



Avocado Cheese Spread: The Perfect Alternative to Mayonnaise

Pune: Chef Neha Deepak Shah, renowned for her culinary expertise and passion for creating delightful dishes, proudly presented her creative culinary creation: Avocado Cheese Spread. This was done as part of the ongoing educational campaign of World Avocado Organization in India that seeks to teach the population more about avocados and their great benefits. This revolutionary dairy-free recipe has not only captured the hearts and taste buds of food enthusiasts but has also taken social media by storm. In just four days of posting her recipe video, the reel has gained over one million views. In addition, her audiences are enthusiastically rec-

reating the recipe and sharing their culinary creations, tagging Chef Neha in their posts. "Avocados are known for their nutritional value, loaded with healthy fats, fiber, vitamins, and minerals, making them perfect for health-conscious eaters. Avocado Cheese Spread is the perfect replacement for Mayo or unhealthy spreads. It is wholesome, packed with good fats," added Chef Neha Shah. Avocado Cheese Spread is a simple fusion of creamy avocados and savoury flavours, providing a delicious and nutritious alternative for those who are lactose intolerant, or those who are looking to eat healthy without compromising on taste.

"JCB India Showcases its range of Next-Gen Range of Tracked Excavators at Pune"



Pune (Voice news service):- India's leading manufacturer of Earthmoving and Construction equipment, JCB India, today showcased its Next Gen Excavator range at its state-of-the-art facility at Talegaon, Pune. The company introduced its first Tracked Excavator in India over two decades ago and has since manufactured over 40,000 such machines in India. Speaking at the occasion, JCB India, CEO and Managing Director, Deepak Shetty said, "JCB Excavators have been helping build infrastructure in India for over two decades. They are manufactured at our state-of-the-art facility in Pune with a high degree of localization. In addition to the domestic market, JCB Excavators are also exported to over 80 countries, in line with the vision of an Atmanirbhar Bharat. Infrastructure development activity is set to increase significantly,



and these machines will play a leading role in this development. We have invested significantly in the Design, Engineering and Manufacture of these machines to one-global-quality standards in India". The company showcased its range of 16 different models of Excavators during the event; from the 1.6 Ton Mini Excavator, which is used for smaller applications, to the larger 38.5 Ton Excavator used for bulk Excavation and Mining work. The machines are Engineered for Indian Applications. The Structures and Design are validated at the Test Track at the state-of-the-art Research Centre at Pune. JCB is amongst the few companies which have set-up an Innovation Facility at India, thus it can design products as per the needs of the Customers. JCB also works closely

to develop capacity of Supplier Partners, especially MSME companies to create import substitution of components for Excavators. These digitally enabled machines are a part of JCB's Next-Gen range. They are fitted with JCB's advanced Telematics Technology called LivelinK, which has revolutionised the way fleet management is done in the industry. This technology gives real-time updates on the Service, Operations and Security of the machines. LivelinK is useful for large Construction Companies as it gives updates on Fuel Consumption, Performance and Security Alerts for their fleet. Deepak Shetty, further added, "With infrastructure activity being in the focus, India must get world-class equipment

to leverage this opportunity. We are very proud that these high technology machines are Made in India and are helping in infrastructure development and our wide range of machines will ensure that our customers have a machine for every application". As part of the company's focus on Excavators, JCB launched its JCBNXT 225 LCM Tracked Excavator last year, the machine has seen a very encouraging response from customers. The JCB Pune factory is in Talegaon and was inaugurated in the year 2006-07. It is an integrated facility which has fabrications, assembly and the design centre all located in one place. It is a global manufacturing hub which caters to the domestic as well as international demand for its products.

IndSearch organizes Athang 2023 Inter-college competition

Pune (Voice news service):- IndSearch Institute of Management Studies and Research recently organized a two day inter-college competition, Athang 2023 at its Law College Road campus. The competition was inaugurated in the presence of the Chief Guest - filmmaker and director Rahul Panshikar, Guest of Honour - Eminent art director, producer, and famous architect Nachiket Patwardhan, along with Dr. Ashok Joshi, Director General of Indsearch. Dr. Aparna Tembulkar, Director Indsearch, Dr. Sunita Joshi, Dean of UG Program and Head of International Relations, Prof. Devaki Jain, Faculty Coordinator and Nilaya Murthy UG Coordinator and other dignitaries. About 200 students participated in Athang 2023. This event included competitions like Business Plan, Business Quiz, Bollywood Quiz, Theater and Acting, Folk Dance, Table Tennis and Chess, and

Treasure Hunt etc. The event was arranged by Indsearch's undergraduate students. Winners included Saksham and Prashant from Ness Wadia college (Indian Grooves Dance Competition), Abhinav Devkar of Ness Wadia college (Ventura Business Plan Competition) Rudra Guha and Pratham Ranka from MIT (Corporate Business Quiz) Sahil Gore from MIT college (Chess) Anuj Bhawe, representing MMCC (Table Tennis Singles), Anuj and Samarth of MMCC (Table Tennis Doubles), Anup, Arnab, and Samarth of AISSMS (The Treasure Hunt) IMDR's Isha Joglekar and Isha Mahajan (Dramatics) and Vagish Baheti and Suhani Gupta of Marathwada Mitra Mandal Shankarao Chavan Law College (Bollywood Quiz). Students participated enthusiastically in Athang 2023 inter-college competition.

Maharashtra tops the shopping charts this festive season during the Amazon Great Indian Festival

Pune (Voice news service):- Amazon.in today announced the launch of a comprehensive range of interior and exterior paints featuring over 1,000 shades along with a range of essentials that include waterproofing products, primers, enamels, painting tools, masking tapes and drop sheet covers for home improvement needs. To help customers visualize and compare paint shades, Amazon has also introduced a Paint Finder tool and a calculator, to help customers estimate the quantity of paint required, hence avoiding wastage. K N Srikanth, Director, Amazon India, reaffirmed the company's commitment to delivering exceptional customer experiences. "The Maharashtra region is a very important market for Amazon India with the city of Pune witnessing 70% YoY order surge for our Home, Kitchen, and Outdoor category during this festive season. As India's most preferred, trusted and loved marketplace, we're excited with the remarkable response from our customers in the first few days of our month-long Amazon Great Indian Festival 2023. With most Indians choosing to decorate,

upgrade and redo their homes during this auspicious period, customers pan India will now get access to a wide selection of 1,000 colour shades of interior and exterior paints delivered with convenience at their doorsteps". Here are some of the trends across Home, Kitchen and Outdoor category observed on Amazon.in across Maharashtra overall and Pune: • Maharashtra loves to shop on Amazon.in: Maharashtra plays a pivotal role, accounting for double digit share of Home, Kitchen and Outdoors category business; around 50% of Amazon's customer base in Maharashtra comes from Tier-2 and higher cities/towns • Maharashtra contributes to highest number of new customers for Amazon's Home, Kitchen and Outdoors market, with Pune being one of the fastest growing cities for home, kitchen and outdoors • Electric Mobility on the Rise: In Maharashtra, electric scooters and bikes are available for customers in more than 20 cities, covering over 450 pin codes. From all the orders placed in the last three months for EV two-wheelers, 25% of them were from Pune

customers The Amazon Great Indian Festival 2023 went live on 8th October on A.in, with 5,000+ new launches and exciting offers* across categories including Smartphones, Fashion & Beauty, Large appliances & TVs, Consumer Electronics, and Grocery for customers pan India. Customers will also get up to 10% instant discount on SBI credit & debit Cards & EMI transactions, no-cost EMI on debit & credit cards, exciting offers* from other leading credit/debit cards, and much more. Maharashtra is an important market driving Amazon's growth in India. To support this growth, Amazon is working to build awareness amongst businesses in Maharashtra about the benefits that e-commerce offers them. Amazon will continue to work with local stores and MSMEs across the state and country bringing new tools, technologies, innovations, and initiatives that will unleash the entrepreneurial spirit of Indian businesses. Amazon India has invested in fulfillment infrastructure that allows customers to get quick and safe deliveries. Convenient exchange options are available to customers for a



seamless shopping experience. Of the 12 lakh sellers on Amazon.in, nearly 1.6 lakh of these sellers hail from Maharashtra. Amazon has 14 FC (Fulfillment Centers) in Maharashtra, boasting over 6 million cubic feet of storage space, along with 6 SCS (Sortation Centers) covering more than 516,000 sq. ft. of processing area. Amazon India has also created more than 100,000 seasonal job opportunities across its operations network for the Indian festive season. These opportunities include direct and indirect jobs across India in cities such as Mumbai, Delhi, Pune, Bangalore, Hyderabad, Kolkata, Lucknow and Chennai.

