



Coca-Cola Ignites Diwali Celebrations with Unique Personalized AI – Generated Wish Cards

Pune (Voice news service):- This Diwali, Coca-Cola proudly introduces a pioneering fusion of art and technology; bringing an exciting development to help consumers send customised wishes to their near and dear ones. Harnessing the incredible capabilities of Open AI's DALL-E and GPT-4 models, this festive season wish love and light to friends and family with magical Diwali greetings on https://www.createrealmagic.com/

Coca-Cola has always been a part of consumers' cherished celebrations and this year they're bringing an innovative way to create personalised Diwali wishes. Imagine a wish card that's as quintessential and vibrant as this festival of light, one that blends tradition with innovation and leaves

behind the conventional messages. From wish cards adorned with colourful diyas to quirky auto-rickshaws - a classic symbol of Indian markets, from Coca-Cola's iconic cans and bottles, to colourful rangolis, consumers can create a masterpiece that encapsulates the heart of India's Diwali. The campaign is active across India, Bangladesh, Nepal, Sri Lanka and Bhutan. Global Head of Generative AI at Coca-Cola, Pratik Thakur, said, "We, at Coca-Cola are connecting the dots between culture, creativity and technology. Create Real Magic platform invites consumers to use AI for crafting original artwork using iconic creative elements from the Coca-Cola archives. In India, #MagicWaaliDiwali wish cards are a perfect way

for us to celebrate people and culture using AI. We are humble but iconic, real yet magical and our latest Diwali campaign is a testament of the same." Commenting on the campaign, Sumeli Chatterjee, Head - Integrated Marketing & Experiences, Coca-Cola India & South West Asia said "The 'Create Real Magic' platform beautifully weaves in technology, intelligence, art, culture, and the Coca-Cola brand philosophy. Contextualized to Diwali, the platform is a creative playground for fans to create and express their emotions during the festivities. With this, one can send a unique & personalized wish to each of their friends. OpenAI's DALL-E and GPT-4 have made the experience simple, interactive, intuitive, and truly magical for our fans."

Brad Lightcap, COO, OpenAI, said, "It's remarkable to see the innovative spirit of Coca-Cola come alive through the use of DALL-E and GPT-4. The Create Real Magic platform not only resonates with the joy of the Diwali season, but also showcases a delightful fusion of technology and creativity. It's heartwarming to see how our AI models have played a role in adding to the festivities, making the campaign truly memorable. This year, don't forward the same messages and season's greetings and create a one-of-a-kind Diwali wish card, powered by AI. Embrace tradition and celebrate #MagicWaaliDiwali by being unapologetically YOU. The best creations will be proudly displayed on prominent digital billboards in Mumbai and Delhi NCR, with due credits.

Kotak's Cardless EMI on Amazon to Offer Instant Consumer Finance in 3 Steps

Pune (Voice news service):- Kotak Mahindra Bank ("KMBL"/ "Kotak") announced the launch of Cardless EMI (Equated Monthly Instalments) Payments on Amazon Pay, to provide its pre-approved customers easy access to instant consumer finance", with just their Mobile Number and PAN (Permanent Account Number). The strategic association with Amazon Pay focuses on providing easy credit access and a seamless payment experience to customers, further enhancing their shopping experience this festive season. Shoppers on Ama-

zon.in can now convert their high-value purchase of Electronics, Furniture, Lifestyle, and Apparel into convenient monthly EMIs, without using debit card, credit card, or even UPI. EMI makes it possible: 1. New to credit customers showing greater preference for consumer finance as it is a short-term loan which fulfills aspirations, as well as helps build credit history 2. Consumer finance is one of the most popular product among retail loan offerings Mr Amit Pathak, Business Head – Consumer Finance, Kotak Mahindra Bank said, "We are seeing Emi-sation of

big ticket transactions, with strong interest from new to credit customers. EMI transactions have risen in popularity as they make consumer finance affordable than ever before. Customers prefer to pay in EMI as long as the process or experience is hassle-free. We are making EMI transactions convenient than ever before for our customers with the Cardless EMI payment option on Amazon during the festive season." Mayank Jain, Director - Credit and Lending for Amazon Pay India, said, "The introduction of Cardless EMI in partnership with Kotak Bank aims to provide better credit

access for customers. This initiative will further enhance the affordability and convenience of online shopping for customers across India, especially during the festive period. At Amazon Pay, we remain committed to innovate and offer convenient, inclusive, affordable and rewarding digital payment for our customers." How to pay using Cardless EMI: Step 1 – On checkout page, in the payment options, under EMI, choose Kotak Cardless EMI and select a tenure, Step 2 – Add your PAN details, Step 3 – Authorise the transaction by entering the OTP

ForgeTech India 2023: A Resounding Success in Fostering Innovation and Collaboration in India's Forging Industry

Pune (Voice news service):- The Association of Indian Forging Industry (AIFI) successfully concluded ForgeTech India 2023, the country's premier forging industry conference and exhibition, on November 5, 2023. Mr Vikas Bajaj Managing Director and CEO Bajaj Motors and President AIFI Shared that this landmark event, held at The Westin Pune Koregaon Park, by AIFI has set a new benchmark with 800 plus delegates, for the forging industry in India, making it the largest national gathering of industry leaders and professionals of the forging industry globally. A special note of thanks to the AIFI staff members for their hard work in the successful holding of the event. He further stated that ForgeTech India 2023, witnessed a remarkable display of enthusiasm and support from the Indian forging industry, serving as a testament to the sector's resilience and continuous growth. The event was inaugurated by Mr. Baba Kalyani, Chairman and Managing Director of Bharat Forge, provided an exceptional platform for knowledge exchange, networking, and fostering collaborative endeavors within the industry. Mr Bajaj stated that ForgeTech India 2023 was made possible through the support of various sponsors, with Inductotherm leading as the Title Sponsor, notable companies such as JSW Steel, SLR Metals, Arjas Steel amongst others, contributed significantly to the success of the event. As ForgeTech India 2023 came to a close, he reiterated AIFI's commitment to advancing the forging industry's development and fostering a culture of innovation, collaboration, and excellence. Mr. Baba Kalyani Chairman and Managing Director Bharat Forge Limited, in his address to the audience, shared his insights on the



trajectory of the forging industry in India, remarking, "ForgeTech India 2023 has highlighted the remarkable strides made by the Indian forging industry, underscoring the industries potential for exponential growth and global recognition. Amidst the dynamic shifts in the manufacturing sector initiated by the Government of India through strategic policy changes, to drive upwards the contribution of the manufacturing sector from the present 16% to 25% of GDP, these will create a thriving environment for innovation and technological advancements and exponential growth within the forging industry. India's manufacturing sector holds immense potential to become a global powerhouse further creating opportunities for us, as an industry to capitalize upon. Embracing the evolving global landscape, marked by energy transition, AI, and supply chain transformations, is vital. The ongoing reforms under 'Make in India', especially in the defense sector, have effectively paved the way for private enterprises to excel on a level playing field." He also highlighted the lost opportunities to rival nations and advocated the initiation of reforms at the state level besides the national level to enable the Indian Manufacturing Sector to derive full benefit of the opportunities available due to the changing global geopolitical environment. Mr Amit Kalyani Joint Managing Director Bharat Forge Limited during the panel dis-

ussion held during the inaugural session, shared his perspective on the imminent industry disruptions, which not only sparked a profound transformation in the dialogue of panel discussions but also challenged conventional thinking. He highlighted India's ability to navigate disruptive changes - particularly in the age of electric vehicles, struck a chord with all the delegates present - particularly his emphasizes on the necessity of nurturing new talent to keep pace with our thriving economy. Mr. Yash Munot, CEO of Varsha Forgings, Vice President AIFI and Convenor for ForgeTech India 2023 expressed his vision for the industry, stating "As the Convenor of ForgeTech India, my aspiration was to create a landmark event that would serve as a benchmark not only for future ForgeTech gatherings but for all forging events in India. ForgeTech India 2023 has reinforced the paramount role of collaboration and innovation in propelling the forging industry forward. I eagerly anticipate nurturing a culture of excellence and advancement within both the AIFI and the forging sector as a whole. ForgeTech 2023 has achieved an unprecedented benchmark solidifying its stature as the foremost national conference and convention for the forging industry in India. This accomplishment positions it as the most significant congregation of professionals and leaders in the Indian forging domain. This year's event not only showcased

the industry's current accomplishments but also laid a robust foundation for its future growth and enhanced global competitiveness. I hold the utmost confidence that the collaborative initiatives launched during ForgeTech India 2023 will continue to steer the forging industry toward sustained success well into the future." Mr. Asheet Pasricha, Co-Convenor for ForgeTech India 2023, Director of AIFI, expressed his gratitude upon receiving this year's Forgemaster's Award. He said, "It is an absolute honor to be recognized by the industry through the Forgemaster's Award. I am deeply grateful for this acknowledgment and remain committed to contributing to the growth and development of the Indian forging industry". He further shared that the contributions of Late Mr Yogiraj Makar, a founding member of AIFI, Mr Jinendra Munot, Mr Avinash Gupta, Mr R S Reddy, Mr P Ramachandra Rao contributions were also recognized along with him. Forgetech has played a pivotal role in fostering a culture of innovation and excellence within the forging sector. The event's emphasis on technological advancements and collaborative initiatives has significantly contributed to the advancement and global recognition of India's forging industry. "I am proud to be a part of an event that continues to push the boundaries of excellence and sets new benchmarks for the forging industry in our country." He also acknowledged the contribution of all the members of the Organizing Committee, particularly that of Mr Yash Munot Convenor ForgeTech, Mr Vikas Bajaj President AIFI who has been an anchor for AIFI during the pandemic and stated that he looked forward to Mr Yash Munot continuing AIFI's ever-important work when he takes over the presidency of AIFI next year.

