wheels" and the "Workshop on Wheels", as part of this nationwide campaign, spanning at 625 locations spread across 26 states, 3 Union Territories. This historic campaign marks the first-ever introduction of such an activity in the Indian market and signifies the beginning of a remarkable transformation for Renault in the country. The "Renault Experience Days" campaign is a testament to Renault's commitment to innovation and customer-centricity. By bringing the showroom experience directly to the customers' doorsteps through the "Showroom on Wheels" and providing convenient and efficient vehicle servicing with the "Workshop on Wheels," Renault aims to create an unparalleled and



delightful experience for Indian consumers. Along with these, Renault Experience Days will also provide the on spot test drive, booking and car finance options in all 625 locations, which will make one stop solution for the customers. Mr. Sudhir Malhotra, Vice President Sales Marketing at Renault India Private Limited (RIPL), shared his excitement about the initiative, stating, "We are thrilled to introduce the 'Renault Experience Days' campaign in India, a country that holds immense importance in Renault's strategy. This unique initiative underlines our dedication to crafting customer-centric experiences that exceed expectations. With the 'Showroom on Wheels' and 'Workshop on Wheels' initiatives, we aim to break barriers and reach out to customers in every corner of the nation, strengthening our connection with the people of India."

Renault's exemplary performance in its home country, France, where it currently holds the top position in terms of sales volume, and securing the second spot in Europe, are testaments to the brand's commitment to excellence and constant innovation. The launch of "Renault Experience Days" signifies the next phase in Renault India's growth trajectory, as the company leverages this initiative to make a profound impact in the Indian market. The "Showroom on Wheels" will serve as a mobile extension of Renault's showrooms, offering potential customers the opportunity to explore and experience the latest Renault vehicles up close. Expert sales personnel will be present onboard to provide detailed information and assist customers in making informed choices. On the other hand, the "Workshop on Wheels" initiative will ensure hassle-free maintenance and

servicing of Renault vehicles at the customers' doorstep. Equipped with cutting-edge tools and operated by highly skilled technicians, these workshops will provide unparalleled convenience and efficiency to Renault owners across the nation. The Showroom on Wheels will feature interactive displays of Renault's models like the versatile Tribler, the Sporty Kiger, and the stylish Kwid, allowing visitors to delve into Renault's latest innovations, safety features, and cutting-edge technology and test drive their favorite models at their convenience. Renault TRIBER is the safest mass segment 7-seater in India and offers outstanding quality, modularity and attractive design with superior value packaging. In addition to all the features of Renault TRIBER offers one of the largest boot space of 625L in its category. It is built with best level safety features and boasts of a 4-Star Safety Rating for Adult occupant safety by Global NCAP. Renault India invites everyone to be a part of this transformative journey, as it endeavors to bring unparalleled experiences to the Indian automotive landscape.

## Pinnacle Industries rolls out Advanced Seating System for Vande Bharat Express Trains, Elevating Passenger Comfort and Safety

**Pune (Voice news service):-** Pinnacle Industries, India's leading manufacturer of automotive interiors, seating systems & EV components & specialty vehicles, has proudly announced the introduction of advanced seating systems for select Vande Bharat Express trains by Indian Railways. With their unrivaled knowledge and expertise in the commercial automotive seating, interiors, and components industry, Pinnacle's railway seating division specializes in the designing, engineering, and manufacturing of certified rail seating in India that meets global safety and comfort standards. The company also announced that it will showcase its multiple products and technology for railways at the upcoming 15th edition of the International Railway Equipment Exhibition (IREE) from 12 – 14 October 2023 at Pragati Maidan, New Delhi. IREE is Asia's largest showcase for the Rail Transpor-

tation Sector, organized by the Confederation of Indian Industry (CII) in association with the Ministry of Railways, Government of India. Dr. Sudhir Mehta, Chairman, and Managing Director of Pinnacle Industries, expressed his enthusiasm about this significant development, stating, "We are thrilled to unveil our advanced seating solution for Vande Bharat trains in India. This significant development not only reinforces our unwavering dedication to creating and delivering products that prioritize passenger safety, comfort, and aesthetic appeal, but also highlights our optimism in designing and manufacturing innovative, cost-effective, and durable world-class products for the railway industry and beyond. We recognize the immense growth potential of the railway sector, both in India and globally. As new-age, high-speed trains gain prominence, the demand for safer, more comfortable, and visually appealing seats becomes para-

mount. With each product we bring to the market. Arihant Mehta, President of Pinnacle Industries said, "We are proud to be at the forefront of transforming India's travel landscape by introducing cutting-edge seating solutions for Vande Bharat trains. With our relentless commitment to innovation, quality, and passenger-centric design, we have collaborated closely with renowned designers and engineers to develop these advanced seating systems. With our decades of expertise and proven track record in deliver-

ing exceptional transportation solutions, we are confident that these seating systems will redefine the travel experience for passengers, establishing new industry benchmarks for safety, comfort, and convenience. Our primary goal is to not only meet but exceed the expectations of travelers, ensuring an enjoyable and seamless journey for all. We remain steadfast in our pursuit of technological and design excellence, continuously striving to enhance passenger comfort and elevate industry standards."