McDonald's India (W&S) elevates its Cheesy Burger range with unique Cheesy Italian Burgers

Pune (Voice news service):- Adding an exciting chapter to its Cheesy Burgers range, McDonald's India (West & South) has launched Cheesy Italian Burgers in both vegetarian and chicken options. These limited-time offerings, along with the highly innovative McCheese burgers, are set to redefine the burger experience, solidifying McDonald's commitment to menu innovations. In a first, the customers of McDonald's India will savour the all-new Italian Herb Bun, which brings the authentic Italian taste to the fore. Complemented by a specially

crafted Tomato Herb Cheese Sauce, Juicy tomatoes and a Piri-Piri Cheese Slice, these burgers are cheesy, juicy and deliver highly on indulgence and fillingness. Arvind R. P., Chief Marketing Officer, McDonald's India (W&S) said, "We are delighted to introduce the Cheesy Italian burgers for our fans with an aim to make their festive season even more special. These new indulgent offerings, apart from our flagship McCheese burgers, combine traditional Italian flavours with the most loved Cheesy burgers platform. We at McDonald's India continue to

push the boundaries of menu innovation delivering the epitome of cheesy indulgence." In line with McDonald's commitment to 'Real Food, Real Good', Italian Cheesy Veg Burger and Italian Cheesy Chicken Burger are completely free from artificial colours and artificial flavours. The new burgers also reflect the brand's constant commitment to using only locally sourced, fresh ingredients in its menu items. The new Italian Cheesy Veg Burger and Italian Cheesy Chicken Burger are available at McDonald's outlets across West and South India. They



are now also available for ordering via the McDelivery® app, with options for delivery, takeaway on-the-go, and drive-thru. McDonald's India (W&S) firmly believes in staying relevant and closely attuned to its customers' evolving needs, thereby providing them more delicious reasons to say, 'i'm lovin' it'.

Blue Dart's announces 'Diwali Express': Offers discounts on Domestic & International Shipments

Pune (Voice news service):- Blue Dart Express Limited, the leading express air transportation, integrated logistics, and distribution company in South Asia, is delighted to announce its 'Diwali Express' promotion, adding a touch of radiance to this festival. This special offer is valid between 20th October to 19th November 2023, providing customers with discounted rates on all Diwali gift shipments, whether destined for domestic or international locations. During this period, customers can enjoy substantial discounts of a flat 40%* on domestic shipments for DP Duts weighing 2 to 10 kgs, and up to 50%* on international non-document shipments weighing 3 kgs, 5 kgs, 10 kgs, 15 kgs, 20 kgs, and 25 kgs in key markets. As part of this Diwali celebration, Blue Dart is also offering the Go Green Plus solution, an eco-friendly shipping option that empowers customers to offset the carbon emissions generated during the journey of their shipments, aligning with Blue Dart's commitment to sustainability.

Blue Dart remains steadfast in its commitment to continually enhancing its products and services, offering added value to its customers. Through the 'Diwali Express' offer, customers can spread joy to their loved ones' homes by sending gift hampers, sweets, apparel, and more to over 55,000+ locations within India, as well as to 220 countries and territories worldwide. On the offering, Ketan Kulkarni, Chief Commercial Officer at Blue Dart, said, "This festive season, we are happy to bring back the Diwali Express Offer, a special initiative designed to make this festive season even more joyous for our customers. Our aim is to enhance the joy of Diwali by enabling customers to send personalized gifts to their loved ones, backed by the trust of Blue Dart's seamless and timely deliveries, across the country and the globe. Customer satisfaction remains our top priority, and these discounts will undoubtedly bring smiles to their faces on this joyous occasion."

HCCB to upskill 5,500 individuals and lead community projects in 14 villages in Maharashtra

Pune (Voice news service):- Hindustan Coca-Cola Beverages (HCCB), one of India's leading FMCG companies, has joined hands with the Y4D foundation to drive a multi-faceted program to empower 5,500 individuals in Maharashtra, through various upskilling programs. The company also announced various community development initiatives in 14 villages in Lote, Wada and Pirangut. With Shri Devendra Fadnavis, Hon'ble Deputy Chief Minister of Maharashtra in attendance, Hindustan Coca-Cola Beverages launched the initiative at the India Moment Conclave hosted by the Y4D Foundation in Pune. Of the 5,500 individuals, HCCB will equip 3,000 women with pivotal financial and digital literacy skills. Additionally, it will train 2,500 youth through an exhaustive Sales and Marketing certification program. The company will also usher in transformative developmental projects across 14 villages in Lote, Wada and Pirangut in the areas of access to clean drinking water, sustainable agricultural practices, plastic waste management, Nagrik Seva Kendras (NSK) and education infrastructure. The financial literacy training will cover fundamental con-



cepts like Banking Basics, Account Opening procedures, Unified Payments Interface (UPI) training, Investment Guidance, Net Banking, and information on various Government Schemes for women such as Beti Bachao Beti Padhao, Sukanya Sam Riddhi Yojana Nari Shakti, etc. On the other hand, the digital literacy component will encompass topics such as Mobile Banking, Digital Market Linkage, and Cyber Safety and Security to equip these women with the necessary tools to succeed in the digital era. The training will be conducted in a classroom-based format in identified locations nationwide. The beneficiaries will be identified and trained in groups based on their interests, needs, and current digital and financial literacy levels. The effort is aimed at

promoting a more concentrated and efficient learning experience. Similarly, the sales and marketing certification program will include a diverse range of participants, from recent graduates to students currently pursuing their degrees, as well as college dropouts aged 18 and above. Structured over three months, the program will consist of a comprehensive 30-hour curriculum and will provide the participants with an intensive learning experience, combining 6 hours of direct face-to-face interactions and 24 hours of engaging online sessions. Speaking about the initiatives, Shri Devendra Fadnavis, Hon'ble Deputy Chief Minister of Maharashtra said, "I have always believed that industry and community

growth should be intertwined, and HCCB's initiatives further reaffirm this conviction. I envision a Maharashtra where every individual, regardless of gender or background, has the tools and opportunities to thrive. By emphasizing financial and digital literacy for our women and upskilling our youth in sales and marketing, these initiatives will not only fuel individual aspirations but also contribute to our state's socio-economic progress." Mr Himanshu Priyadarshi, Chief Public Affairs, Communications and Sustainability Officer remarked, "We recognize the pivotal role that industry plays in bolstering the socio-economic landscape. Our multi-dimensional upskilling programs will not only bridge the gender disparity in financial and digital spaces but also provide the youth with the essential sales and marketing tools to excel in today's fast-evolving business landscape. The community development initiatives across Lote, Wada, and Pirangut reiterate our unwavering commitment to holistic growth. Today, we pledge to make a sustainable and lasting impact in Maharashtra, ensuring our initiatives go hand in hand with the aspirations of its people."

Shoot of first ever Hindi webseries depicting life story and struggles of Veer Savarkar begins



Pune (Voice news service):- The shooting of 'Veer Savarkar - Secret Files', the first web series depicting the life story of the great freedom fighter in Hindi language, has started at Raj Wada of Bor on the auspicious occasion of Ghatasthapana. Mr. Yogesh Soman said, "Veer Savarkar sacrificed his entire life and his family for the freedom of nation. But very few people know about him. Therefore, we feel that his work must come before the socioekn Answering the critics of freedom fighter Veer Savarkar is not our narrative, but we want to bring forward the personality of Veer Savarkar as it is through the evidence available in history." "Savarkar's life is a history of almost 100 years. Our effort is to make people take inspiration from it and help clear misunderstandings spread, erase narratives created for political and social interests. Savarkar had no guru except Shivaji Maharaj. Savarkar was a born leader. 'Veer Savarkar - Secret

Files' is our attempt to unfold the personality of Savarkar which is not known to the public." Mr. Soman said that so far there have been dramas and films released based on Savarkar, but this will be the first web series. This web series will have four seasons. The first season will cover the period from Savarkar's birth i.e. 1883 to jumping from a steamship on the port of Marseilles. Dr. Anirban Sarkar said, "Savarkar was a revolutionary by birth. His true personality needs to come before society. Because nobody knows the reality of his contribution in the freedom struggle, the sacrifices he made. This web series is an attempt to bring forward the struggles and contributions he made for the country. We hope that people will respond to this web series and understand Savarkar. It was my dream to present a work based on Savarkar's life which is going to be fulfilled through this web series."



PVR INOX Passport, India's first cinema subscription program



Pune (Voice news service):- The love of cinema among Indians is unwavering. For many, watching new releases in theatres is the highlight of the week. Nowadays, with people becoming more conscious of the high costs, the allure of these theatre outings has somewhat faded. To enable the movie lovers of India to access movies at an unbelievable price, PVR INOX Ltd, India's largest multiplex chain, is excited to announce its latest offering, the Passport. This monthly subscription pass is perfect for movie lovers, who do not want to miss the release of any movie. Starting October 16th, 2023, subscribers will have access to an incredible cinematic experience at an affordable price. From Mondays to Thursdays, subscribers can watch up to 10 movies per month for just Rs. 699. This means each movie viewing experience costs as little as

