



JetSynthesys redefines E-Cricket Entertainment, concludes Global E-cricket Premier League 2023 on a high note

Pune (Voice news service):- New-age digital entertainment and technology company, JetSynthesys, concluded the finale of the inaugural season of India's largest esports tournament, Global e-Cricket Premier League (GEPL) at Pune's Bhalewadi Stadium today. The finale featured nail-biting matches among the top 4 teams - New York Apes, London Rhinos, Kolkata Hawks, and Dubai Vipers. The evening finally culminated in a tense finale where the Dubai Vipers clinched the trophy, beating table-toppers, the New York Apes. The winning team and top players walked away with an impressive prize pool of Rs. 2.51 crore.

Streamed on JioCinema and Sports18, the debut edition of GEPL also saw the launch of Real Cricket™ 24, India's first and only world class sportable game. It is the world's most popular skill-based free-to-play (FTP) mobile cricket simulation game and boasts of 27 crore lifetime downloads. It currently has a staggering 1.2 crore - 1.5 crore game plays per month. The tournament went beyond the confines of traditional sports, seamlessly blending the thrill of video gaming with an unmatched love for cricket, captivating millions daily. Rajan Navani, League Promoter and Founder and CEO of JetSynthesys said, "Embarking on the inaugural season of the Global E-cricket Premier League has been an



exhilarating journey. It's being filled with passion, innovation, and the sheer joy of witnessing a global community unite through the virtual realm of e-cricket. I am immensely delighted to see our vision come to life, and the success of this debut season is a testament to the incredible dedication of everyone involved." "Congratulations to the winning team and all the players who made it to this Grand Finale. Their skill, sportsmanship, and determination have set the standard for excellence in e-cricket. Cricket came to us from the West but today, I'm proud to say that our Made-in-India Real Cricket™ and GEPL have set the stage for India exporting cricket esports to the world," enthused Rajan further at the awards ceremony. Established gamers like Shreeman Legend, Dynamo, Soneeta Thapa Magar, amongst others were also a part of the grand finale to boost the morale of the players. Additionally, popular rappers EPR Iyer, Henny Papi,

and others delivered energetic performances, aligning with the fervour of the crowd and players alike. Rohit Potphode, President of Esports at JetSynthesys, "In the ever-expanding landscape of esports, players today are spoilt for choice, and the avenues to pursue their passion are limitless. GEPL has not only provided a platform for players to showcase their skills but has also contributed to the growing recognition of e-cricket as a successful and entertaining sport. I am thrilled to witness the reception the tournament has received and witnessing the fruition of our collective efforts has been truly gratifying. This inaugural season has not only marked a milestone for GEPL but has also propelled e-cricket into the global sporting spotlight. We are happy to witness the convergence of talent, strategy, and sheer determination, captivating audiences worldwide." Not only did GEPL break new ground in esports, but it also opened doors to employment

opportunities across various sectors within the esports ecosystem, across event operations, broadcast, talents, and more. GEPL extended salaries to top players, empowering them to turn their gaming passion into flourishing careers and compete for the prestigious title of the 'e-Cricket Icon' on a global scale.

"As we conclude this thrilling chapter, I encourage players from around the world to join us in the next season. E-cricket is not just a game; it's a platform for dreams to take flight, and I look forward to witnessing even more exceptional talent shaping the future of this digital cricketing landscape. Together, let's continue to elevate the spirit of competition and camaraderie in the virtual realm of cricket," Rajan Navani added. Embarking on this exceptional journey, GEPL initiated registrations from June 28 to July 8, amassing over 2 lakh entries from a pool of over 1 crore e-Cricket enthusiasts, each dedicating an average of an hour a day to the sport of Real Cricket. Following this impressive prelude, qualifiers unfolded from July 14 to August 10, unleashing a fierce competition within the revered arena. Participants battled through exhilarating single-elimination matches, striving to emerge as the crème de la crème—the top 100 players. As the dust settled, these athletes progressed to the esteemed draft phase.