Construction Equipment Industry Targets over 15% Year-on-Year Growth in the Next 5 Years

Pune (Voice news service):- The Confederation of Indian Industry (CII) organized a city-based roadshow today to announce EXCON 2023. This event witnessed the participation of leading names from the industry and various stakeholders from the infrastructure and construction equipment sector. EXCON, South Asia's largest exhibition for construction equipment, organized by the Confederation of Indian Industry (CII), is scheduled to be held from December 12 to 16, 2023, at the Bangalore International Exhibition Centre in Bengaluru. The event will spread over 30 lakhs sq. ft of display area and is expected to attract over 1200 exhibitors from India & abroad including countries like Austria, China, Czech Republic, France, Germany, Italy, Romania, Russia, South Korea, Spain, Sri Lanka, Turkey, United Arab Emirates, United Kingdom, United States of America. Government of Karnataka is the Host State for EXCON 2023. Commenting on this, Mr Somesh Sabhani, Senior Vice President - Industrial Sales, Gulf Oil India Ltd said, "We are excited to present the Twelfth Edition of EXCON, embracing the theme 'Building India's Tomorrow'. This theme encompasses the core principles of Technology, Globalization, Sustainability and Inclusiveness. EXCON 2023 is more than just an event; it serves as the driving force behind India's continuous progress, symbolizing our robust infrastructure development and solidifying India's prominent position as a global hub for construction equipment manufacturing".



In 2023, the construction industry is on the cusp of a technological revolution, driven by several key innovations. Generative AI, an advanced technology, is optimizing the design process, generating highly efficient and innovative designs. technology plays a pivotal role in facilitating gradual expansion and improving efficiency in the sector. Moreover, the Construction Equipment industry is positioning itself for remarkable growth, targeting over 15% year-on-year increase in the next five years. This ambitious goal underscores their commitment to providing the cutting-edge machinery and equipment needed to support the industry's transformation, ensuring that construction projects across the nation are not only innovative but also executed with enhanced efficiency, and precision with a focus on sustainability. India's economic progress is closely linked with the infrastructure sector's vitality, which has garnered significant government focus. Demonstrating a strong commitment to this cause, the government has earmarked a substantial allocation of Rs. 10 lakh crores, equivalent to an impressive US\$ 130.57 billion, to strengthen this sector. The government has recognized the immense size and

potential of technology within the construction landscape. As part of a technology sub-mission under PMAY-U, they have identified 54 innovative global technologies, heralding the dawn of a new era in the Indian construction technology sector. This initiative is expected to pave the way for a more inclusive roadmap for all stakeholders. Mr Shujaul Rehman, Chairman, CII Pune Zonal Council & Chief Executive Officer, Garware Technical Fibres Ltd said, "With its rich heritage, renowned education, and a thriving IT sector, Pune stands as a testament to progress. Together under the EXCON banner, we recognize infrastructure's pivotal role in shaping our shared future. The construction equipment industry holds the key to unlock Pune's full potential. We invite industry leaders to join us on this transformative journey, showcasing cutting-edge technologies and championing cost-effective solutions that propel our city and its people to even greater heights." EXCON serves as a dual-purpose platform, offering opportunities for both marketing and education to all stakeholders. Government officials and senior bureaucrats have leveraged it as an

educational forum for multiple departments, including Public Works Departments (PWDs) and Civil Engineering Departments, private contractors, builders, road and infrastructure developers, smart city and urban planning experts, the army, and Border Roads Organizations. This platform enables them to observe the latest displays of technology, equipment, and machinery, facilitating the nation's accelerated infrastructure development requirements. The event will highlight leading construction equipment manufacturers as they showcase the adaptability of their machinery and the advancement of construction technologies. Of utmost significance, these exhibitors will present economical solutions aimed at accelerating project execution for builders and contractors, placing a strong emphasis on upholding standards of quality, safety, and environmental sustainability. Some of the prominent organisations participating at the event include JCB, BKT, Caterpillar, Imperial Auto, Jindal Steel & Power, Gulf Oil, Kobelco, KYB, Larsen and Toubro, Puzzolana, Sany, Schwing Stetter, Syemco, Tata Hitachi, Ammann, Case, Doosan, Epiroc, Fiori, GNU, Nail Stone, Hyundai, ITR, Liebherr, Propel, Rockcut, Walvoil, Wiproc, Yuken India besides OEMs, Components manufacturers and other allied industry organisation. The Indian Construction Equipment Manufacturers' Association (ICEMA) is the sector partner for EXCON 2023. Infrastructure Equipment Skill Council (IESC) and the Builders Association of India (BAI) are supporting partners.

PokerBaazi Crowns Champions of the Second 'Greatest of All Tournaments' with INR 10 Crore Prize Pool

Pune (Voice news service):- PokerBaazi, India's biggest online Poker platform, announced the conclusion of one of India's most celebrated Poker tournaments, the Greatest of All Tournaments (G.O.A.T.). Over a period of 12 days, almost 17,000 entries battled out and showcased their skills with Arun Vijay Mutgi, an IT consultant from Bengaluru, emerging as the champion and claiming the title of G.O.A.T. The second edition of tournament witnessed players competing for prize money using their skills to win. Witnessing duels between the exceptional and celebrated players from the Indian poker realm, the final table saw a thrilling 9-hour showdown, with Arun Vijay Mutgi securing the top spot by winning INR 1.5



Crore along with Sreekanth KN from Kerala claiming the second spot by winning INR 1.5 Crore as well. Arun Vijay Mutgi, overjoyed with his performance, shared "I have been playing poker for a decade and over the course of time, I have realized and understood that one needs to continuously focus on bettering skills as well as continuously evaluating every play. This, I believe,

significantly contributed towards my growth in Poker and ultimately helped me win the title. I am elated to have shared the stage with such respected poker players and thankful for PokerBaazi for providing platforms like The Greatest of All Tournaments that gives opportunities to budding player like me to also showcase my talent on such a scale." Commenting on the conclu-

sion of the tournament and congratulating the winner, Navkiran Singh, Founder and CEO at Baazi Games shared, "It is heartening to see the way online gaming, especially Poker has evolved and gained acceptance in the country as a mind sport. The skill aspect continues to play a pivotal role in fueling the growth of this mind sport. I am elated to witness the game's popularity and how the sport is helping the masses include similar skill set and cognitive abilities in their life." "Heartiest congratulations to Arun Vijay Mutgi for being crowned as the tournament champion as well as other podium finishers. I am certain that we will see these participants soon represent India in various global Poker tournaments." Added Navkiran Singh.

"Develop your inner self with a new approach to life" A 6-day journey to transform you



Pune: Our life develops on two dimensions. First dimension is personality. Which is our outer self. The other is essence - the inner self. However, personality is only 10 per cent of human existence. And the contemporary education system focuses on this aspect. As a result, we develop from the outside but remain hollow on the inner side. Guiding lights such as Lord Krishna, sages, Patanjali, Bhagwan Buddha or Bhagwan Mahavir... have proffered approaches to enhance our inner self. Reach our essence. A new approach to the same goal has been propounded by Poojya Param Aalay Ji which builds in techniques that combine ancient wisdom and modern science and helps us transform our self. This approach doesn't preach but shows results through practice. Sun to Human Foundation has come to Pune once again with a six-day camp to demonstrate the techniques and get you started on your way to achieve inner self realization. The Camp will be held at Wardhaman Sanskrutik Kendra, Bibewadi - Kondhwa Road in Pune between 19 - 24 November 2023. The timing of the Camp is 6.30 am to 8.30 am on all six days. The participation in the Camp is ab-

solutely free. Registration for the camp is a must and there will be a registration fee of Rs 50. Ma Maitreyee, on behalf of the Sun to Human Foundation, gave the details about the camp in a press conference today. Ma Abhaya, Shoonya Ji, Achal Jain and Nitin Bhanalsi were present on the occasion. Ma Maitreyee said, "Our society has been inviting umpteen physical and mental as well as emotional problems because of the wrong lifestyle and improper food habits that we follow. The time has come to change the lifestyle and food habits and simple practical ways to do it will be demonstrated during the camp. "Participants in the camp will be given simple, healthy breakfast after every session. This 'invisible' breakfast will comprise food items that contain proteins, carbohydrates, energy and many other components that our body needs." Ma Maitreyee said, "More than 250 such camps have been held all over the world and the participants have got over their emotional as well as physical problems and accomplished love and happiness in life," Ma Maitreyee said. Those desirous of participating may register on https://forms.gle/pdsTLBrzY56f9nh86 or contact Meera 8827453884, Tarini 8359976000 or Shravan 9669288957.