Rs. 69.90 excluding convenience fee. PVR INOX has introduced Passport under a limited period offer, with only 20,000 subscriptions. The hugely innovative and never-before offerings aims to offer an outright and sheer experience to the millions of movie lovers in India, and let them live their passion for movies, in a manner where ticket prices do not play a role. This initiative also aims to revive the thrill of going to the movies among Indian audiences by making it more accessible, especially on weekdays. Commenting on the PVR Passport launch, Gautam Dutta - Co-CEO of PVR INOX Ltd. said, "Cinema possesses an irresistible allure, an enchantment that can only be fully experienced on the grand canvas of the big screen. At PVR, we are committed to fulfilling the desires of our cherished patrons, and we have heard their concerns closely about ticket prices that sometimes deter them from enjoying the magic of cinema. From this deep understanding, we proudly present the Passport—a monthly subscription pass designed to liberate you from cost worries while immersing yourself in the cinematic universe, in a manner, which would potentially reshape the way our country goes to the movies. We are sure that our customer-centric innovation would also enhance viewership for

content across genres, as audiences can now enjoy more movies while exploring newer varieties of content, without spending much." Gautam further adds, "We take immense pride in the recent success of the film Jawan, Gadar 2, Rocky Aur Rani Ki Prem Kahani, OMG 2 and Dream Girl 2 which captivated audiences and demonstrated the enduring appeal of the silver screen. Our aspiration is not only to entertain but also to re-ignite the passion for the silver screen in others. As we eagerly await the release of highly anticipated films in the coming Quarters, we are sure that an even larger chunk of movie lovers will visit our multiplexes and fall in love with the big screen experience once again. Our unwavering commitment remains to provide audiences with an unforgettable cinematic journey. We therefore invite fans to embrace the Passport, and get transported to a world of cinematic wonder." The slate of films scheduled to release in the upcoming months will heighten the buzz around cinemas, offering audiences a wide array of choices. The highly anticipated titles include Bollywood releases such as Ganapath, Yaariyan 2, The Buckingham Murder, Tiger 3, Animal etc. The Hollywood movie ensemble comprises much-awaited titles like Killers of the Flower Moon, Dune: Part 2, The Marvels, The Hunger Games: The

Ballad of Songbirds & Snakes and Trolls Band Together among others. Movie lovers can grab their Passports for a minimum subscription period of three months from the PVR & INOX App or website. For redeeming, users will have to choose a Passport coupon as a payment option at the time of transaction check out. In case of a transaction for multiple tickets, one ticket can be redeemed using a Passport coupon and the rest can be paid for, through any other regular mode of payment. The Passport is a non-transferable subscription, and will have to be availed by a single user, who will have to show a Government identity proof at the time of checking in to the cinema. The Passport is valid at all PVR & INOX cinemas across India, except the Southern states including Tamil Nadu, Andhra Pradesh, Karnataka, Kerala and Telangana and cities including Chandigarh, Puducherry, Pathankot, Srinagar, Bhanuach, Bhiwadi, Jorhat, Kalka, Siliguri and Colombo. The Passport will be valid for the regular mainstream auditoriums, and cannot be redeemed at the premium and experiential formats or for booking the Recliner Seat at any PVR or INOX Multiplex Theatres in any city. For more details about the PVR INOX Passport, please visit: <https://passport.pvrinox.com/>

Shri Dharmendra Pradhan felicitates winners of WorldSkills Competition 2022, launches IndiaSkills 2023-24

Pune (Voice news service):- Shri Dharmendra Pradhan, Hon'ble Minister for Education & Skill Development & Entrepreneurship felicitated 18 candidates from India, applauding their outstanding talents and skills displayed at the World Skills Competition 2022 Special Edition. India participated in 50 skills and secured 11th position with 2 Silver Medals, 3 Bronze Medals and 13 Medallion for Excellence. The winners and their expert trainers were honoured with certificates and cash prizes during a grand event. The Hon'ble Minister, Shri Pradhan also took this momentous occasion to announce the commencement of IndiaSkills 2023-24, the nation's most significant and awaited National Skill Competition. With this, the candidates can enrol themselves on Skill India Digital platform starting today. The event was graced by Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship (MSDE), Prof. M. Jagadeesh Kumar, Chairman UGC, Shri Krishna Kumar Dwivedi, Additional Secretary, Ministry of Skill Development & Entrepreneurship, Prof. T. G. Satharam, Chairman AICTE, Ms Trishaljit Sethi, Director General (Training), and Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International. WorldSkills Competition



2022 Special Edition was the official replacement for WorldSkills Shanghai 2022, cancelled in May due to the pandemic. Deviating from its original format, the skill competitions were held over 12 weeks in 15 countries and regions between 7 September and 26 November 2022. Winners of Silver Medals were rewarded with the cash prize of Rs. 8 lakh, while their experts received Rs. 3 lakh. The Bronze category winners were presented with Rs. 6 lakh, and their experts with Rs. 2 lakh. The candidates and experts who received the Medallion for Excellence were rewarded with cash prizes of Rs. 2 lakh and Rs. 1 lakh, respectively. Speaking on the occasion, Shri Dharmendra Pradhan, Hon'ble Minister for Education and Skill Development & Entrepreneurship said, "Under the leadership of Hon'ble Prime Minister, Shri Narendra Modi, we have been giving equal importance to competencies, applied knowledge, and hands-on training to lead

formed by men like welding, plumbing and heating, CNC Milling, CNC Turning, Electronics, and Bricklaying. This is in alignment with Hon'ble Prime Minister Narendra Modi's vision of harnessing Nari Shakti for the development of the nation. Team India also participated in six new future skills listed as under Industry 4.0, Robot System Integration, Additive Manufacturing, Renewable Energy, Mobile Applications Development, Digital Construction. Skill competitions are also breaking the gender barrier and significant number of female participations in skills traditionally performed by men like welding, plumbing & heating, CNC Milling, CNC Turning, Electronics, Bricklaying, Renewable Energy, Industry 4.0, Mechatronics, and Robot System Integration. Skill championships like WorldSkills or IndiaSkills are instrumental in advancing the careers of emerging professionals by offering them a platform to display their skills with perfection. It also facilitates cooperation among governments, industry, and academia to close the skill gap and prepare the youth for the ever-evolving job market. Going forward, such endeavours will be able to help the Indian youth attain world-class standards of competence, excellence, and productivity.

The New India Foundation is pleased to announce the LONGLIST for the Kamaladevi Chattopadhyay NIF Book Prize 2023

Pune (Voice news service):- The New India Foundation announces the Longlist of the Kamaladevi Chattopadhyay NIF Book Prize 2023 for the finest non-fiction about modern and contemporary Indian history. The longlist of the sixth edition comprises 10 remarkable books which provide a lens into a better understanding of how Independent India has come to be today. The Kamaladevi Chattopadhyay NIF Book Prize (KCBP) is India's largest and most respected Book Prize for non-fiction. Awarded to the finest literature published in the previous calendar year, it is open to writers of all nationalities who are researching any aspect of Indian history after Independence. The Prize was instituted in 2018 and carries an award of INR 15 lakhs as well as a citation at the Bangalore Literature Festival. Each year, the Prize receives an enormous number of nominations from around the world and a diverse range of books about key aspects of India's legal, economic, socio-cultural, political, and other histories. The Jury has selected 10 books from amongst these as the Longlist for the sixth edition of the KCBP. The 2023 KCBP Longlist was

selected by an eminent Jury, including political scientist Nijaraja Gopal Jayal (Chair of the Book Prize), historian Srinath Raghavan, columnist-writer Navtej Sarna, columnist-writer Yamini Aiyar, and entrepreneur Manish Sabharwal. Jury Comment: "The Kamaladevi Chattopadhyay Book Prize Longlist this year is a testament to greater diversity in recent non-fiction. Each of the 10 selected books extends, enriches and nuances our understanding of India today - whether through biography and memoir, or art history, media history, constitutional history, urban history, or the evolution of political ideas and institutions. We hope readers will enjoy this rich selection of books on different aspects of contemporary India." The 2023 Longlist (in alphabetical order) is: Sudeep Chakravarti — The Eastern Gate: War and Peace in Nagaland, Manipur and India's Far East [Simon & Schuster] Achyut Chetan — Founding Mothers of the Indian Republic: Gender Framing of the Politics of the Constitution [Cambridge University Press] Rotem Geva — Delhi Reborn: Partition and Nation Building in India's Capital [Stanford University Press] Vinay Lal — Insurgency and

the Artist: The Art of the Freedom Struggle in India [Roli Books] Nayanika Mathur — Crooked Cats: Beastly Encounters in the Anthropocene [HarperCollins] Akshaya Mukul — Writer, Rebel, Soldier, Lover: The Many Lives of Agyeya [Penguin] Mrinal Pande — The Journey of Hindi Language Journalism in India: From Raj to Swaraj and Beyond [Orient Black Swan] Gita Ramaswamy — Land, Gens, Caste, Woman: The Memoir of a Lapsed Revolutionary [Navayana] Ronjo Sen — House of the People: Parliament and the Making of Indian Democracy [Cambridge University Press] Taylor C. Sherman — Nehru's India: A History in Seven Myths [Princeton University Press] The Kamaladevi Chattopadhyay NIF Book Prize builds on the New India Foundation's mission of sponsoring high-quality research and writing on all aspects of the world's largest democracy. Works written originally in English or translated into English are eligible across a range of genres. The prize was named to honour the legacy of Kamaladevi Chat-

topadhyay: the great patriot and institution-builder who contributed significantly to the freedom struggle, to the women's movement, to refugee rehabilitation and to the renewal of Indian theatre and handicrafts. Shekhar Pathak was last year's winner of the KCBP for his environmental history The Chipko Movement: A People's History, translated from Hindi by Manisha Chaudhry (Permanent Black). Dinyar Patel won the 4th edition of the Prize for his definitive biography Naroji: Pioneer of Indian Nationalism (Harvard University Press). In 2020, the KCBP was jointly awarded to Amit Ahuja for his debut Mobilizing the Marginalized: Ethnic Parties without Ethnic Movements (Oxford University Press) and Jairam Ramesh for his biography A Chequered Brilliance: The Many Lives of V.K. Krishna Menon (Penguin Random House). Ornit Shani was recognised for her scholarly work, How India Became Democratic: Citizenship and the Making of the Universal Franchise (Penguin Random House) in 2019 and Milan Vaishnav for his remarkable debut When Crime Pays: Money and Muscle in Indian Politics (HarperCollins Publishers) in 2018.