SHIRAM ASSOCIATES LAUNCHED A PRESTIGIOUS PROJECT DIVINE GARDEN IN LOHEGAON PUNE



Pune (Voice news service):- Buying a house is not just buying a place within four walls. Specially when one is buying a house in a project of Shiram Associates, one is buying a stylish comfortable and unique experience. Managing Director of Shiram Associates, Mr Rakesh Agarwal said, "We have come to Pune's Dhanori -Lohgaon location to celebrate the ceremony of home buying with our new ultra modern residential complex project Divine Garden. Thousands of our customers have given top choice for housing projects

developed by Shiram Associates. We have now come to Pune's new age customers with our new home project Divine Garden. This is an excellent opportunity for them to buy a home with a number of modern amenities. Shiram Associates has earned the trust of customers over the last 23 years. Mr Rakesh Agarwal said that with the blessings of more than 1500 happy families we have delivered 1.24 lakh sq ft living area as a "Divine Garden". At present Shiram Associates is in the process of developing a 51 lakh sq ft project, he

added. Mr Agarwal said an important advantage of the Divine Garden housing project, developing in the Dhanori -Lohgaon location of the "happy and happening" city of Pune, is that it is close to the Pune airport. The project has 2 bedroom and 3 bed room flats. The customers can benefit from the wide expanse of 12 acres with 20 huge towers, 10 facilities park and more than 108 public convenience units. Ruchika Agarwal, the very talented and renowned architect of Ruro Design Studio, has designed the entire architecture of Divine Garden. Mr Rohan Agarwal of Shiram Associates believes that this area with the modern, spacious, well decorated and stylish flats is home for the outside world but for the customers it is a treasure of endless experience of happiness. Though located at a mere 10 minutes distance from the airport, Divine Garden offers all the comfort of a housing project. The list of advantages is long, including proximity to airport, railway station, bus stand, hospital, school, colleges and shopping cen-

tre, 4 types of swimming pool, indoor gaming, sports complex, mini theater, selfie point, learning centre, guest suites, hobby space...all the amenities designed to suit the aspirations of all age groups. To take care of the customers' health there are facilities such as walking track, cycle track, spa, steam room, fitness deck, outdoor gym accupressure will be available. In the area of sports options such as cricket, air hockey or golf practice will be available. Also developed will be spaces where customers can spend quiet time with self, away from the routine. There will be a public lawn where customers can celebrate their family function and there will be a deck, kitchen, temple, barbeque, sit out, amphitheater etc. Keeping in mind the needs of the new age there will be special spaces within Divine Garden flats for work from home. Mr Agarwal said safety features such as watch towers, emergency exits, ramps, street lights, high quality internal roads, footpaths, app based security system and video door phone have been thought of.

Making EV Charging More Accessible: Bharat Petroleum and Tata Passenger Electric Mobility collaborate to setup 7,000 chargers



Pune (Voice news service):- Bharat Petroleum Corporation Limited (BPCL), a Fortune 500 and a Fully Integrated Maharatna Energy Company and Tata Passenger Electric Mobility Ltd. (TPME), known for pioneering India's electric vehicle revolution, have signed an MOU to collaborate in establishing public charging stations across India. The collaboration will leverage BPCL's widespread fuel stations network and TPME's insights from over 1.15 lakh Tata EVs on Indian road, to set up chargers at locations frequently visited by Tata EV owners. Additionally, BPCL will gather insights on charger usage to improve customer experience. This agreement between TPME and BPCL aims to improve the overall experi-

ence for EV owners across India. The two companies are also exploring the possibility of introducing a convenient payment system through a co-branded RFID card, making payment easier for Tata EV users and to encourage more people to adopt electric vehicles in the country. BPCL boasts a nationwide network of over 21,000 Fuel Stations and is committed to a sustainable future by amalgamating strategy, investments, and environmental goals. BPCL aims to install 7,000 electric vehicle charging stations by next year. To alleviate electric vehicle owners' range concerns, BPCL has initiated over 90 Electric Vehicle Fast Charging Highway Corridors across the nation, ensuring a fast-charging station approximately every 100

kilometers on both sides of major highways. These corridors span more than 30,000 kilometers across various highways, assuring enhanced EV convenience and accessibility. According to Santosh Kumar, Executive Director in charge Retail, BPCL said "BPCL is constantly striving to align with the nation's vision to achieve net zero carbon emissions by 2040. BPCL steadily moving closer to goal to converting 7000 of our conventional retail outlets into energy stations which is a part of a comprehensive decarbonization strategy to support and prioritize sustainable initiatives. BPCL has already set up a very large network of fast charging stations across highways. EV is a field of collaboration and we believe that the joining hands with TPME shall take the EV game of BPCL and TPME to the next level." TPME is the market leader in EVs in India, commanding a market share of over 71% in electric passenger vehicles. With more than 115,000 Tata EVs on Indian roads, where 75% are used as primary vehicles, TPME continues to lead the way in India's electric mobility revolution. According to Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles Ltd., and Tata Passenger