Premium Transmission Unleashes New Products in Power Transmission - Srijan 3.0

Pune: Premium, a leading name in the power transmission industry, is set to launch two groundbreaking products: PTXL Fluid Coupling and XE Geared Motor under the Accelerator brand. Established in 1961, Premium has continuously evolved to meet the ever-changing needs of industries. This launch reflects our unwavering commitment to innovation, quality, and customer satisfaction. "We believe these products will redefine industry standards, offering our customers solutions that go beyond their expectations," commented Mr. Neeraj Bisaria, MD & President of Premium Transmission. "Innovation is at the heart of our journey. With Srijan 3.0, we not only aim to meet industry needs but to anticipate and exceed them. It's about crafting solutions that redefine what's possible, setting new benchmarks in the power transmission industry." - Mr. Neeraj Bisaria, MD & President, Premium Transmission. About Premium Transmission Premium Transmission, with a legacy spanning over six decades, has carved a niche in the global power transmission market. Our commitment to excellence is evident in our extensive product range, which includes worm gearboxes, helical gearboxes, planetary gearboxes,

geared motors, and fluid couplings. With a global presence across continents, we serve a diverse range of industries, from automotive to energy. Under our subsidiary, Premium Motion, we're broadening our horizons. With a strategic focus on research and development, Premium Motion specializes in advanced solutions like slew drives and solar panel cleaning robots. Our vision is to lead the charge in creating innovative solutions that redefine industry standards. Premium Care: Your Trusted Aftermarket Support At Premium, we believe in providing holistic solutions. This is where Premium Care comes into play. Premium Care ensures that our clients receive comprehensive after-sales support, assistance, and service. Our commitment to customer satisfaction and a deep understanding of their needs set us apart. Our Customers! Our Responsibility! Our customers are at the heart of our innovations. Every product we launch and every service we provide is driven by our customers' evolving needs. Srijan 3.0 is a testament to our dedication to enriching their lives. Join us on this journey towards 'The Future of Innovation' and experience our unwavering dedication to quality, innovation, and our ever-valuable customers.

Zee Learn Limited, India's premier education company, announces its brand transformation

Pune (Voice news service):- In a significant stride towards reimagining education, Zee Learn Limited, India's leading company in the education segment that is known for its commitment to academic excellence, proudly announced its company brand revamp. The transformed avatar is poised to reshape the educational landscape, offering students, parents, and the community an innovative and enriched learning experience. This brand transformation is aimed at nurturing the next generation and making them future-ready. We want our students to usher in an environment where the child is stimulated to learn and hence our new mascot signifies reliability, engagement, fun and interactivity. We believe that learning should fundamentally be fun, engaging, creative and energetic with heightened optimism. As an evolving business, we aim to expand into new markets with our newest offering through a change in our overall strategic approach. This brand refresh ensures that our brand image aligns with the current state and goals of the organisation. With changing consumer preferences, we want to appeal to a new

generation of consumers keeping sight of the changing trends. The new brand identity will ensure we stand out from the competition by creating a fresh and unique appeal. It will also help us re-engage with our audiences by creating excitement and interest in the brand. Mr. Manish Rastogi, Whole-time Director CEO, Zee Learn Limited shared his enthusiasm for the transformation, saying, "The revamp of Zee Learn brand is a pivotal moment in our educational journey. We are dedicated to delivering education that not only equips our students with knowledge but also empowers them to be confident, critical thinkers who contribute positively to society. We are excited to welcome students, parents, and the community to experience our transformed offerings. We prioritise a child's human rights as part of our 'What's Right for the Child' (WRFC) ethos. We nurture and shape minds with the help of our best-in-class age appropriate progressive curriculums." Mr. Himanshu Yagnik, COO, Zee Learn Limited said, "The rebranding exercise for Kidzee was undertaken keeping in mind the changing times & requirements of the sector.



We are committed to instilling skills, knowledge, and values in our children in order to give them an inner voice for the twenty-first century. In the new phase of growth, not only do we plan to expand in India but we plan to further strengthen our footprint in other countries. Our learning environment allows us to nurture the learning mind of each child and we have introduced innovative and well-rounded curriculum that integrates the latest educational trends and methodologies. This ensures that students receive an education that is not only academically rigorous but also practical and aligned with real-world demands." Kidzee offers state-of-the-art facilities, interactive classrooms and a metacognitive Curriculum, ensuring an en-

vironment conducive to effective and engaging learning. Our faculty comprises skilful, trained educators and mentors who are passionate about nurturing young talent. They bring a wealth of experience and knowledge to inspire and guide the students. Recognizing the importance of holistic development, we offer a range of unique programs that cater to students, like Mental Might, Whirl & Twirl, Show Stopper, Tell-a-Tale, Personality Development, Critical Thinking, Eco-consciousness, Yoga and Meditation for the early child's physical, mental, and emotional well-being. Zee Learn is committed to ensuring accessibility to quality education by offering its services across 600+ cities with 1900+ Kidzee preschool centres in and beyond India.

Stryder Cycles launches CONTINO Noisy Boy for BMX Riding

Pune (Voice news service):- Stryder Cycles, a subsidiary of Tata International, today launched Contino - Noisy Boy BMX bike that would revolutionise adventure cycling at an introductory price of Rs. 12,995. With focus on pushing the boundaries of performance, style, and functionality, the latest Noisy Boy BMX bikes from Stryder is designed to

cater to the needs of riders at all levels, from beginners to professional athletes. On the occasion of the launch of this exciting BMX bike, Mr. Rahul Gupta, Business Head for Stryder Cycles said, "These are exciting times in the BMX riding scene in India as it is gaining momentum. Noisy Boy bicycles are crafted with precision and attention to detail. Using state-of-the-art

materials and manufacturing techniques, we ensure that each bike delivers unmatched performance and durability." Discover the Ultimate BMX Experience with Noisy Boy which is equipped with BMX handlebars and a 360-degree Free-style rotor. Noisy Boy boasts advanced components that offer riders unparalleled control and agil-

ity. The specially designed U-Brakes provide extreme control, ensuring a safe and exhilarating ride. With integrated stunt pegs, Noisy Boy is the ticket to a world of BMX adventures and gravity-defying stunts. This bicycle is crafted with meticulous attention to detail, standing as a testament to precision engineering and quality craftsmanship.

Dabur launches 'Odonil Exotic Room Spray', in an attractive easy to use spray-bottle shape

Pune (Voice news service):- India's leading consumer products maker Dabur India Ltd announced the expansion of its Odonil portfolio with the launch of 'Odonil Exotic Room Spray', a unique water-based aerosols-spray format that offers superior and long-lasting fragrance. "We have expanded our Odonil portfolio with the launch of Odonil Exotic Room Spray. These sprays are completely alcohol-free and have nature-inspired fragrances from flowers grown outside India like Sensual Dahlia of Latin America and Sakura of Japan. The introduction of the 'Odonil Exotic Room Spray' range reflects our commitment to elevate the standards and offer unprecedented fragrance experiences to innovative Indian consumers through a new spray

format", Mr. Sanath Ravindran Pulikkal, Marketing Head - Home Care, Dabur India Ltd, said. Priced at Rs 350/- for 200 ml, Odonil Exotic Room Spray has been launched on the e-commerce platform Amazon India. The product will be rolled out on other sales channels soon. "We are delighted to offer something new to our consumers once again with the launch of Odonil Exotic Room sprays. Their long lasting fragrances bottled in a unique, easy to use format make it truly an exotic experience. Odonil has been at the helm of refreshing rooms with their fragrances and this just boosts our portfolio even further. We are sure consumers would be happy with these new launches and partnering with Amazon ascertains

our commitment to reaching consumers where they are." - said Dabur India Ltd Business Head of Modern Trade & E-commerce, Mr. Smerth Khanna. "We are excited to launch the new Odonil Exotic Room Spray for our customers on Amazon.in during the 'Great Indian Festival'. Odonil is a preferred choice and a go-to brand from the house of Dabur when it comes to air fresheners on Amazon.in. This room spray is formulated with specially crafted fragrances for long-lasting freshness and a delightful aroma all day long. The easy-to-use spray packaging enables customers to adjust the fragrance to their liking. With this launch, we take a step further in our effort to offer our customers wide selection, unmatched value, fast and reliable deliv-

ery, and a great shopping experience on Amazon.in." said Nishant Raman, Director, Everyday Essentials, Amazon India. The new Odonil Exotic Room Spray comes in an attractive spray bottle shape, making it easy to use and provides instant fragrance as soon as it is sprayed. It eliminates unpleasant odours and provides a long-lasting fragrance. We are confident that our new product will appeal to premium fragrance-loving customers and assist them in keeping their homes fresh." Mr. Pulikkal Added.



Oliva, A Pioneer In Advanced Skin And Hair Treatments, Opens Its New Branch At Aundh!