Asian Games gold medalist Rutuja Bhosale eyes Olympics berth with strong performances

Pune (Voice news service):- Riding on the success of Hangzhou Asian Games, Indian tennis star Rutuja Bhosale is now aiming to secure 2024 Paris Olympics quota and break into top-200 to ensure more Grand Slam presence with the unwavering support from Punit Balan Group (PBG) who has been a constant pillar of help in her journey of excellence for the last two years. Rutuja, was felicitated by Punit Balan Group (PBG) Chairman Punit Balan in the presence of Janhavi Dhariwal Balan, former captain of Maharashtra Ranji cricket team and Rutuja's husband Swapnil Gugale and her mother. Speaking at the felicitation function Rutuja shared her resolve and determination as she spoke on the side-lines of the felicitation ceremony. "I have trained my eyes on the Paris Olympics. In tennis,

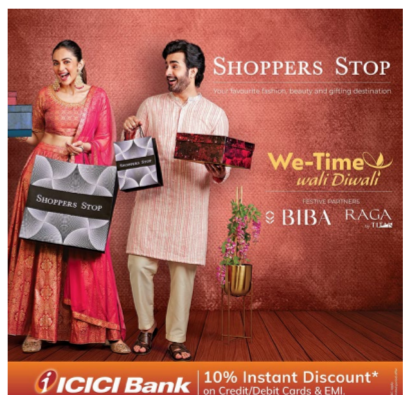


one cannot book an Olympic quota despite winning at the Asian Games like other sports. I have to better my ranking and make my way up from 320 to top-200 to ensure a berth as well as secure entry in Grand Slams," Rutuja commented. Speaking on the occasion Punit Balan said, "Rutuja is a role model for many young aspiring athletes in the country. PBG as a group is committed to supporting talented sportspersons like Rutuja and

provide them with the necessary financial help. I am certain Rutuja will continue with her hard work and quest for competing at the Olympic and ensure Grand Slam appearances." Bhosale has made significant progress in her world ranking with the assistance from PBG resulting in a career-high rankings of 313 in singles. She has also clinched seven ITF title in the last two years including six in doubles category.

While the financial assistance made her more relaxed and helped her to focus on her game rather than worrying about shortage of fund and various other challenges, Rutuja thanked PBG for their constant support and encouragement. "It was a proud moment for me and Rohan (Bopanna) to represent India and win an Asian Games gold medal in mixed doubles after 13 long years. I am thankful for all the help and support that has gone in making us stand at the podium," Rutuja added. Punit Balan owns eight sports teams across various sports leagues in Tennis, Handball, Table Tennis, Kho Kho, Badminton, Cricket, Arm Wrestling, and Chess besides providing financial support to close to 50 aspiring athletes across the country in multiple sporting disciplines.

Shoppers Stop ropes in Rakul Preet for its Diwali campaign, 'We-Time Wali Diwali'



Pune (Voice news service):- Shoppers Stop, India's leading omnichannel destination for fashion, beauty, and gifting, is all set to ignite the spirit of togetherness this Diwali with an exciting digital campaign "We-Time Wali Diwali," featuring actor Rakul Preet Singh. The campaign's central theme revolves around the tradition of Diwali, a time when families and friends come together to celebrate. However, in today's fast-paced life, these moments of togetherness are often overshadowed. "We-Time Wali Diwali" encourages individuals to rekindle their relationships by cherishing these precious moments. Whether it's a family gathering, a romantic date night, or a fun outing with friends, Shoppers Stop encourages everyone to allocate time for these valuable connections, emphasizing the importance of Rishthon ko dein

thoda we-time." Commenting on the same Ms. Shweta Basu, Customer Care Associate and Chief of Marketing and Communication at Shoppers Stop said; "Shopping is not just buying, it is creating moments together. Diwali is the perfect occasion to bond with friends and family. Diwali shopping is one of the moments that gets us together. With 'We Time Wali Diwali', Shoppers Stop encourages people to spend time with their loved ones whether it is shopping together or buying gifts together. Just embrace the joy of togetherness this festive season and weave precious memories that last a lifetime." Speaking about the new campaign, Rakul Preet Singh said; "As someone who cherishes moments with my family and friends, I resonate deeply with the concept of 'Rishthon ko dein thoda we-time.' It is

very important that we spend time with our loved ones, especially during festivities and this campaign is a beautiful reminder of the same. I am absolutely delighted to be part of Shoppers Stop's Diwali campaign, "We-Time Wali Diwali" and their endeavour to bring people closer through fashion and heartfelt connections. Ms. Basu added that Rakul Preet's association with Shoppers Stop adds a touch of glamour and authenticity to the campaign, making it more relatable to the target audience. Shoppers Stop's diversified omnichannel offering spans over 800+ recognized and trusted brands across an incomparable range of products. Customers can choose from a diverse range of festive collections and exclusive brands spread across multiple categories. Shoppers Stop is home to one of the country's longest-running

and most coveted loyalty programs "First Citizen Club". The Company's one-of-a-kind shopping assistance service, "Personal Shopper" is revolutionizing the way Indians shop. Customers can also indulge in experiential events such as gift-wrapping workshop, fashion and styling activities, live music performances and many more. That's #39;s not all; this festive season Shoppers Stop is taking the excitement up a notch with their exclusive "Bill Buster" offers, delivering unbeatable deals on Tommy Hilferr luggage and BOSS watches. To add to the excitement, customers who make a purchase of Rs. 10,000/- or more on MasterCard, will get a chance to win World Cup tickets. It's not just a shopping spree; it's a top-notch festive experience. Join Shoppers Stop in celebrating Diwali indulging in premium brands, trendy fashion, and unique style.

ZEE5 announces the World Digital Premiere of the biggest Hindi blockbuster of the year, 'Gadar 2' starring Sunny Deol and Ameesha Patel

Pune (Voice news service):- ZEE5, India's largest home-grown video streaming platform and a multilingual storyteller, announced the world digital premiere of the biggest Hindi blockbuster of the year, "Gadar 2" today. After a successful theatrical run collecting 526 crores net India and still counting, Gadar 2 is set for another successful innings on ZEE5 on 6th October. Produced by Zee Studios and directed by Anil Sharma, the superhit sequel to the 2001 hit 'Gadar' will see Sunny Deol, Ameesha Patel and Utkarsh Sharma reprise their roles as Tara Singh, Sakeena and Charanjeet "Jeete" Singh respectively. Gadar 2 brings back India's most loved family of Tara, Sakeena & Jeete; 22 years after its predecessor. Set against the backdrop of Indo-Pakistan war of 1971, Tara Singh, once again, will face every enemy to protect the honor of his country and family. This time, the narrative will delve deeper into the enduring love of Tara Singh and Sakeena and additionally, will see a strong father-son bond between Tara

Singh and Charanjeet as the latter lands in Pakistan and ends up being caught and tortured. While the last time, Tara Singh visited Pakistan to get his wife back, this time, he will return to rescue his son. So, gear up for bigger, better and bolder action sequences from Sunny Deol and a repeat of his most popular dialogue "Hindustan zindabad, zindabad hai aur zindabad rahega" which will continue to echo in every Hindustani's heart for a long time. The movie will also see Sunny Deol reprise his famous hand-pump scene and sing and dance to the original chartbusters (from the 2001 film) like 'Udd Jaa Kaale Kaava', 'Main Nikla Gaddi Leke' and recreate the same magic from 2001. Manish Kalra, Chief Business Officer, ZEE5 India said, "We are thrilled to premiere India's biggest blockbuster Hindi film, 'Gadar 2' on ZEE5. Our priority remains to bring forth the most successful and loved films to our audience on ZEE5. We are confident that after breaking all records

at the box office, Gadar 2 will recreate the same magic for its Digital Premiere on ZEE5 and smash all digital records too to become the most successful film". Shariq Patel, CBO, Zee Studios said, "Gadar 2 brought back India's most loved family of Tara Singh, Sakeena and Jeete; 22 years after its predecessor. Hindustan Ka Asli Blockbuster will make history once more with its digital premiere on ZEE5". Sunny Deol said, "We are absolutely delighted with the overwhelming response that 'Gadar 2' has received in theatres. Now with its World Digital Premiere on ZEE5, I am very excited for the movie to reach a wider, global audience. Gadar 2 is a perfect family entertainer which will keep the viewers completely engaged and entertained. I urge everyone to watch it if you haven't already and watch it again if you have". Ameesha Patel said, "Sakeena is a character who has stayed with me throughout my career, and I was so excited to revisit her in 'Gadar 2.' The chemistry between

Tara and Sakeena is timeless, and the sequel reignites that magic for our fans. ZEE5's platform allows us to connect with a global audience, and I'm thrilled that viewers from around the world will have the opportunity to witness this epic love story, all over again but with more twists and action". Director Anil Sharma said, "The story of 'Gadar' is etched in the memories of every movie lover and with Gadar 2, we have tried to recreate the same magic. I am beyond thrilled that Gadar 2 has become one of the most successful Hindi films of all time and now with its World Digital Premiere on ZEE5, I hope that the film breaks more records and reaches more people across the world".