Electric Mobility Ltd., "EV adoption is a key imperative to combat the deteriorating air quality in Indian cities. Widespread and reliable charging infrastructure will be a key catalyst for accelerating EV adoption in India. In line with our commitment to develop Retail, BPCL said "BPCL is constantly striving to align with the nation's vision to achieve net zero carbon emissions by 2040. BPCL steadily moving closer to goal to converting 7000 of our conventional retail outlets into energy stations which is a part of a comprehensive decarbonization strategy to support and prioritize sustainable initiatives. BPCL has already set up a very large network of fast charging stations across highways. EV is a field of collaboration and we believe that the joining hands with TPME shall take the EV game of BPCL and TPME to the next level." TPME is the market leader in EVs in India, commanding a market share of over 71% in electric passenger vehicles. With more than 115,000 Tata EVs on Indian roads, where 75% are used as primary vehicles, TPME continues to lead the way in India's electric mobility revolution. According to Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles Ltd., and Tata Passenger

Tata Motors and HDFC Bank sign MoU for seamless digital financing solutions

Pune (Voice news service):- Tata Motors, India's largest commercial vehicle manufacturer, and HDFC Bank, India's largest private sector bank enter into a Memorandum of Understanding (MoU) to provide attractive digital financing solutions for its commercial vehicle customers. This collaboration marks a significant leap in enhancing the accessibility of financial services for Tata Motors commercial vehicles customers. Under this partnership, Tata Motors customers can now seamlessly access HDFC Bank's vehicle financing solutions through Tata Motors' Online Sales Platform and the innovative Tata e-Guru mobile application. The integration of financial services into the digital ecosystem will ensure a streamlined process, allowing customers to select their preferred financier that suits the requirements.

Commenting on this collaboration, Mr. Rajesh Kaul, Vice President & Business Head - Trucks, Tata Motors, said, "As a customer centric company, we are delighted to onboard HDFC Bank on Tata Motors Online Sales Platform and e-Guru, providing our customers with easy and flexible financing options. This partnership aligns with our commitment to enhancing customer experience through innovative digital solutions. By integrating HDFC Bank's expertise and reach, we aim to empower our customers with a range of financial choices that suit their unique needs. This collaboration is a crucial step in our commitment to driving excellence in both product offerings and customer service." Speaking on this announce-



ment, Mr. Balaji Varma, Executive Vice President, Commercial Vehicle Group, HDFC Bank, said, "We are pleased to partner with Tata Motors to offer attractive digital financing solutions to their commercial vehicle customers. Our solutions are meticulously customised to meet the diverse requirements of customers, ensuring a tailored and seamless vehicle buying experience. We appreciate that the ease of accessibility for vehicle financing is immensely beneficial for customers and we're committed

to enhancing the vehicle financing experience." This strategic alliance extends to all commercial vehicles offered by Tata Motors, including buses, trucks and small commercial vehicles and pickups. Tata Motors remains dedicated to understanding and meeting the evolving needs of its customers, not only in terms of products and services but also from a financial assistance perspective.