Pune (Voice news service):- India's top dermatology clinic chain, Oliva Skin & Hair Clinic, has just inaugurated its new branch in Aundh, Pune, consolidating its position as a market leader with 28 clinics in the country. The world-class facility in Aundh provides top-notch dermatology services, including laser hair removal, PRP therapy for hair

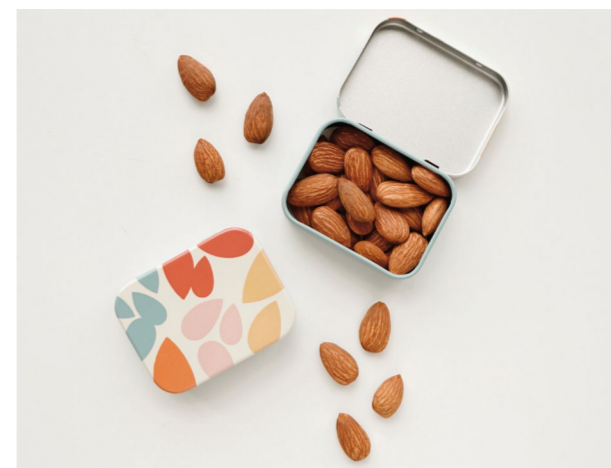
loss, acne scar removal and more. Renowned for its best medico-aesthetic solutions, Oliva has a team of 100+ dermatologists dedicated to providing customised care with a holistic approach. Shri. Retesh Kumaar, IPS Commissioner of Police, Pune City, was the honourable Chief Guest at the momentous launch. He complimented the management for the

clinic's state-of-the-art, luxurious amenities and cutting-edge USFDA-approved technology. He was thrilled to see Oliva expanding its presence in Pune for wider accessibility of its revolutionary skin and hair treatments. Oliva had first set foot in the city in 2019 with two clinics in Kalyani Nagar and Shivaji Nagar. Shri Soma Dayanand, Founder - Oliva Skin & Hair Clinic; Mr PSR Murthy, Senior PR Advisor, were also present at the event. Oliva's Success Journey: Headquartered in Hyderabad, Oliva was co-founded by Dr Prashant Soma, MD Dermatology, and Mr Soma Pradyumna, a Management Graduate, in 2009. Starting with three clinics in Hyderabad - Banjara

Hills, Kukatpally, and Secunderabad, Oliva slowly and steadily spread its wings across eight top cities - Hyderabad, Bangalore, Chennai, Pune, Kochi, Kolkata, Vizag and New Delhi. Oliva's incredible growth stems from its outstanding medical expertise and commitment to offering scientifically proven advanced skin and hair treatments as cost-effective solutions. With 6 lakh+ happy customers rating Oliva over 90% on the satisfaction scale, Oliva is a trusted name for world-class dermatology services. Oliva aims to launch 70+ plus clinics throughout India in the next five years and envisions being a global leader in skin and hair care treatments shortly!

This World Diabetes Day help manage diabetes with a handful of almonds!

Pune (Voice news service):- As World Diabetes Day rolls around on November 14th, 2023, global attention is drawn to the escalating epidemic of diabetes. India, in particular, finds itself at the epicenter of this crisis, bearing the moniker of the Diabetes capital of the world. This year's World Diabetes Day emphasizes the significance of understanding one's risk for Type 2 diabetes, aiming to prevent or delay the onset of the condition. In that regard, regular consumption of almonds is found to reverse prediabetes.



Recent studies 3,4 highlight that consuming 20g of almonds 30 minutes before meals can improve blood sugar levels in some individuals. It was also found that 23.3% (7 out of 30) of prediabetes patients returned to normal blood sugar levels after consuming almonds (20g) before meals. While another study 5 reveals that consuming almond daily for 12 weeks reduced insulin resistance, fasting glucose, and improved pancreatic function. Additionally, daily almond intake resulted in significant weight loss, a decrease in BMI (body mass index), waist circumference, and a reduction in total cholesterol. These nuts have a low glycemic index and contain nutrients such as protein, dietary fiber, good fats, vitamin E, magnesium, and potassium. As a result, they're an ideal snack for individuals with prediabetes. Truly, the goodness and health benefits of almonds cannot be undermined.

A recent study 2 conducted by Madras Diabetes Research Foundation and Indian Council of Medical Research estimates that more than a million of the nation's population are

battling diabetes. The study also estimates that 136 million of India's citizens might be on the cusp of developing diabetes, a condition termed as pre-diabetes. The greater concern however is that nearly half remain undiagnosed. Leading Bollywood actress and celebrity, Soha Ali Khan mentioned, "Amidst the fast-paced world we live in, diabetes has silently crept into many lives, largely due to our sedentary habits and less-than-ideal dietary choices. As we approach World Diabetes Day, I strongly advocate for everyone not only to keep an eye on their blood sugar levels but to also evaluate their daily habits and make changes where necessary. It is important to opt for portion-controlled, nutritious meals over indulgent, high-fat ones. Choose an active life over a sedentary one. Sometimes, it's as simple as opting for a handful of almonds instead of reaching for a pack of crisps. Almonds pack in so many nutrients - from protein to vitamin E to magnesium. It's these little, consistent choices that carve out the path to long-term health. So, let's pledge to be more intentional about our health and remember that every small step can

lead to a healthier lifestyle." Commenting about rising number of people with pre-diabetes condition in India, renowned fitness expert, Yasmin Karachiwala said, Prediabetes often stems from inactive lifestyle and poor nutrition. However, reversing it is achievable with consistent, health-focused actions, complemented by medical advice. To maintain an active routine, it's essential to find a workout you genuinely love, be it dancing, running, yoga, swimming, or aerobics. Coupled with activity, wise food choices play a pivotal role. Ditching unhealthy snacks for nutritious alternatives, like almonds, can be game-changing. These nuts are not just satisfying crunches pre or post workouts but also help in decreasing muscle damage when consumed consistently. Speaking about the dietary measures for diabetics and ways to control pre-diabetes, Ritika Samaddar, Regional Head - Diabetics, Max Healthcare, Delhi, said, The shifting demographics of this ailment can be attributed to sedentary lifestyles, dietary choices, and stress. Addressing and reversing pre-diabetes is more crucial. For those dealing with Type 2 diabetes or aiming to

prevent it, it's pivotal to emphasize proteins, fiber, and complex carbs while minimizing refined sugars, unhealthy fats, and excessive calories. A diet rich in pulses, dais, fruits, vegetables, and whole grains is recommended. Integrating foods with a low glycemic index, like almonds, in the diet can play a crucial role in controlling sugar spikes. Packed with beneficial fats, vitamin E, protein, and dietary fiber, almonds aren't just nutritious but also satiating, curbing the urge for unhealthy snacking. Talking about rising prediabetes condition amongst adolescents, Nutrition and Wellness Consultant, Sheela Krishnaswamy, said, "The prevalence of prediabetes in India is on the rise. This is worrying because a high number of these people will move from having prediabetes to full-blown type 2 diabetes. This means we need to make better lifestyle choices to slow down or stop this problem. A simple and tasty change we can make is to include almonds as a part of healthy meals. For young people who might be at risk of getting diabetes, almonds can help manage sugar levels in the body. A new study shows that almonds can be a great snack to potentially prevent or slow down prediabetes in the young 1." Dr. Rohini Patil, an MBBS and Nutritionist commented, India holds the title of the diabetes capital of the world.. The time has come to implement certain measures in order to manage it. A simple yet effective step in this direction is the daily intake of almonds. These nuts help to stabilize sugar levels, offering a preventive measure for those at risk of developing diabetes in the future.

Deepfake Dilemma: Decoding the Dark Art of Digital Duplication By Jaspreet Bindra, Founder & MD, The Tech Whisperer Ltd, UK

Pune (Voice news service): The amount of deepfake content online is growing at a rapid rate. At the beginning of 2019, there were 7,964 deepfake videos online, according to a report from startup Deeptrace; just nine months later, that figure had jumped to 14,678. It has no doubt continued to balloon since then. 96% of deepfakes are porn. With the use of Generative AI (GenAI), the world of 'fake news' and 'true lies' just got murkier. Last week, President Joe Biden's 'fake' video resulted in his Administration issuing an Executive Order related to the governance of AI frameworks. The fake video of Rashmika Mandanna earlier this week took Bollywood by storm, with senior members of the fraternity calling for legal action. Deep Fake Love is a Spanish reality TV dating show on Netflix that uses deep-

fake technology to blur the lines between reality and fabrication. Deepfakes, using Generative Adversarial Networks (GANs), have been around for many years. However, with the emergence of GenAI, they have become more lifelike and much easier to produce at scale. Invariably, fake videos would be of celebrities and politicians. With several elections around the corner in India, politicians and political parties could be both creators, as well as at the receiving end of such fake videos. These would be used to spread misinformation, put political opponents on the spot, or even build an entire campaign to sway voters. The aam junta - people like you and me - could also be victims. It could be someone wanting to embarrass us professionally, or a jilted lover wanting revenge on

their ex. It could even be an inconsequential prank by 'friends' wanting to make fun of us on social media. The possibilities, unfortunately, are endless. Text Box: Safeguard yourself by: 1. Double-check the source. Look for the same story across different media outlets to verify its authenticity. 2. Avoid sharing unverified information. 3. Always approach content with a critical mind. If it seems off, there's a good chance it might be. 4. Tighten your online privacy settings. The less data you have out there, the harder it is for someone to create a deepfake of you. 5. If you find a deepfake on yourself, report it to the authorities immediately. Text Box: Watch out for: 1. Look for unnatural blinking or the lack of it, facial distortions, or lighting that does not look right. 2. The voice might give it

away. It could be too robotic or just slightly out of sync with the lip movements. 3. If it sounds too sensational to be true, trust your gut. Does it fit the context, or is it just too outlandish? 4. Who put this into the world - a reliable source or a notorious fake-news factory? It is extremely important for regulators to sit up and take notice - this is the time to put in place stringent regulation with exemplary punishment to offenders. It should be mandated that anyone using an AI model to produce an image or information must disclose it. People must be made aware of Classifiers - software which can detect AI-generated content - and widespread use of the same, much like antivirus. There is an entire ethical and moral conversation that must gain traction to create awareness of how GenAI must be utilised.