Cloudnine expands its footprint in Pune, announces the launch of its third center at Pimple Saudagar

Pune (Voice news service):- Cloudnine, India's premium birthing centre for maternal and childcare has announced the launch of its premium birthing services at Pimple Saudagar, Pune. This is the third dedicated boutique women and childcare center in the Pune region by the group after it started its operations in 2015. Currently Cloudnine centers are present at SB Road and Kalyani Nagar. The unit was inaugurated by Dr R Kishore Kumar, Founder & Executive Director along with senior dignitaries, management teams and doctors from Cloudnine specializing in the field of gynecology, pediatrics & fertility. Cloudnine is a chain of hospitals headquartered in Bangalore with a network of 29 hospitals in 12 cities which includes Gurga-



on, Noida, New Dehi, Chandigarh, Panchkula, Mumbai, Pune, Chennai, Faridabad and Ludhiana and Hyderabad. Speaking on the sidelines of the inauguration ceremony of Cloudnine Pune at Pimple Saudagar says Nitin Nag, Chief Operating Officer, "At

Cloudnine, we understand that birthing is a celebration and giving birth to a newborn should be an exciting experience. Our expansion to the Pune market is in line with our commitment to increasing the network and making quality mother and childcare accessible across the coun-

try. All the facilities at Pimple Saudagar are now fully operational and we aim to densify our presence in the Pune market in the coming months by adding more centers. Speaking on the sidelines of the launch ceremony in Pune, Pimple Saudagar, says Ravignesh Venkataraman, Executive Director & CEO, Cloudnine Group of Hospitals "We entered pune region with our first unit in 2015 and we have been so overwhelmed by the response to our concept that it was natural for us to look to densify our presence through the addition of this unit at Pimple Saudagar. We are currently present in 12 cities and will continue to expand to newer geographies, while strengthening our presence and increasing our services in existing cities and states.

INTUNE launches its first ever all-women-staffed store in Pune!

Pune (Voice news service):- 'INTUNE,' the fashion-for-all brand, opens its first store in Pune at Terminal 1, Phase 1 Hinjewadi that is run entirely by women, demonstrating the brand's unwavering dedication to do what's right for the business, even if it means walking the path less traveled. This is the retail chain's 6th Store in India. INTUNE inspires clients to look fashionable and feel like smart shoppers by providing a varied assortment of budget-friendly yet attractive apparel options. INTUNE makes sure that being fashionable can be pocket friendly. INTUNE is focused on meeting the needs of customers who enjoy affordable good quality fashion. Commenting on the same, Official Spokesperson of INTUNE said, "We're breaking



barriers in the retail industry with our all-women-run store. The 'INTUNE' store in Pune exemplifies our commitment to innovation and inclusivity" he remarked. "We want to provide an environment in which women can thrive and contribute to the success of our company. By empowering women in our staff, we are taking an import-

ant step towards creating a more inclusive and varied retail market." The new 'INTUNE' store in Pune marks the beginning of a new chapter in the company's retail journey. It demonstrates the brand's dedication to providing their customers with new purchasing experiences. With a team of skilled women at the helm, they're

not only smashing gender preconceptions but also bringing new views and creativity to the retail scene. The store will be fully managed by women employees - from the Store manager to customer care executives, who help consumers make informed buying decisions. Women employees at this INTUNE store are trained extensively on key operational functions such as customer service, sales, financial management and stock planning. INTUNE welcomes you to be a part of the great fashion celebration. Our committed team of female employees is ready to serve you with outstanding service, ensuring that all of your demands are addressed with speed. Enter a world of fashion where cool styles meet cool costs. Everything at the store is priced under Rs. 999/-.

Dalmia Bharat Celebrates Empowerment of 18000 women on International Day of Rural Women



Pune (Voice news service):- Dalmia Bharat Group, India's leading conglomerate with businesses in cement and sugar, announces the successful empowerment of 18000 women on International Day of Rural Women. Through the establishment of Self-Help Groups (SHGs), these women are provided essential skill training and access to vital resources for sustainable livelihood development. In collaboration with various organisations like NRLM, NABARD, etc. Dalmia Bharat organizes various training initiatives like micro-enterprise development, handicraft production and others in both farming and non-farming sectors. All these activities are conducted in communities settled around their regions of operation across 12 states in India. These initiatives aim to up-skill rural women to empower them, diversify their income sources and provide access to formal credit systems. Through access to credit linkages, many women have built successful micro-enterprises, shops and businesses. They have experienced a boost in their incomes, ranging from Rs 4000 to Rs.10000 monthly, which has significantly improved their individual well-being and the ability to support their families. One of their notable programs includes upskilling women artisans from different regions in India. In a recent success story, eco-friendly handicraft products made of natural materials like 'Moonj' and 'Sabai' (types of wild grass) found a proud place of display as part

of gift hampers for international delegates at the recently concluded G20 Summit. Dalmia Bharat also focuses on sustainable livelihood development through goat rearing, poultry farming, mushroom cultivation, tailoring and other initiatives. SHG women also undergo training in Entrepreneurship Development focusing on home-based products like spices, pickles etc. Commenting on the company's initiatives on International Day of Rural Women, Mr. Ashok K. Gupta, CEO, Dalmia Bharat Foundation said, "Our goal at Dalmia Bharat is to aid marginalized women at grassroots levels, enabling them to secure additional income while balancing their household duties through these comprehensive programs. Our steadfast commitment to empowering rural women aligns with our dedication to achieving the UN Global Sustainable Goals of eradicating poverty, eliminating hunger and advancing gender equality. We firmly believe that by investing in the potential of rural women, we are building an inclusive and sustainable future for India. Our efforts resonate with the essence of Atmanirbhar Bharat, promoting self-reliance and progress throughout the nation." International Day of Rural Women, observed annually on 15th October, celebrates the vital role of rural women in agriculture, food security, and rural development. It highlights the need to empower them, address inequalities, and aligns with global goals for gender equality and sustainable development.

EKA Mobility partners with Pune Municipal Corporation to deploy electric garbage collection vehicles in the city



Pune (Voice news service):- EKA Mobility, a Pune based leading electric commercial vehicles & technology company, has taken a significant step towards bolstering urban sustainability by handing over 10 state-of-the-art 1.5-tonne electric garbage tipper vehicles to the Pune Municipal Corporation. This collaboration represents a remarkable advancement in environmentally conscious waste management practices for Pune, further establishing the city as a model for sustainable urban development. The vehicles were handed over today in the august presence of Shri Ajit Pawar Ji, Hon'ble Deputy Chief Minister of Maharashtra & Pune's Guardian Minister, Shri Chandrakant Dada Patil Ji, Hon'ble Minister of Higher and Technical Education, Textiles and Parliamentary Affairs - Maharashtra & MLA-Kothrud Vidhan Sabha, Dr. Neelam Gorhe Ji, Deputy Chairperson of The Legislative Council of Maha-

ashtra, along with PMC Commissioner, Shri Vikram Kumar Ji & Additional Commissioner Dr. Kunal Khemnar Ji. EKA Mobility's commitment to fostering a greener future aligns perfectly with Pune Municipal Corporation's vision of enhancing the city's environmental profile and improving the quality of life for its residents. These 1.5-tonne electric garbage tipper vehicles signify a monumental shift towards sustainable and eco-friendly waste management in Pune. EKA Mobility's electric garbage collection vans had successfully completed trials for several months with PMC before handing over the current fleet. Speaking on behalf of the company, Mr. Hiradesh Thakur highlighted: "We are honored to support Pune Municipal Corporation in their endeavor to create a cleaner and more sustainable urban environment. EKA Mobility is committed to leveraging innovation and technology to address



urban challenges, and we are confident that these electric garbage tipper vans will play a pivotal role in Pune's mission to improve city's cleanliness in a sustainable manner. This is a proud moment for all of us as the citizens of Pune as our city embraces the idea of environment conscious mobility to improve the quality of life of Pune-kars in a sustainable manner. We look forward to working closely with the PMC team to deploying more electric vehicles and becoming the first Indian city to adopt 100% green mobility to its fleet." Key Features of the EKA Mobility 1.5-Tonne Electric Garbage Tipper Vans: Zero-Emission Operation: These electric garbage collection vans produce zero tail-pipe emissions, substantially reducing the carbon footprint associated with waste collection. High Payload Capacity: The 1.5-tonne capacity ensures efficient and effective waste collection and transportation,

contributing to cleaner and more hygienic urban spaces. Noise Reduction: These electric vehicles operate quietly, minimizing noise pollution in residential areas during collection hours. Extended Range: EKA Mobility's cutting-edge battery technology provides these vans with an impressive range, ensuring uninterrupted operation throughout the day. Advanced Safety Features: Equipped with modern safety features, the vans ensure the well-being of waste collection crews and other road users. The collaboration between EKA Mobility and Pune Municipal Corporation stands as a testament to the power of public and private sector partnerships in driving innovation and sustainability. The introduction of these electric garbage tipper vans will undoubtedly improve the overall quality of life in Pune by reducing pollution and enhancing the efficiency of waste management operations.