MSDE pledges 'Ab Koi Bahana Nahi' against gender-based violence



Pune (Voice news service):- In accordance with '16 days of activism against gender-based violence' annual campaign, the Ministry of Skill Development and Entrepreneurship (MSDE) today commenced a two-day capacity building programme for its officials under the sexual harassment of women at workplace act, 2013. The inaugural session was

convened in the presence of Shri Atul Kumar Tiwari, Secretary, MSDE, along with other senior officials of the Ministry along with representatives of UN Women. Speaking on the occasion, Shri Atul Kumar Tiwari, Secretary MSDE, expressed that "Capacity building programmes such as the one being conducted today are important in creating awareness

for every official to conduct oneself appropriately at the workplace. It is necessary that a safe and secure environment for all employees becomes a part of the workplace culture." He also directed the members of the committee formed in this regard to regularize review meetings and take necessary steps to further ingrain the essence of the learnings of the act. Ms. Kanta Singh, Deputy Country Representative, UN Women India office, applauded MSDE's efforts and its dedicated commitment to preventing sexual harassment in the workplace for facilitating enabling environment for women in the Ministry. The UN Women official lauded MSDE for being one of the first ministries to organize comprehensive capacity-building training for its entire staff. Ms. Singh

underscored the profound impact of sexual harassment on women, underlining its effects on mental well-being and its potential to impede women's participation in the future workforce. The officials of the Ministry also took a pledge - 'Ab Koi Bahana Nahi', four powerful words to put a stop to gender based violence. Under the two-day programme, training will be conducted not only to provide a clear definition of what constitutes Sexual Harassment but also to increase awareness on how the complaint process works. This initiative is a part of MSDE's effort to take proactive measures to create a safe workplace for women and reflects its commitment to empowering women as economic agents and equal partners for the inclusive growth of the country.

The price for Aprilia RS 457 announced at INR 4.10 Lakhs (Ex-Maharashtra), pre-bookings open from 15 Dec 2023

Pune (Voice news service):- Piaggio Vehicles Pvt Ltd, the 100% subsidiary of the Italian auto giant, Piaggio Group has announced the price for their much-awaited mid-performance sports bike, the Aprilia RS 457 at INR 4.10 lakhs (ex-Maharashtra). Customers can pre-book the sports bike from 15 Dec 2023 on the Aprilia India website as well as at the Aprilia Motoplex Dealerships across India for INR 10,00,000 only. The start of deliveries of the sports bike is tentatively announced from March 2024. The announcement was made by Mr Diego Graffi, Chairman and MD, Piaggio Vehicles Pvt Ltd at the India Bike Week in Goa. The new Aprilia RS 457 makes its Indian debut following its design and development at Aprilia's headquarters in Italy, at the same technical HQ that produces superbikes and MotoGP bikes. Speaking at the announcement, Mr Diego Graffi, Chairman and MD, Piaggio

Vehicles Pvt Ltd said, "Performance luxury is core to Aprilia vehicles and they all come with a racing DNA. The introduction of the RS 457 is a new chapter for India's sports bike category and the mid-performance segment is a perfect gateway to get into serious sports biking. We believe that the Indian mid-performance market is at the cusp of a revolution and sports bikes will make a serious headway in a predominantly cruiser-dominated market. What works for us is that the infrastructure in India is thriving, the consumers are ready to explore and demand more from their bikes, and even the culture of motor-sports is penetrating with the likes of premium 2-wheeler motorsports coming to India. We are excited to leverage our successful racing history and shape India's unique motorbike culture and there could not be a better product than a sports bike from the RS family which has a legacy of global fandom through the RS

660, RSV4 and of course the RSGP bikes. This is India's time to take to the world of sports biking!" Adding his thoughts, Mr Ajay Raghuvanshi, EVP 2 Wheeler Domestic Business Piaggio Vehicles Pvt Ltd said, "Over the last few years there has been a rapid rise in the mid-performance segment for motorcycles. The sale of motorcycles with engine capacities ranging from 250cc to 750 cc, increased by 38% last fiscal, more than double the overall two-wheeler category. Thanks to the rapidly developing road infrastructure, we are witnessing a cultural shift in biking as a hobby versus as just a mode of transportation. With the Aprilia RS 457, Indian consumers will now have easy access to a world-class racing sports bike and experience the thrill of riding like never before. We are ready and excited to provide customers with a great product and equally great service befitting of an Aprilia."

He further added, "The Aprilia RS 457 will be retail exclusively through our flagship Motoplex format, which also retails the CBU units of the RS 660 and RSV4. We intend to provide the best customer experience hence the decision to retail through only Motoplex ensuring unparalleled quality and customer satisfaction. We are in the process of expanding our Motoplex network by converting existing select dealerships in target cities and adding new dealerships."