World's No. 5 International Plastivision India Exhibition to be held in Mumbai

Pune (Voice news service): On behalf of All India Plastic Manufacturers Association, a dialogue program with entrepreneurs in Pune was recently organized in Pune. Padmashri Dr. as chief guest on this occasion. Raman Gangakhedkar, FCE India Business Director Dr. Sandeep Vaikole, Chairman of Maharashtra Economic Development Council Atul Shirodkar, Secretary of Maharashtra State Milk Traders Association Prakash Kutwal, Vishwas Chitale of Chitale Group, Promotion Head of Plastivision India Ravi Jashnani and other dignitaries were present on the occasion. Dr. Raman Gangakhedkar said, the products of masks, PPE kits, Siren, bottles of salai were launched in large quantities during the Covid period. Therefore, the pa-

tients and the institutions providing medical services were not inconvenienced. During the covid period plastic manufacturing companies worked non-stop which helped in covid control. That is why plastic manufacturing companies made a significant contribution during the Covid period. He was speaking as the chief guest at an interaction program with entrepreneurs in Pune. This is the 12th exhibition of the association which is considered as one of the top 5 exhibitions in the world. There will be stalls of manufacturers from more than 30 countries. More than 1500 manufacturers from various sectors of the industry will set up their stalls. Plastivision India 2023 is an international exhibition organized by All India Plastic Manufacturers Association.



Maharashtra Promotion Officer Ravi Jashnani told a press conference that the exhibition was held at the Bombay Exhibition Center in Goregaon from December 7 to 11. The exhibition has been promoted and disseminated through more than 40 roadshows across India and abroad, including Pune, to attract more than two lakh professionals from across the country. The exhibition will promote industrial growth,

development of new technologies, exports as well as employment. 125,000 sq.m from more than 30 countries. More than 2.50 lakh people from all over the world are going to visit the exhibition at the well-equipped Goregaon, Mumbai, covering the entire area. The place is well connected with metro, local train and surface transport. This will be of great benefit to a self-reliant India in promoting new technologies and industries.

Nonna's now open in Pune!



Pune (Voice news service):- With two resoundingly successful establishments in Mumbai, nestled in Andheri West and Lower Parel, Nonna's is now on a thrilling journey of expansion, with Pune as its latest destination. The 92-seater restaurant has opened at Fergusson College Road in Pune. Founded by Ayush Jatia, this pizzeria is a culinary journey to Naples, Italy. Nonna's sourdough starter comes from a mother dough that dates to 18th century and has been nurtured and celebrated by generations of the Galliano family of Naples and it carries tradition, history, and nostalgia at its core. Nonna's menu is an absolute delight. The star dishes of the repertoire are the sourdough pizzas, particularly Pizza No. 2, Pizza No.3, and Pizza No. 6, which are the crowd favorites. The menu caters to a wide spectrum of taste preferences while unwaveringly upholding authenticity. At the heart of it all, you'll discover hand-stretched Neapolitan pizzas that steal the spotlight. These delectable creations are thoughtfully complemented by an array of fried nibbles, refreshing salads, oven-baked starters, and divine desserts, including Eggplant Parmigiana, Garlic Sourdough, and Focaccia with Tomato and Mozzarella. And, of course, you can't

leave without savoring Nonna's Famous Tiramisu. Nonna's pizzeria presents a diverse selection of beverages, including wines, Aperol, Campari, and beer, all thoughtfully curated to harmonise perfectly with your meal. What truly sets Nonna's apart is its commitment to accommodating diverse dietary preferences. With offerings tailored for Jains and Vegans, and the flexibility to personalise your pizzas to your exact liking, Nonna's ensures every guest's culinary desires are met. At Nonna's, the commitment to authenticity extends to their ingredients, where the brand sources a blend of imported and local ingredients to craft the Neapolitan pizzas, creating a symphony of flavours that transport you to Italy with every bite. Ayush Jatia: Founder says "Nonna's has embarked on a mission to bring Pune the ultimate pizza experience, boasting our signature sourdough pizzas which has a legacy of a 500-year-old recipe. We believe in crafting exceptional dining experiences, and our passion for perfection shines through our artisanal creations. With a blend of traditional techniques and innovative flavours, we are sure that Pune will love Nonna's as much as it's been adored in Mumbai."

Koregaon Park gets SOCIAL The latest outpost in Koregaon Park is SOCIAL's 47th in India, and the 4th in Pune

Pune (Voice news service):- SOCIAL, India's beloved neighbourhood café, has opened its 47th outlet at Koregaon Park—the city's pulsating epicentre for shopping, entertainment, and innovation. Living up to the authentic SOCIAL vibe, Koregaon Park SOCIAL comes with an intense line up of programming, curated specifically for the hyperlocal and dynamic needs of Pune. From offering a platform to small businesses and bespoke entrepreneurs to high-octane musical and live performances, this latest addition to SOCIAL's national portfolio is designed as the one stop shop for all entertainment and dining needs. Whether one is seeking a space to unwind, engage in enlightening conversations, or simply find their sanctuary of peace, Koregaon Park SOCIAL extends an invitation to all visitors to experience its slice of Zen paradise. Guests at Koregaon Park SOCIAL can savour their favourite SOCIAL #eats and #drinks while being part of community driven engagements. The food menu here features new SOCIAL specials, such as Goda Masala Boti, Thecha Chicken Tikka, classic

breakfast trays such as the Dhingra's Punjabi Breakfast, and munchies like nachos, Death Wings and Chakna Boxes, to satisfy a diverse and wholesome appetite. The outpost also comes with SOCIAL's signature #drinks and new cocktails menu comprising some eccentric flavours like Pune to Goa, Gin Julep, Fusen Gum, and the ever-popular SOCIALLLIITS! On SOCIAL's latest outpost, Mayank Bhatt, Chief Executive Officer, at Impresario Entertainment & Hospitality Pvt. Ltd., shares "SOCIAL is dedicated to crafting unique spaces that transcend the ordinary, while also embracing the individuality of each neighbourhood. Our presence in Koregaon Park exemplifies this commitment, as we've designed it to embrace the area's vibrant atmosphere and cultivate genuine connections. In Koregaon Park, it's not just a location; it's a space where people from diverse backgrounds converge, forming bonds that inspire creativity and transcend boundaries. Our establishment in this iconic locale, tailored to capture Koregaon Park's dynamic spirit, underscores our dedication to fostering meaningful interactions."

Rivaz mein Razzmatazz: Pantaloons' Domino-Led Rangoli Captivates Pune with actress Urmila Nimbalkar



Pune (Voice news service):- The city of Pune witnessed a spell-binding fusion of artistry and innovation as Pantaloons, the celebrated fashion brand under Aditya Birla Fashion and Retail Ltd., unveiled a spectacular Rangoli entirely crafted

from dominoes. Pantaloons is long known for its commitment of embracing diverse cultural traditions. The brand's commitment is towards establishing memorable experiences for its young customers & this year, in the spirit of adding a bit

of razzmatazz to the festive season, Pantaloons teamed up with Karan Singh and Manzar Alam – artists with a remarkable track record in the world of domino art - to bring a unique concept to life. These two creative minds created a seamless and



captivating pattern, with a whopping 16000+ dominoes capturing the essence of both Rangoli and domino art. The artists took a collective of 70 hours to put this 400 sq ft wonder together. Actress Urmila Nimbalkar added a magical touch as she triggered the first domino, its ripples unveiled a finely crafted pattern of spirals that paid homage to timeless rangoli tradition. Mall visitors at Phoenix Mall of the Millennium Pune, cheered on as they were treated to this extraordinary celebration.

Discover the Path to Excellence: FIITJEE Talent Reward Exam (FTRE) To Evaluate and Foster the True Potential of Students

Pune (Voice news service):- Strengthening its legacy as the premier institute for competitive exams in the country, FIITJEE is organising the FIITJEE Talent Reward Exam (FTRE) for students presently in Classes V, VI, VII, VIII, IX, X & XI, will be conducted on December 24, 2023, and January 07, 2024, providing students ample opportunities to participate at their convenience. The exam will be conducted through Offline Mode only.