Kotak Mutual Fund conducts an investor education and awareness initiative 'Seekho Paiso ki Bhasha', in partnership with CBSE in Pune

Pune (Voice news service):- Kotak Mutual Fund conducted its investor education and awareness initiative, 'Seekho Paiso ki Bhasha', in partnership with the Central Board of Secondary Education (CBSE) in Pune. This initiative is set to pave the way for financial literacy by conducting an extensive series of education and awareness programs aimed at empowering teachers fostering their growth of financial understanding, and ultimately which can help contribute to India's journey towards a potential progressive future. The initiative aims to educate and create awareness about financial literacy among over 7575 CBSE teachers in Maharashtra and over 2100 teachers in Pune. Out of these, 50% are expected to be female, underscoring to fostering of equitable growth and development. As part of the initiative, Kotak Mutual Fund has brought on board over 500 proficient trainers from the Centre for Investment Education and Learning (CIEL) who lead the impactful sessions, ensuring that quality and relevance were upheld throughout the program. The Orbis School's Principal, Mrs Farida Harianaawala said, "We are excited to be a part of

this initiative by Kotak Mutual Fund and CBSE. The session provided teachers with valuable resources, information, and essential skills required in our financial journey. Understanding investment terms has also helped us align our financial goals and commence our financial journey." Mr. Kinjal Shah, Head- Digital Business, Marketing and Analytics, Kotak Mutual Fund "Through this Investor Education and Awareness Program 'Seekho Paiso ki Bhasha,' we are deeply committed to cultivating financial empowerment. We believe that teachers play a vital role in shaping our nation's destiny and moulding the new generation. Our partnership with CBSE is to educate and create awareness amongst the esteemed educators about financial literacy and investment. Collectively, we can shape a future where financially aware teachers may help improve the economy." This initiative represents a significant step towards the realization of a financially empowered India, with an aim of aligning perfectly with the nation's aspiration for progress and growth. With 'Seekho Paiso ki Bhasha' hope that it helps to shape the financial fabric of the country.

"HON. DR. BHAGYASHREE PATIL HONORED WITH SHAKTI AWARD FOR EXEMPLARY CONTRIBUTIONS IN HEALTHCARE AND WOMEN'S EMPOWERMENT"



Pune (Voice news service):- Hon. Dr. Bhagyashree Patil was honored with the esteemed "Shakti Award" in a spectacular ceremony at the Pune Police Commissioner's Excellence Center. This recognition in the field of healthcare and medicine was presented to her by the Pune Police Commissioner, Retesh Kumaar, and Chief Guest Hon. Ms. Anu Aga, ex MP and chairperson of Thermax. On the occasion of Navratri, 94.3 Fever FM Pune has taken the initiative to highlight the Extra Ord-Naaris of Pune with the SHAKTI AWARDS. The event also celebrated our brave Women Police Officers. In partnership with Pune Police, 94.3 Fever FM Pune felicitated these extraordinary women who stand as the protective shield of our society. Hon. Dr. (Mrs.) Bhagyashree Patil, a renowned educationist, entrepreneur and philanthropist, is the Pro-Chancellor of Dr. D. Y. Patil Vidyapeeth (Deemed to be University). She is also the visionary Founder Chairperson of Rise n' Shine Biotech Pvt. Ltd. Under her astute leadership, The Yashoda Human Milk Bank has made significant strides in healthcare, establishing itself as a beacon of hope in mother and child care. Furthermore, her commendable work with the Rise N Shine Biotech Park and a myriad of initiatives focusing on women's empowerment are a testament to her unwavering

commitment. Noteworthy are her initiatives at D. Y. Patil Private Super Specialty Hospital, which include providing complimentary meals to patients and enhancing the hospital's infrastructure, both of which underscore her holistic vision for healthcare. Upon receiving the award, Hon. Dr. Bhagyashree Patil expressed, "I am humbled and honored to receive this recognition. My work, whether in medicine or empowerment, is a testament to the strength and potential of every woman. I believe in creating a society where every woman has the opportunity to shine and contribute positively. This award is not just for me but for every woman who dreams and works hard to make it a reality." The Yashoda Milk Bank stands as a pioneering initiative in Pimpri Chinchwad Municipal Area, marking itself as the first Human Milk Bank in a Private Medical College and the 12th in India. It is the only Human Milk Bank in India that operates round the clock, 24x7. The Yashoda - Advanced Milk Bank, Comprehensive Lactation Management, and Training & Research Centre, an initiative by D. Y. Patil Private Super Specialty Hospital, is dedicated to reducing infant mortality by ensuring the availability of safe and nutritious donor human milk. This center, with its state-of-the-art infrastructure, guarantees utmost comfort for mothers during

the donation process and assures the highest standards for preserving the donated milk. It stands as the first holistic healthcare service of its kind in PCMC. Rise n' Shine Biotech Pvt. Ltd., established in 2004, stands as a pioneer in Plant Biotechnology. Situated in Theur, Pune, with its state-of-the-art laboratories, Hi-tech Green Houses and a dedicated team of experts, Rise n' Shine has been at the forefront of advancements in Biotechnology, Floriculture and Horticulture. Central to Rise n' Shine's success is its unwavering commitment to globally training and empowering farmers. The company employs over 2000 women, empowering them through meaningful work and opportunities. This dedication to women's empowerment is mirrored in their workforce, where a remarkable 80% are women. Infused with a deep-seated passion for flora and a core principle of women's empowerment, Rise n' Shine has cultivated an environment where aspirations are achieved and dreams come to fruition. Rise n' Shine is not just a company but a cohesive family, united by mutual objectives and a shared vision of excellence. The Shakti Awards, which began in 2022, have consistently celebrated outstanding women in various sectors. Originating from a humble yet impactful initiative in 2021, where self-defense classes were organized across Pune for numerous women in collaboration with the Pune Police, it has grown in prominence. These classes were led by Taekwondo gold medalists and super cops, promoting safety and empowerment among women. Reflecting on the journey of the Shakti Awards, it is evident that these honors are not just awards; they are a manifestation of merit, genuine effort and a commitment to excellence.

Quantum AMC launches Quantum Small Cap Fund NFO opens for subscription

Pune (Voice news service):- Quantum AMC announced the launch of a new fund offer (NFO) with Quantum Small Cap Fund. It opens for subscription, Monday, October 16 and closes on Friday, October 27, 2023. It is an open-ended equity scheme predominantly investing in Small Cap Stocks. It will be co-managed by Chirag Mehta - Chief Investment Officer and Abhilasha Satale. The scheme will be benchmarked against S&P BSE 250 Small Cap total return index (TRI). Its investment objective is to generate capital appreciation by investing in Small Cap Stocks. The scheme will have a Direct and Regular Plan. The Fund managers will allocate 65%-100% to the equity and equity-related instruments of Small Cap Companies. The Scheme Investment Philosophy include: True to Label Fund - Disciplined about fund capacity to prevent large size becoming a hindrance to performance. Prioritizes Liquidity - Minimum Rs. 2CR Average Value per day in all stocks High-Conviction Portfolio - Of 25 to 60 Stocks for optimal diversification to avoid becoming a "Closed" Small Cap Index. Agile Portfolio Construction - Track Record since 2006 of judiciously building portfolios. Ensuring Limited Ownership - General limit of 5% of market capitalisation holding in all stocks. Sizeable Stock Exposure - Minimum weight of 2% at cost in each stock Commenting on the fund launch, Mr. Chirag Mehta, Chief Investment Officer & Fund Manager, Quantum AMC, said, "Our Small Cap Fund is meant for investors who are looking for long-term capital appreciation. We have seen that in the long term, Small Cap stocks have demonstrated



the capability of giving good returns potential. To ensure good returns for our customers, we will make investments in lesser-known, smaller businesses with growth prospects. Over a period of time, these companies increase their revenue and earnings, which can ensure good returns for our investors." He further added, "The biggest challenge in the small cap mutual fund space today is a large asset under management (AUM) size. Funds with large AUM tend to face liquidity issues if they end up owning a big part of a small-cap stock's market capitalization. They may be compelled to have a long tail of stocks with substantial weights. They may be forced to either sit on cash or to invest incremental inflows into mid or large-cap names, which is not what a small-cap fund's objective is. The Quantum Small Cap Fund will limit its AUM size to an optimal level, which will enable it to hold a high-conviction, liquid portfolio of promising small cap businesses." Adding to it Mr. I. V. Subramaniam, MD & Group Head-Equities, Quantum Advisors - Sponsor to Quantum Mutual Fund, said, "Many of the new startups that have sprung up to solve many problems faced by the population could eventually list as small-cap companies and then eventually grow into sizable companies in the mid-

cap or large-cap space. The growth of the economy will be led not only by the large companies but by the rapid growth of the many startups that have sprung up in the last few years. With a proven track record since 2006 which demonstrates judicious portfolio management and adaptability to market conditions, Quantum Mutual Fund is well-positioned to enhance its investors' portfolio with Quantum Small Cap Fund. This scheme aims to provide exposure to companies through a meticulously curated and diversified portfolio." For this NFO, the Fund Managers will be disciplined about fund capacity and be mindful of large size becoming a hindrance to the fund performance. Liquidity will be prioritized and a high conviction portfolio where 25-60 stocks will be chosen for optimal diversification. Quantum will have limited ownership in individual stocks where generally holdings are capped at 5% of market capitalization. Furthermore, Quantum AMC also maintains a sizable stock exposure by ensuring a minimum weight of 2% at cost in each stock. This approach minimizes concentration risk and fosters a balanced portfolio by offering a well-managed and diversified small-cap that aligns with the long-term financial goals.