Mrs Maharashtra 2023 Season 7: Breaking Barriers



Pune (Voice news service):- Mrs. Maharashtra 2023, organized by DIVA Pageants, in its 7th Season unfolded its grandeur over four days, from 30th November to 3rd December 2023, at the prestigious Novotel, Pune. This event not only set a remarkable standard in the world of beauty pageants but also marked a significant departure from traditional norms, celebrating intelligence, charisma, and social responsibility. The pageant was a kaleidoscope of diversity, featuring married women from various age groups and walks of life. Each contestant brought her unique story, showcasing that marriage and age are not barriers but enriching aspects of a woman's journey. A testament to the pageant's commitment to inclusivity was the participation of a deaf and mute contestant, a powerful statement that beauty and talent know no boundaries. Anjana and Karl Mascarenhas, the founders of DIVA Pageants, have been instru-

mental in conceptualizing and executing this prestigious event. Their vision has been to create a platform that not only showcases beauty but also empowers women to break stereotypes and emerge as role models. The event was graced by celebrity guests Sarah Jane Dias, Akshay Waghmare, Virat Madake, and Vidhya Tiwari, adding glamour and inspiration to the proceedings. The esteemed jury panel, including Deepti Chacko Banger, brought their expertise and insight to the challenging task of judging the contestants. DIVA Pageants is renowned for its transformative pageant grooming. The unwavering guidance and continual support provided by DIVA Pageants played a pivotal role in guiding the finalists through a transformative four-day journey. During this period, the contestants received meticulous training and grooming, facilitating a remarkable transformation as they prepared to present their absolute best



on stage. This empowering experience was designed to enhance their confidence, poise, and presentation skills, preparing them for the grand stage. The show's choreography was orchestrated by the talented Pooja Singh, whose expertise and guidance proved instrumental in setting the stage ablaze. Hosting the event was Chaitanya Rath, who brought his unique charm and charisma, ensuring the event's flow was seamless and engaging. In all its grandeur, the event was flawlessly coordinated by Ciciia Sanyal, Mrunali Tayade, and Spenta Patel, ensuring that every aspect of the pageant was executed to perfection. The Talent Round anchoring and the Sub-Title Crowning hosting was done by one of our most amazing coordinators - Mrinalini Bhar-

adwaj. **Winners of Mrs. Maharashtra 2023:** Silver Category, Winner: Himani Singh, 1st Runner-Up: Neha Parab, 2nd Runner-Up: Supriya Tambe **Gold Category:** Winner: Shikha Singh, 1st Runner-Up: Shweta Shahare, 2nd Runner-Up: Vaishali Hiray Ranga **Elite Category:** Winner: Bindu Unnikrishnan, 1st Runner-Up: Nisha Kapila, 2nd Runner-Up: Romaa Wahaabi Mrs. Maharashtra by DIVA PAGEANTS holds the reputation of being the leading pageant in Maharashtra and has been instrumental in transforming women of Maharashtra, enabling them to shine in every facet. The event's grandeur and success solidified Mrs. Maharashtra's standing as the number one pageant in Maharashtra in their 7th season.

Lakshya Sports and Amalgam Steel launch 'Project Grand Slam,' an ambitious venture aimed at discovering and nurturing the future girls tennis stars in India

Pune (Voice news service):- National Sports Award-winning NGO Lakshya Sports has joined hands with Kolkata-based Amalgam Steel to launch 'Project Grand Slam,' an ambitious venture aimed at discovering and nurturing the future girls tennis stars in India and seeing many more junior girls qualify for Grand Slam events in the future.



The brainchild of Lakshya VP and Jt Secretary of AITA Sunder Iyer and Mr. Sourav Mishra JMD of Amalgam Steel the primary objective is to guide young players from the grassroots level, providing them with all round support to evolve into world-class tennis sensations. "We have not had much success with our young girls in the last 5 years. We had just one girl making it to the junior Grand Slams, but through this program, we want to see at least four to five girls play at all the Grand Slam regularly and start a new chapter for Indian Tennis. This will also help the girls to make an entry via the Junior Wildcard program in Professional Events "informed Mr. Sunder Iyer. The collaboration between Amalgam Steel and Lakshya aligns with Amalgam Steel's commitment to promoting sports and empowering athletes as part of its CSR and sustainability initiative. According to Mr. Vijay Pandey, President of HR at Amalgam Steel, "We believe that sports is essential for fostering holistic development, building character, and instilling values