FTRE is meticulously designed to deliver students with a comprehensive platform to unlock their true potential, enabling them to accomplish unprecedented success in competitive exams and beyond. FIITJEE Talent Reward Exam (FTRE) offers an exceptional benefits and comprehensive platform for students to assess and enhance their competitive exam readiness. FTRE provides students with a realistic prediction of their potential All India Rank in major examinations such as JEE Main, JEE Advanced, NEET, various Olympiads, and NTSE through the Rank Potential Index (RPI). It meticulously evaluates students' analytical skills, IQ, and aptitude while helping them identify their ability to tackle conceptual, analytical, and intuitive thinking questions. FTRE also offers students the invaluable experience of attempting scientifically designed question papers that closely resemble the patterns and marking schemes of national-level competitive and scholastic exams in India. Additionally, students receive detailed analyses of their performance, with insights into concept-wise, chapter-wise, and subject-wise strengths and weaknesses. The exam also assesses examination temperament and provides valuable feedback on potential improvements. The unparalleled advantages of FTRE contribute to the 360-degree development of students:-

- **Assessment of academic capabilities: Parents and children will gain comprehensive insights into a child's academic strengths, including aptitude, comprehension skills, analytical capability, general IQ, and IQ specific to the desired career path.**
- **Identification of academic inclinations: Recognising a child's subject-wise aptitude at an early stage is essential for making informed decisions about stream selection in class XI, putting them on a successful career path.**
- **Discover through Scientifically Designed Tests: All of these can't be done through just any test. A child needs scientific testing that also has a pattern similar to various prominent National Level Competitive & Scholastic Exams.**

· **National Level Academic Standing: FTRE allows students to identify their national level standing, which is paramount for various competitive and academic exams. Post the exam analysis, FIITJEE will offer extensive guidance to parents and students on how to unlock their true potential.**

· **Discovering the road to optimum success: After all the analysis, parents and child need to know what needs to be done for unravelling his/her total potential manifested & hidden. This is the most crucial step. It needs to be done carefully. The child will be happy working hard, with this clarity rather than feel stressed or even depressed.**

Mr. Rajesh Kumar Karn Managing Partner, and Centre Head, FIITJEE Pune Centre said, "FTRE is more than just an exam. It's a tool for transforming a student's academic experience and will set them on course for extraordinary growth in terms of their ability to evaluate their potential, present capability, and real inclinations. I highly recommend that every student who is thinking of joining FIITJEE at any stage must appear in the FIITJEE Talent Reward Exam. This will help him / her to get immense Early

Joining Academic Benefits. This is an opportunity to study with the superior learning environment. Furthermore, FTRE serves as a gateway to qualify for prestigious FIITJEE Classroom and Integrated School Programs, making it a valuable opportunity for students across India". FTRE is a gold standard to not only evaluate students' IQ, aptitude & academic potential from a national competitive standpoint but also to gauge your analytical skills required for success in an array of competitive / scholastic examinations and careers. FTRE offers new benchmarks for assessing the IQ, aptitude, and academic potential of students, allowing them to excel in competitive exams and diverse career domains. "By participating in FTRE, students will not only gain a better understanding of their current abilities but also receive the necessary support to chalk a course towards their academic aspirations and future success. Also, the advantages of FIITJEE Talent Reward Exam extend beyond just IIT JEE, empowering students who are pursuing other streams like, Commerce, Arts, or the medical field". Mr. Karn concluded. To register for FTRE, students can either visit www.fiitjee-ftre.com for online registration or visit a nearby FIITJEE centre to register via offline mode. The last date to register for the FTRE is two days prior to the respective test date. (i.e., 22nd December 2023 Test & 5th January 2024 for 7th January 2024 Test).

Mondelez India Inks Pact with NSDC to bridge the Skill Gap for the youth of India

Pune (Voice news service):- Mondelez India proudly announces its partnership with the National Skill Development Corporation (NSDC) to empower India's youth through skill development, building on its decade-long commitment to community development through the Shubh Aaramb program. The company has signed a Memorandum of Understanding (MOU) with NSDC to empower 660 young individuals across six unique job roles in the districts of Bhind (Madhya Pradesh) and Pune (Maharashtra). Commenting on this collaboration, Ophira Bhatia, Senior Director, India & Lead, AMEA, Corporate & Government Affairs at Mondelez International, stated, "We are excited to embark on this transformative journey, enabling young individuals to acquire essential skills and become valuable contributors to our nation's workforce. This initiative aligns with Mondelez India's commitment to fostering a brighter future for the communities we serve, and we are excited to see how this transpires for the youth of the country. We couldn't have asked for a better partner than NSDC to help us fulfill this mission."

Ved Mani Tiwari, CEO, NSDC said, "Community development programs like the Shubh Aaramb program enable us to address specific regional needs while also aligning

local industries with the demands of the job market, thereby stimulating economic growth. I firmly believe that by providing skill training to local youth in Bhind and Pune for job roles in sectors like IT-ITeS, Management, Logistics, and Tourism & Hospitality, we can significantly enhance their employability and empower them to actively engage in resolving local challenges, instilling a sense of ownership and community pride. After all, only by empowering our youth can we take a critical step towards advancing the well-being of our nation, both locally and on the global stage." The program will encompass Short Term Training (STT) using Qualification Pack (QP) led training modules, specifically designed for job roles in sectors such as IT-ITeS, Management, Logistics, and Tourism & Hospitality. It will include training in soft skills, skill orientation on respective job roles, tools and work methodology, followed by assessment, certification and linking to employment opportunities. The program will be tailored to the local context and aligned with the needs of the youth in the identified locations of Bhind and Pune. Mondelez and NSDC are confident that this partnership will make a meaningful impact on the lives of the youth, opening up new horizons of opportunity through skill development and job readiness.

Celebrate the festival of lights in the skies with Café Akasa's Diwali Special Meal

Pune (Voice news service):- Café Akasa, the onboard meal service of Akasa Air, has introduced a 'Diwali Special Meal' in celebration of the festival of lights. Passengers travelling with Akasa Air can enjoy the warmth of Diwali with a meal featuring the traditional Matar ke Chole and Moong Dal Kachori, complemented by a delightful fusion dessert Motichoor Ladoo Pudding and a choice of beverage. The specialty meal will be available throughout November 2023, across the Akasa Air network and can be conveniently pre-booked on Akasa Air's website or mobile app. The festival of lights is not complete without indulging in traditional delicacies that are an intrinsic part of the Indian culture. The special offering has been curated to add a touch of festivity and provide a unique flying experience to customers

while also creating lasting memories in the skies for those travelling through the festive season. Since the launch of operations in August 2022, Akasa Air has introduced specially curated meal options that are inspired by regional specialties associated with celebrations during popular festivals and special occasions like Christmas, Makar Sankranti, Valentine's Day, Holi, Eid al-Fitr, Mother's Day, International Yoga Day, Monsoon season, Onam, Ganesh Chaturthi and Dussehra among others. The airline also offers a pre-selection of cakes on its regular menu for flyers who want to celebrate the birthdays of their loved ones in the skies. As a part of Café Akasa's refreshed menu, customers can expect an expansive choice of over 50+ meal options including healthy, fusion, festive and gourmet meals that cater to a wide array of diets and palettes.

Renowned actress Madhuri Dixit-Nene was awarded 'Suryabharat Global Award-2023' by Suryadatta Global Business Forum at the hands of Sushama Chordiya and Prof. Dr. Sanjay B. Chordiya

Pune (Voice news service):- The first 'Suryabharat Global Award-2023' by Suryadatta Global Business Forum (SGBF) was awarded to renowned actress Padma Shri Madhuri Dixit-Nene. Madhuri has been honored at the hands of the founder President of Suryadatta Education Foundation and president of 'SGBF' Prof. Dr. Sanjay B. Chordiya and Vice President Sushama Sanjay Chordiya in Jaipur (Rajasthan) recently. The award was in the form of a certificate, badge, medal, and scarf. Recently, Madhuri has come to Jaipur. Bollywood superstar Madhuri Dixit-Nene came to Jaipur recently. At this time Prof. Dr. Sanjay B. Chordiya interacted with her. He also briefed her about the Suryadatta Group of Institutes and its journey of 25 years. Madhuri Dixit-Nene appreciates the 25-year journey of Suryadatta. She expressed her gratitude towards the Suryadatta and said, This initiative of honoring good



and outstanding people in the society and setting a role model for the students is commendable. Also, the newly established Suryadatta Global Business Forum is creating opportunities for busi-

ness exchange by bringing entrepreneurs from around the world on one platform. Prof. Dr. Sanjay B. Chordiya said, 'SGBF' will play an important role in bringing together like-minded

people who are entrepreneurs and aspiring entrepreneurs. We are delighted to present Madhuri Dixit with the award, which is given in the first year of its establishment. The award will be given

to great people who have made substantial contributions through their work, and presentation of art at national and international levels. Suryadatta Global Business Forum has been established to promote business growth and the exchange of industries at the global level. Through this forum, there is an attempt to give guidance and a platform to entrepreneurs. Various kinds of seminars, conferences, and programs are going to be held bringing together people from all walks of life. The aim is to impart the benefit of my past 40 years of experience in the field of industry and education to the future generation. I am trying to share the experience and knowledge gained while working as a member, and fellow in various organizations, companies, forums, and associations around the world. I am working on two principles 'Sharing is Growing' and 'Networking is Net Worth', Prof. Dr. Sanjay B. Chordiya mentioned.