Dr. Shailaja Mane, Professor, HOD Pediatrics. Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune

Pune (Voice news service):- "World Polio Day in 2023 marks an important milestone in the global fight against polio. The theme, 'A healthier future for mothers and children,' underscores the significance of continued efforts to eradicate polio to ensure the well-being of future generations. It is celebrated to mark the birth anniversary of Dr. Jonas Salk who invented Oral Polio Vaccine. India's certification as polio-free on 27 March 2014 serves as a powerful testament to the dedication and collaborative work of healthcare professionals, governments, organizations and communities. On this occasion, it's crucial to acknowledge the relentless efforts made by all stakeholders in the fight

against polio. Together, we have come a long way, but our mission is not complete. We must join hands to protect our little angels from the crippling effects of polio. To achieve a healthier future for mothers and children, every child must receive all recommended doses of polio vaccines, both oral and injectable. This commitment ensures that no child suffers from this preventable disease, and we can collectively build a world where every child has the opportunity to thrive, free from the threat of polio. Let us continue to work together towards a polio-free world, prioritizing the health and well-being of our youngest generation." - Dr. Shailaja Mane, Professor, HOD Paediatrics.

Odysse Electric Vehicles Unveils the Graphene Variant for E2GO Electric Scooter

Pune (Voice news service):- Odysse Electric Vehicles, India's fastest-growing premium electric vehicle manufacturer, has set a new benchmark with the introduction of the Graphene variant for its E2GO electric scooter. The Graphene E2GO, an indigenously manufactured wonder, is making its debut at an attractive introductory price of INR 63,650* (ex-showroom Ahmedabad). The E2GO Graphene electric scooter from Odysse showcases an impressive range of 100 Km / Charge, keyless electric start system, and Convenience of driving without License & registration. The E2GO Graphene has been designed to cater to a diverse range of riders, each with unique commuting requirements. With its economic compatibility and versatile range, E2GO ensures a delightful riding experience. To match every rider's style, it is available in a range of attrac-



offering a generous three-year warranty on vehicle, guaranteeing a hassle-free ride for years to come. Speaking on the occasion, Mr. Nemin Vora, CEO, Odysse Electric Vehicles Pvt. Ltd., "The Graphene variant for E2GO is a testament to our commitment to innovation, quality, and affordability in the electric mobility space. We believe in empowering Indian riders with a sustainable and dynamic mode of transportation that doesn't compromise on style or performance and is available at a pocket friendly price." This product is now available to order on Flipkart and with the authorised dealers of the company. The introduction of the Graphene variant further solidifies Odysse Electric Vehicles' commitment to offering innovative, reliable, and affordable electric mobility solutions to Indian consumers.

tive colours, including Matte Black, Combat Red, Scarlet Red, Teal Green, Azure Blue, and Combat Blue. E2GO's newly launched graphene battery ensures a comfortable and dependable journey, fully charging in 8 hours. Additional features include USB charging, an anti-theft lock, and a keyless entry digital speedometer, making it a comprehensive and user-friendly choice. As a testament to its quality, Odysse Electric Vehicles is

TVS Srichakra Ltd looking to grow its global off-highway tyre business

Pune (Voice news service):- The Board of Directors of TVS Srichakra Ltd. today approved the formation of a subsidiary in USA, with the intention of acquiring the business of Super Grip Corporation, USA. Super Grip Corporation is a Tennessee based company,

established in 1984, to meet the need for high quality tyres for the industrial tyre market. For TVS Srichakra, the proposed acquisition is in line with its growth agenda in the off-highway tyre market. The company has recently invested in a new plant

at its Madurai facility which doubles its off-highway tyre capacity. This investment is largely directed at global markets. Speaking on the occasion, Mr. S Ravichandran, Director, TVS Srichakra Limited said, "We view the proposed Super Grip transaction with

excitement. The company fits in well with our plan to expand our off-highway tyre business globally. The proposed transaction also brings with it an experienced and motivated management team, which will add value to the business over time".

SBI Card Announces Festive Offer 2023

Pune (Voice news service):- SBI Card, India's largest pure-play credit card issuer, has rolled out many exciting offers for its cardholders across India for festive season 2023. Millions of SBI Card customers can take advantage of around 2200 merchant funded and cashback offers across online and offline merchants in key cities, including tier 2 and tier 3. The expansive spread of offers range across a wide set of popular categories including consumer durables, mobiles, laptops, fashion, furniture, jewellery, and grocery. SBI Card has lined up many EMI focused offers with



several marquee brands to ensure that cardholders can make large purchases with ease. Festive offer 2023 for SBI Card customers includes over 600 national level offers, and over 1500 regional and hyperlocal offers that will be valid till 15 November 2023. As part of this festive offer, SBI Card customers in over

2700 cities can benefit from up to 27.5% cashback and instant discount offers across various partner brands that include Flipkart, Amazon, Mynta, Reliance Retail group, Westside, Pantaloon, Max, Tanishq, and TBZ, among others. Importantly, SBI Card's EMI focused offers are available across leading brands in consumer dura-

bles, mobile, and laptop segments. Key brands include Samsung, LG, Sony, Oppo, Vivo, Panasonic, Whirlpool, Bosch, IFB, HP, and Dell, and many more. According to Mr. Abhijit Chakravorty, MD & CEO, SBI Card, "As a customer-centric brand, we have always focused on ways to enhance our customers' overall experience. This includes continuously making their shopping experience more rewarding. SBI Card festive offer 2023 is a great example of our sincere intent to do so. We hope that this initiative will enrich and add to our cardholders' festivities."

Freyr Energy Raises INR 58 Crores in Series B Round Led by EDFI ElectriFI to Accelerate Solar Transition



Pune (Voice news service):- Freyr Energy, a leading tech-enabled rooftop solar company in India, has secured an equity investment of INR 58 Crores. Freyr Energy is at the forefront of sustainable change accelerating the transition to solar energy for the retail customers (Homeowners and Micro, Small, and Medium Enterprises) in India. The round was led by EDFI ElectriFI, an EU-funded impact investment facility managed by EDFI Management Company which invested USD 3 million. Other investors who participated in the

round are Schneider Electric Energy Asia Fund (SEEA), Lotus Capital LLC, Maybright Ventures and VT Capital. Rodrigo Madrazo (CEO of EDFI Management company) expressed his enthusiasm for this transformative investment, stating, "The solar market for the retail sector in India is highly fragmented and disorganized. In this context, we do see an opportunity to team-up with Freyr Energy in bringing solar solutions combined with technology and consumer financing to allow retail customers to transition seamlessly to solar power and reduce their electricity bills. At EDFI MC, we are proud to have closed this equity transaction together with likeminded investors from different parts of the globe." Gilles Vermont Desroches, President of SEEA added, "We believe that Freyr Energy has the potential to foster the energy transition in India by expanding from clean energy

production to smart energy consumption. It is this vision as well as the quality and professionalism of the leadership team that encouraged us to invest in Freyr Energy 2 years ago and support them throughout their journey to Series B. We are excited with the accomplishment so far and cannot wait to see how, alongside likeminded co-investors, we could support the company further". Also commenting on the transaction, Abhishek Agarwal (Founder & Managing Partner, Lotus Capital LLC) said "India's retail sector accounts for more than 50% of its total electricity consumption. Rooftop solar makes up less than 2% of this energy mix today. Solar power, which is 60% less expensive than grid power, presents a substantial market opportunity. Freyr Energy is very well positioned to become a market leader and create significant economic and environmental impact".



Radhika and Saurabh (Co-Founders, Freyr Energy) said, "We are excited about this fund raise and bringing on-board likeminded investors. This strategic investment reinforces Freyr Energy's commitment to empower Indian retail customers and will allow us to make investments in building our team, product development and marketing to continue scaling at a rapid pace."

Honda Cars India organizes Nationwide Festive Car Service Camp

Pune (Voice news service):- Honda Cars India Ltd. (HCIL), a leading manufacturer of premium cars in India, has announced the commencement of its nationwide Festive Car Service Camp. The camp will take place at authorized dealership facilities across the country from 16th October to 20th October 2023. During this special period, the company will provide a variety of services including a complimentary Car check along with tyre and battery checks to ensure vehicle best condition. As a special treat for the ongoing festivities, customers will also be entitled to a Festive discount on vehicle parts and labour, along with a complimentary car wash. Further enhancing the experience, customers can enjoy lucrative discount on Value Added Services (VAS) beautification, Paint treatment and avail exclusive discounts on tyre purchases.



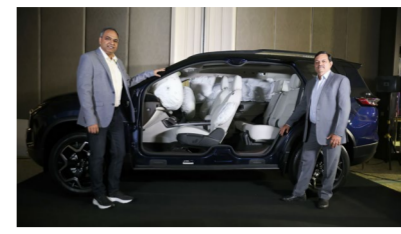
Speaking about this initiative, Mr. Kunal Behl, Vice President, Marketing & Sales, Honda Cars India said, "We are delighted to extend our warmest wishes to all our customers for the ongoing festive season. As part of the celebrations, we are pleased to announce a nationwide

Festive Car Service Camp offering a range of services along with various exciting offers and benefits. We urge our customers to visit their nearest dealerships to avail these benefits and experience the joy of being a part of the Honda family." Along with these attractive

offers, appealing discounts are available on various accessories, parts, and Cash repairs. During the festive camp, customers can also experience Honda Sensing's innovative ADAS technology through a test drive, along with a free evaluation of their old cars. Adding more cheer, Honda Cars India has also rolled out attractive discounts and promotions on best sellers Honda City and Amaze as part of the ongoing 'The Great Honda Fest'. During the fest, customers can avail benefits of upto INR 75,000 on Honda City and benefits of upto INR 57,000 on Honda Amaze in form of Cash Discounts, Customer Loyalty Bonuses, Accessories, Corporate Discounts and special Exchange Benefits. Further, the company has also introduced festive editions of Honda City and Amaze aiming to offer enhanced styling and convenience with added features at an attractive price.