such as teamwork, discipline, and resilience. Amalgam Steel is collaborating with Lakshya sports for Project Grand Slam. We want to produce junior grand slam champions from India. Our objective is to give selected players with essential resources and assistance they may require to achieve their potential and represent India at national and international stages. Our ultimate goal is to spot talent at an early age and nurture talent to succeed in their careers." Project Grand Slam will offer comprehensive support, addressing various facets to ensure the success of the athletes on the international stage. The inclusive support comprises: 1. Scholarship: Financial aid to facilitate their focus on training and competitions. 2. Travel and Stay for Tournaments: Ensuring their participation in premier ITF competitions. 3. Training: Access to top-notch coaching and facilities for continuous improvement. 4. Coach Assistance during Tournaments: Guidance and support during significant competitions. 5. Equipment and Gear: Pro-

vision of high-quality tools for optimal performance. 6. Sport Science-based Training Support: Utilizing the latest sports science techniques for smarter training and better recovery. The Formal MOU for the program was signed between the Hon Sec of Lakshya Ashish Desai and Mr Sourav Mishra today, in the first phase Maya Rajeshwaran, Prisha Shinde, Kaashvi Sunil, Aishwarya Jadhav, Rishitha Reddy, Nainika Reddy, Yashika Shoukeen, Sejal Bhutada, Akriti Sonkusare (Currently in age Group 14 and 15 years) have been shortlisted for the program. "We have a series of ITF events in India. We will be sending a travelling coach for the events to support and evaluate the girls. We will then make a final list for the program in the second phase in April 2024. Apart from the traveling support to the players for upcoming ITF junior events at Pune, Chandigarh, New Delhi, Kolkata, Indore we are hoping that the girls will gain enough points to make it to a J 200 in Thailand where we intend to have the first

Foreign Coaching camp. The program will be guided by Renowned Coach and Lakshya Tennis Mentor Hemant Bendrey Indian Coaches S Narandranath, Shivika Burman, Namita Bal will be part of the travelling coaches for the program alongside Physio and Strength Training Coaches. With Project Grand Slam, Amalgam Steel and Lakshya Sports are revolutionizing Indian tennis, showcasing not only a commitment to athlete success but also demonstrating India's potential as a significant force in world tennis. "We extend our heartfelt gratitude to our apparel sponsor for this program, 'The Indian Tree,' for their valuable support," added Mr Ashish Desai, Secretary of Lakshya. The players were selected from amongst 150 girls in the Under 14 and 16 category. The journey of Project Grand Slam commenced at the U-16 Girls National Championship in Kolhapur in May '23. Based on the athletes' current and past performances, the Lakshya team selected 12 athletes for the next stage." Following their standout performances, these young prodigies were invited to undergo rigorous trials in Pune. The program was Guided by experienced sports science experts and coaches, the athletes underwent various tests, including tennis-specific fitness assessments and in-depth game analysis, covering aspects such as forehand and backhand speeds, serve velocity, strategic shot selection, match temperament, and more.

CHRISTIAN LOUBOUTIN ANNOUNCES A JOINT VENTURE PARTNERSHIP IN INDIA WITH ADITYA BIRLA FASHION AND RETAIL LIMITED

Pune (Voice news service):- Aditya Birla Fashion and Retail Limited (ABFRL), India's leading fashion company, announced a partnership with Christian Louboutin, one of the world's most famous shoe designers known for his high-end footwear and iconic soles. This joint venture envisages the transfer of the current Indian business into a newly incorporated subsidiary of ABFRL where the partners will hold equal stake. Founded in 1991 in the heart

of Paris, Christian Louboutin is one of the leading names in global luxury, world famous for its signature red sole shoes. Christian Louboutin has successfully diversified its business into men's footwear, leather goods & accessories, beauty and kids. Christian Louboutin has established its retail presence in over 30 countries. "We are excited to partner with ABFRL's team and look forward to working with them