Toyota Technical Training Institute Expands to enhance Inclusivity and Diversity

Pune (Voice news service):-

In a significant step towards supporting the "Skill India Mission," Toyota Kirloskar Motor (TKM) today, announced the expansion of its Toyota Technical Training Institute (TTTI) in Bidadi. This marks the success of its existing programs and TTTI's strong commitment to empower the rural youth of Karnataka with the skills and knowledge for transforming them into world class technicians thereby ensuring growth, employment, and development of society.

The event was graced by Shri D K Shivakumar, Hon'ble Deputy Chief Minister, Dr. Sharanaprakash Rudrappa Patil, Hon'ble Medical Education & Skill Development, Entrepreneurship and Livelihood Minister, Shri D K Suresh, Hon'ble Member of Parliament, Loksabha, Bangalore Rural Constituency, Shri H C Balakrishna, Hon'ble Member of Legislative Assembly, Magadi Constituency, Shri Mankal S Vaidya, Hon'ble Minister of Fisheries, Ports and Inland Transport, Government of Karnataka along with Shri Swapnesh R Maru, Executive Vice President and Chief Compliance Officer, Shri Sudeep S Dalvi, Senior Vice President, Director and Chief Communication Officer, G Shankara, Senior Vice President and Chief Human Resource Officer, TKM.

TTTI, well-known for its comprehensive curriculum



and unwavering commitment to the development of its students, is now doubling its intake from 600 to 1200 students which will include upto 600 female students, providing opportunities for students from economically challenging backgrounds and rural areas in Karnataka, with a steadfast focus on enhancing gender diversity as a pivotal component of its expansion. Alongside its existing 3-year regular course, TTTI has also introduced the Toyota Kaushalya 2-year course under the "Learn & Earn" approach to further promote skill development, employment opportunities, and inclusive participation. The increase of intake of students has resulted in the enhancement of infrastructure like residential facilities including exclusive accommodation for female students, new class rooms, and equipments for enhanced skill training which will further provide ideal environment for holistic learning and development of the students at TTTI.

Mr. G. Shankara, Senior Vice President & Chief Human Resource Officer,

TKM & TKAP, expressing his thoughts, said, "TTTI has always strived to provide a platform for the youth to acquire advanced skills and knowledge, and this expansion is a testament to our commitment to reach out to more students from economically challenging backgrounds, promote diversity, and skill development. Our comprehensive curriculum enhances learning opportunities while fostering an inclusive learning environment. We look forward to witnessing the positive impact on society and contributions from our students who are equipped to work and perform not only within the state or the country but also at a global level. Currently we have trained close to 1000 students who have demonstrated excellence in their skill sets, acquiring knowledge that is crucial for the growth of the automotive industry. The success of TTTI's programs, is illustrated by our students excelling in their careers, which has been a source of immense pride for us."

Since its inception in 2007, TTTI has been committed

to providing advanced technical education and fostering overall development among rural youth. The planned increase in student intake reinforces TKM's commitment to empowering economically challenged students, creating world-class technicians, enhancing societal development, and employment. One of the recent initiatives to promote admission of female students, 'Toyota Kaushalya,' has been well-received by students. It offers a unique opportunity for youth to acquire skills relevant to the manufacturing industry, combining theoretical learning with on-the-job training (OJT) enhancing their employability. Furthermore, many of our employees after being trained at TTTI and TKM get the opportunity to be trained in Japan to gain hands on experience in global environment.

TTTI proudly promotes inclusivity by providing free training to economically challenged students. The students have achieved remarkable feats in prestigious competitions like the India Skills and World Skills contests, bringing immense pride to the nation. The residential training program offered by TTTI plays a crucial role in the holistic development of our students, encompassing knowledge, skills, physical fitness, and mental abilities.

Two Indian Cities Shortlisted In the \$9 Million Global Sustainable Cities Challenge by Toyota Mobility Foundation

Pune (Voice news service):- The Toyota Mobility Foundation (TMF) announced that Bengaluru and Varanasi have been shortlisted amongst the top 10 cities in the \$9-million Sustainable Cities Challenge.

The Toyota Mobility Foundation, with support from Challenge Works and World Resources Institute, launched the Challenge in June 2023, aimed at helping cities prepare for the future by supporting mobility focused innovation with the potential to transform the lives of millions of people around the world. Over 200 entries were received during this entry period, from over 150 cities in 46 countries globally. They were assessed on four key criteria of 1) Challenge focus 2) Innovation 3) Impact 4) Partner capacity.

The shortlist includes cities in Brazil, Colombia, India, Italy, Malaysia, Mexico, the United Kingdom and the United States. With over 50 entries from India, the two shortlisted cities - Bengaluru and Varanasi will be invited to capacity-building academy, where they will receive support to develop their solutions. They will also become part of a larger network of innovative city teams.

Three cities from the ten shortlists will be selected to launch their own City Challenges and in mid-2024, the call will be launched for global innovators to work

with the three winning cities. Innovators could be from anywhere around the world - residing both locally or anywhere else in the world, but the solutions must be applicable and tailored to the winning cities. Innovators for each city will be selected in late 2024, and they will be supported over a 2-year period with up to \$9 million for testing and pilot running of solutions between 2024-2026. In 2026, winning innovators will be selected for further implementation at that time.

Speaking on the development Mr. Vikram Gulati, Executive Vice President, Toyota Kirloskar Motor said "We at TKM, are thrilled that Bengaluru and Varanasi from India, have made it to the shortlisted global cities in the Sustainable Cities Challenge. As "Mobility" is becoming a priority aspect in India, innovative approaches and solutions to the challenges are required and must be encouraged.

The primary elements of Mobility Challenge being inclusivity, safety, and sustainability that go hand-in-hand with the themes underlying Bengaluru and Varanasi's urban development strategy.

As a mobility company, Toyota is committed to human centric mobility, beyond the realm of just automobile manufacturing. We at Toyota, envision a world where mobility isn't just about moving from one point to another; it's

about cultivating sustainable, inclusive, and secure urban environments. The Toyota Mobility Foundation's Sustainable Cities Challenge exemplifies our unwavering dedication to this vision as it serves a platform that unites cities and innovators with their residents to facilitate development of customized solutions for the real-world challenges through open innovation.

I am confident that this initiative will contribute in the creation of ever better cities across the globe in becoming a more beautiful & sustainable world" Pras Ganesh, Executive Program Director of Toyota Mobility Foundation in Asia said, "The Sustainable Cities Challenge extends far beyond mere innovation; it's a pivotal endeavour in shaping the future of urban mobility, safety, and sustainability. We firmly believe that Indian cities like Bengaluru and Varanasi, each possessing unique strengths and potential, can serve as prime examples of sustainable and resilient urban development. Working with Challenge Works, World Resources Institute and even other like-minded partners like the UN Habitat and Deloitte Future of Mobility Solution Center, we are excited to support these visionary projects in the shortlisted cities that are already making efforts to improve their mobility systems, and we are very excited to begin and make

a tangible difference to the residents of the cities."

Other shortlisted cities include - Detroit and New Orleans (United States), Fortaleza (Brazil), Medellin (Colombia), Mexico City (Mexico), Seberang Perai (Malaysia), Venice, Italy and York (UK)

The Sustainable Cities Challenge, funded by the Toyota Mobility Foundation, is a collaboration with Challenge Works and World Resources Institute. It aims to encourage innovative thinking and creative solutions to address urban challenges.

With cities at the forefront of transformation, the Challenge embodies inclusivity, safety, and sustainability, aligning with the goals of urban development.

Entries were invited from across the world, including Indian cities, from June-September 2023 with entries to the first stage of the Challenge being opened to city leaders and municipal corporations, governments, transport departments and other related local and regional agencies.

Cities were invited to enter the Challenge by identifying areas in which innovation would help them expand access to safe, affordable, and inclusive modes of mobility; harness the power of data to create connected and resilient mobility ecosystems; and reduce environmental impact through low-carbon and renewable solutions.

Hatsun Agro Proudly Announces Remarkable Growth in Milk Procurement, Ensures Supply Stability

Pune (Voice news service):-

Hatsun Agro, a leading player in the dairy industry and Chairman Mr R G Chandramogan, proudly announces a significant surge in milk procurement, ensuring a robust and stable supply for the coming months. In response to last year's challenges, the company has undertaken strategic measures to overcome supply shortages and inflated purchase prices.

Following a meticulous correction in selling prices and moderation of purchase prices, Hatsun Agro has experienced a remarkable upswing in milk procurement volume. In the months of September and October, the company achieved an impressive 25% increase in procurement, thanks to the establishment of additional collection centers and the inclusion of more farmers across all states.

The figures speak for themselves - in September, Hatsun Agro procured over 11 crore liters of milk, and in October, the company

reached an all-time high, collecting over 12 crore liters of milk in a single month.

This exceptional growth in procurement not only signifies the company's commitment to overcoming challenges but also positions Hatsun Agro as a reliable and sustainable source of dairy products.

With the expanded network of collection centers and the inclusion of more farmers, Hatsun Agro confidently asserts that there will be no recurrence of supply shortages experienced last year.