Tata Motors launches new avatars of Safari and Harrier

Pune (Voice news service):- Tata Motors, India's leading automotive manufacturer, today announced the launch of the new avatars of its iconic, flagship SUV Safari and its trendsetting, premium SUV Harrier. With significant design changes and addition of several futuristic technologies, both the new Safari and Harrier substantially enhance the overall experience to set new standards for the industry. Certified with the prestigious GNCAP 5-star rating, the new Safari and Harrier



come with the unique distinction of securing the highest score by an Indian car for adult occupant protection (33.05/34) and child occupant protection (45.00/49),

making them the safest vehicles to run on Indian roads. Built on the OMEGARC architecture, derived from Land Rover's renowned D8 Platform, these powerful and stylish SUVs are available from an introductory starting price of ₹ 16.19 Lakh (for the new Safari) and ₹ 15.49 Lakh (for the new Harrier). They are being offered in four distinct personas, portraying the discerning preference and multifaceted lifestyle of today's SUV customers.

HERO MOTOCORP INAUGURATES ITS FIRST STATE-OF-THE-ART PREMIUM DEALERSHIP IN INDIA

Pune (Voice news service):- Heralding a new era of premium customer experience, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today inaugurated its first premium dealership 'Hero Premia' in the vibrant city of Calicut, Kerala. Situated in the Auto hub in Calicut, Hero Premia will play an instrumental role in creating an unrivalled premium sales and service experience for its discerning customers. Promising a fresh automotive experience to all visitors, Hero Premia features modern architecture, appealing design, and engaging new-age digital technologies. Delivering the best-in-class premium ownership experience, a team of professionally trained sales consultants will offer valued customers personalized sales advice as per their mobility needs.



Hero Premia will display Hero MotoCorp's range of premium products - including the newly launched flagship motorcycle Karizma XMR. Providing an efficient and green alternative for urban commuters, Hero Premia will also display Vida V1 scooters, catering to the growing need for electric mobility solutions. Customers can also experience Hero MotoCorp's first co-developed motorcycle, Harley-Davidson

under one roof, Hero Premia is not only a point of sale but a testament to our promise of providing an unmatched high-quality brand experience. "As we open doors of our first premium dealership in India, we are not just offering a diversified display of our motorcycles and scooters, we are showcasing the future of mobility which is premium, innovative and sustainable. The FY'24 will see our company significantly strengthen its premium retail experience across India. With the launch of new premium products this year - Karizma XMR and Harley-Davidson X440, the premium portfolio of Hero MotoCorp looks stronger than ever and we're confident that Hero Premia, our brand-new premium retail channel is poised for greater success in the coming months. Offering an inclusive brand experience to its customers

ownership experience. **VISUAL IDENTITY** Hero Premia adds a cutting-edge aura to the new visual identity with contemporary brand elements. The new format of the dealership has been conceptualized keeping everyday adventure and sustainability at its core. The front fascia of Hero Premia adopts a unique premium dark façade, evoking the connotation of modernity. Inspired by nature, the design elements in the interior such as mountain trails, rock wall, and rafting ceiling exude grandeur. New furnishings and warmer hues and tones in the interior creates a welcoming atmosphere for the customers. The high-class hospitality lounge offers a relaxed and premium ambience. **PRODUCT DISPLAY ZONES** A distinctive and recognizable brand language is used to showcase Hero MotoCorp's diversified range of products. Urban and street motorcycling zones will feature electric mobility and performance motorcycles, while the other half displays lifestyle and exploration through roadsters and adventure motorcycles. Hero Premia will also have a wide array display of Lifestyle, Merchandise and Accessories by Hero MotoCorp and Harley-Davidson X440.

ASSOCHAM to organise B2B Meetings on "expanding business in global markets" through UAE

Pune (Voice news service):- The apex industry body, Associated Chambers of Commerce and Industry of India (ASSOCHAM), is set to host B2B meetings with a high-level delegation from Sharjah Airport International Free Zone, Govt. of Sharjah, UAE. Scheduled for 23 and 24 October 2023, the meetings will take place at the Westin Hotel in Pune. Under the theme 'Expanding Your Business Globally

with SAIF Zone', the B2B Meetings aims to provide city-based businesses with insights into business and investment opportunities in UAE and the broader Middle East region. Participants will gain an understanding of the numerous benefits and incentives that SAIF Zone offers to foreign companies. Furthermore, the meetings will shed light on how businesses can leverage SAIF

Zone's strategic location within global trade routes to access markets in the Middle East, Africa, and the Central Asia. Attendees will also receive valuable insights into the Middle East industry, including current trends, developments, challenges, and opportunities for trade and investment. UAE has emerged as a preferred choice in Middle East region for Indian businesses, looking to expand and grow

their businesses in Europe and Africa. For such companies, Sharjah Airport International Free (SAIF) Zone could be launching pad. There are lot of synergies between Punebased industries and UAE. This is one of the reasons to organize meetings in Pune, to raise awareness among industrialists and provide them with all the assistance they need to grow their businesses globally.

NueGo by GreenCell Mobility Forges a New Path in India's Electric Transition with its new inter-city connections

Pune (Voice news service):- GreenCell Mobility, the trailblazer in electric mobility, accelerates its growth pace in India, with new inter-city routes for its premium AC electric bus service, NueGo. The company is set to elevate the landscape of electric travel with the introduction of new strategic routes that connect key cities in India, providing a sustainable and comfortable travel option to a wider audience. The recent route launches include Bhopal-Sagar, Hyderabad-Eluru, Gurgaon-Agra, Delhi-Ludhiana, Delhi-Shimla and Chennai-Bengaluru. The new routes are strategically designed to enhance connectivity between major cities, offering passengers a green and luxurious alternative for their journeys. NueGo has also been successfully operating its premium services in other operational routes across India, including Delhi-Chandigarh, Delhi-Agra, Delhi-Dehradun, Delhi-Jaipur, Agra-Jaipur in the North and Bengaluru-Tirupati, Chennai-Tirupati, Chennai-Bengaluru, Chen-



nai-Puducherry in the South. Speaking on NueGo's expansion, GreenCell Mobility CEO and MD, Devendra Chawla, said, "We are thrilled to witness the remarkable growth pace of our services as we embark on a journey of expansive operations and introduce new inter-city routes across India. This milestone reflects our unwavering commitment to redefining sustainable travel, providing passengers with not just a mode of transportation but an experience that seamlessly combines environmental responsibility with comfort and connectivity. NueGo is accelerating towards a future where green mobility is synonymous with efficiency and excellence, contributing to a

cleaner, greener, and more connected India." NueGo, by GreenCell Mobility, stands as a primary brand for inter-city travel across India with its collaborative, diverse, and electric approach to their transportation model. Commuters on these routes are ensured an exceptional journey, where they are assisted to their seats, provided with clean, disinfected tissues and water bottles, and can indulge in a serene ride aboard NueGo's noiseless AC electric buses. The coaches are also equipped with state-of-the-art advancements, offering comprehensive convenience to passengers. Positioned as the premier choice for safe and sustainable travel, NueGo sets the

bar high with an array of safety features. These include robust measures such as CCTV surveillance, driver breath analyzers, driver monitoring systems, and speed limit checks. To ensure utmost safety, NueGo's coaches undergo 25 meticulous safety checks, encompassing both mechanical and electrical inspections. This focus on safety makes NueGo a preferred travel companion, especially for female passengers seeking a secure journey. These electric coaches can run 250 kilometres in a single charge, with the air conditioning on, in traffic conditions. NueGo coaches are fitted with innovative technology and offer end to end convenience for inter-city travellers with focus on Safety, Punctuality, and seamless customer experience. The tickets can be easily booked through NueGo's official website <https://nuego.in/> and other digital platforms such as, NueGo app, Redbus, Paytm, and Abhibus. NueGo offers a hassle-free payment experience through Paytm Wallet, Paytm UPI, net-banking, and credit/debit cards.

SBI General Insurance launches a new brand campaign across TV and Digital

Pune (Voice news service):- SBI General Insurance, a leading general insurance company has unveiled a series of three brand films reiterating their core values of "Suraksha" (safety) aur "Bharosa" (trust) Dono. The film aims to boost awareness about insurance by portraying relatable real-life situations. By doing so, the brand seeks to establish a deeper and more meaningful connection with its audience, making the

concept of insurance more accessible and relatable to people's everyday lives. The brand film features a series of scenarios spanning various non-life insurance product categories i.e., Motor, Health, and SME. Through an interesting and engaging storytelling format, the films highlight the importance of being prepared for any unforeseen situations that could arise at any point of time in life. The brand film

adopts a real-life, humorous tone to highlight these vital insights. E.g. the first Health film depicts a simple carefree picnic day with your family which could suddenly take a U-turn and escalate into an emergency with something as small as choking on a moon phali (peanut), while the second Motor film showcases that another person's mistake can cause an accident with financial ramifications and the third SME film showcas-

es how having an insurance could give an individual a peace of mind even when one is faced with unexpected obstacles. The objective of the film is to create awareness about SBI General's diverse product range, catering to various age groups and market segments. This approach helps the audience relate to the scenarios and understand the importance of being adequately insured in different aspects of life.