The proactive steps taken by the company have not only addressed past issues but have also set the stage for continued growth and stability in the dairy supply chain. Hatsun Agro remains dedicated to providing quality dairy products to consumers while ensuring fair practices for farmers.

The company expresses gratitude to its stakeholders for their continued support and looks forward to a future of sustained growth and success.

HERO MOTOCORP MAKES A SPLASH AT EICMA 2023 WITH PRODUCTION READY VEHICLES IN NEW CATEGORIES & FUTURISTIC CONCEPTS

Pune (Voice news service):-

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, on Tuesday announced a slew of strategic initiatives here at the EICMA 2023, including extensive growth plans to expand its footprint in electric mobility, enter new ICE vehicle categories and foray into Europe.

Delivering on its commitment to provide world-class experiences and products to its customers across the globe, the company unveiled three concept vehicles and three production-ready vehicles at EICMA - the world's largest two-wheeler expo. It also announced a roadmap to enter the European markets such as Spain, France and the UK by mid-2024.

Dr. Pawan Munjal, Executive Chairman, Hero MotoCorp said "In keeping with our vision "Be the Future of Mobility", Hero MotoCorp is driven by innovation and extensive research.



Brand Hero is trusted by its 112 million customers across the world and is now transforming itself as a technology powerhouse that is ready to serve the evolving global customer. "Through our eco-friendly, sustainable green manufacturing, fuel-efficient ICE products and technologically-advanced electric vehicles, developed at our world-class research and development facilities in India and Germany, we are committed to meeting the current and future mobility needs of customers in diverse geographies

around the world. "With this foray into Europe with our Electric Vehicles, I am confident that Hero MotoCorp will soon emerge as a trusted brand in key markets in the region, just as it has done in other parts of the world. Our philosophy to have a clean, equitable and hospitable planet for future generations is enacted through our products, and services, and I am sure this philosophy resonates with all our stakeholders across the world." Addressing global media at the company's stall at

EICMA, Niranjana Gupta, CEO, Hero MotoCorp said, "We are excited to showcase our latest products and technologies to our stakeholders here who have come from around the world. We are collaborating with highly credible partners in the UK, Spain, and France to start commercial operations in each of these markets by mid 2024.

"We will first introduce our electric scooter VIDA V1 in these countries and then expand our offerings with high-capacity premium ICE motorcycles and scooters, which are showcased here.

With our expertise in providing high-quality personal mobility solutions at accessible prices, we are confident that our new range of products will be appreciated by customers across geographies. Our aim is to "Innovate and Manufacture in India for the world" and we are changing gears to swiftly move ahead towards this target."

SSV World Premiere at EICMA: Vitesco Technologies Brings E-power to the Off-Road Segment

Pune (Voice news service):-

Vitesco Technologies, a leading international supplier of advanced powertrain technologies and solutions for e-mobility, is presenting a world premiere at EICMA 2023 (November 9-12, press and trade visitor days on November 7-8): The M-Two electric SSV (side-by-side vehicle) by German manufacturer Mandrill, one of the pioneers in the e-off-road market.

The demo vehicle - a prototype that is already being used for test drives - is powered by the highly integrated electric axle drive EMR3 (3rd generation Electronics Motor Reducer), which Vitesco Technologies has already put into series production in more than 20 passenger car vehicles by European and Asian manufacturers since 2019. The all-wheel-drive vehicle uses one EMR3 each on the front and rear axles. Another component from the passenger car sector is the PDCU

(Powertrain Domain Control Unit), which the two-wheeler and powersport specialists at Vitesco Technologies have further developed for use in the M-Two. The company anticipates significant growth in electric off-road vehicles such as SSVs and also UTVs (Utility Task Vehicles), which are SSVs where the main focus is utility.

"Based on the many talks we are having with customers regarding electrification in the powersports sector, we expect a strong increase in demand for electric drives in this segment," said Torsten Bellon, Head of the 2-Wheeler & Powersports product line at Vitesco Technologies. In the development of solutions for the two-wheeler or off-road segment, he adds, the company has the considerable advantage of having access to in-house automotive products.

"And when adaptations or further developments are required, our more than

two decades of expertise in two-wheeler and powersports applications really comes into play," Bellon said. "We are pleased to present Mandrill's M-Two, the first application of the EMR3 in the off-road segment. It is impressive proof that our automotive background enables us to serve the growing global demand for electrification in this market, which is especially large in North America, with ready-to-use, proven solutions. We are also considering giving our customers access to individual components of the e-machine for future EMR generations."

Compact, powerful, and robust axle drive The EMR3 is a compact, lightweight unit that consists of a permanent magnet synchronous motor, power electronics (inverter) and a reduction gear (reducer).

This scalable electric drive mobilizes up to 150 kW of power and a torque of up to 2,900 Nm, weighs only 76 ki-

lograms, and its dimensions (40 x 35 x 55 cm) are barely larger than a piece of carry-on luggage. The highly integrated system does not need any internal plugs or cables when connecting the motor and inverter, which also contributes to its robustness.

The automotive axle drive was integrated in the M-Two with no modification required. For this purpose, the off-road specialists at Vitesco Technologies further developed the PDCU control unit to allow the software integration of the EMR3 in SSV applications. Here, the PDCU serves as an interface box containing full functionality and can be adapted to the specific purpose of the off-road vehicle. Compared with their use in passenger cars, the software adaptations required included the development of special algorithms, for example for torque management. Since two EMR3s are used in the M-Two, CAN communication between the PDCU, the two

motors and the battery is very complex.

100 km/h in 2.3 seconds and sights set on the Dakar Rally Mandrill Automotive GmbH develops high-performance electric SSV vehicles for industrial and powersport applications. The forerunner of the M-Two is the prototype M-One, which has been in use as a test and promotion vehicle since mid-2021 and received road approval in May 2022. "Mandrill is pleased to have Vitesco Technologies, one of the leaders in electric drive systems and components, on board. Together we will set a milestone in the completely new segment of electric SSV and UTV vehicles," said Heiko Böstler, CEO of Mandrill. "Our vehicles are designed to perform in tough conditions in extreme terrain, whether at minus 30 degrees in a ski resort equipped with a track set, in the desert at 45 degrees, or climbing vast inclines with a full load.

The best components on the market were selected for this, and these include the Vitesco Technologies' EMR3 unit."

Unlike conventional SSVs the M-Two does not need a drive belt because both axles are driven directly by an EMR3. The all-wheel drive vehicle therefore also provides its maximum output of 150 kW in pure rear-wheel drive. The total torque of 5,800 Nm catapults it to 100 km/h in 2.3 seconds (top speed: 135 km/h). The 43 kWh battery (400 volts) provides a range of up to 300 kilometers and can be charged to 80 percent in 30 minutes.

The waterproof off-roader (to IP67/69 standard) will initially be launched in Germany, Austria, and Switzerland. From 2025, Mandrill plans to market the vehicle worldwide, including in North America, the main market for SSVs. The company has also received inquiries from teams who would like to deploy the M-Two in the Dakar Rally.

Profit Before Tax grew by 141% YoY, Debt Reduced and Strong Order Win delivered by Varroc Engineering Limited

Pune (Voice news service):-

Group, announced its results for the quarter ended Sep 30, 2023. Mr. Tarang Jain, CMD commented, "The geopolitical situation in Europe and the Middle East has created uncertainty in the global business environment. The interest rates may come under pressure if inflation goes up further due to a spike in oil prices. Despite these uncertainties in the global markets, we see a resilient and growing economy in India. The Indian economy has sustained its growth momentum in FY 2024 so far.

Though the urban demand has already picked up well, we are expecting that the rural demand will also pick up with the current festive season.

In terms of our operations in Q2FY24, we continued our journey of improving operational and financial performance. Our revenue from operations grew by 3% on a YoY basis to Rs. 18,868 million, despite a weak growth in overseas markets due to the holiday season in Europe. The reported PBT for the quarter was Rs. 739 million which includes profit from our joint venture of Rs 80.6 million. Our balance sheet has strengthened in the H1 FY24 as we pulled ahead some of the debt reduction initiatives to Q2 and reduced our net debt significantly by over 2,714 million in H1 FY24 and our Net

Debt/Equity ratio to below 1X. Our debt servicing ability has also improved as Net Debt to EBITDA is now at 1.35X compared to over 2.13X at the start of the financial year. The annualized ROCE for the H1 FY24 is around 23%.

We continue to win the trust of the customers as they are awarding us more business. This is reflected in the new order win. In H1 FY24 our new lifetime order win is Rs. 36.02 billion. In Q2 FY24, we have added 3 new customers for supplying components to their EV models. In the quarter, we also won business from 2 customers for supplying components related to the EV powertrain. These new orders will enable us to strengthen our presence in EV component space. Our Revenue from supplying to EV players in Q2 FY24 was approx. ~4.4% of our overall revenue.

Our effort to increase our technical capability was further enhanced in H1 FY24 as we filed 9 patents in India and 1 overseas. We continue to enhance our engagement with OEM's and showcase our ability to deliver advanced technology solutions at affordable cost to them. We are also working on various other efforts like capacity utilization, prudent capital allocation and cost reduction across the board to make our business more robust."

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