to manage and develop the business in India which is an extremely important market for us," commented Alexis Mourot, Christian Louboutin's Group CEO. Ashish Dikshit, Managing Director, Aditya Birla Fashion and Retail Limited commented "We are thrilled to announce our strategic alliance with Christian Louboutin, a true icon in luxury footwear. This partnership reflects our commitment to offering our discerning customers the very

best in elegance and style. It also exemplifies our ambition to develop and shape the future of the luxury market in India." "We are excited to welcome Christian Louboutin into the ABFRL family and building a strong platform for the brand in India. The brand's distinctive style and craftsmanship appeals to a discerning Indian audience that is growing rapidly," Sathyajit Radhakrishnan, CEO of International Business, Aditya Birla Fashion and Retail Limited.

SOUTHERN STAR VIJAY RUN 2023 'RUN FOR SOLDIERS, RUN WITH SOLDIERS'

Pune (Voice news service):- The Southern Star Vijay Run 2023, orchestrated by Headquarters Southern Command in commemoration of the 53rd Vijay Diwas will be held on Saturday, 16 December, at the historic Pune Race Course. The theme for the Vijay Run 'RUN FOR SOLDIERS, RUN WITH SOLDIERS' is organised to pay homage to the brave soldiers who sacrificed their lives during the 1971 war, Speaking on the occasion Maj Gen Yogesh Chaudhary, VSM MG-ic-Adm and Brig AK Kutty, Brig Adm said, We would like to invite participation from the general public from all walks of life, to symbolise the combined solidarity of soldiers & civilians towards Martyrs of 1971 Operations. In addition, in honour of 53rd Vijay Diwas, a remarkable display of endurance is set to unfold as selected individuals embark on a 53-hour run, symbolizing the enduring spirit and commemorating the 53-year anniversary of the triumphant victory in 1971. This event will offer a rare opportunity for people from all walks of life to not only run alongside soldiers but also



receive a firsthand experience of the military way of life, he added. The Vijay Run will be flagged off in Pune by Lt Gen AK Singh, AVSM, YSM, SM, VSM, Army Commander, Southern Command. Simultaneously in 19 Locations across 10 states in India to include Mumbai, Chennai, Hyderabad, Jodhpur etc the same event will kick off. A strength of approximately 50,000 participants

are expected to join in this monumental event from all sections of society. The participants will embark on a unique journey during the Southern Star Vijay Run 2023, starting at the prestigious 190-year-old Pune Race Course. Participants will traverse the iconic Derby race route reveling in the lush greenery and breathtaking scenery. Every registered runner will

receive a Dry Fit Run T-Shirt, Finisher Badge, Nutritional Breakfast, Hydration Pack, and Medical Support. Beyond the run, the event promises a diverse array of activities, including a Military Pipe Band performance, Gatka by Soldiers, Aerobics Show, Army Helicopter Fly Past, and a lively DJ Music session featuring a Jazz Band. The various categories of Runs which will be organised include 53 Hours Ultra Run, Professional runners includes Solo & Relay (2/3/4), 12.5 Kilometers Run - Open category for Male & Female runners (18 years & above), 6 Kilometers Run - Special category for Armed Forces Veterans, male and female runners, 5 Kilometers Run which will be open for Male & Female runners including Students. We are offering Cash prizes & gifts worth upto 5 lakhs will be given amongst winners of all categories. The registration deadline is 13th December 2023 for 53 Hours Ultra Run and 14th December 2023 for 12.5 kilometers, 6 kilometers, and 5 kilometers Run Categories. Registration can be done online on www.runbuddies.club.

Kolhapur A win at the Second League of Khelo India Women's Rugby League



Pune (Voice news service):- Kolhapur A outplayed Nashik 45-00 to win under girls 18 event at second leg of Khelo India Women's Rugby League under the aegis of the Ministry of Youth Affairs and Sports and the Sports Authority of India, Rugby India and played at Shree Shivchakra-

pati Kreed Complex Mhalunge Balewadi. In the semifinals Kolhapur A beat Mumbai Stalkers 24-05, while Nashik scored a 26-05 win over Thane A.

turnout with over 66 teams and 792 women slated to participate over 8-10 December 2023. "With a commendable first leg in Lucknow, the Khelo India Women's League has begun to gather momentum. The motto behind this initiative backed by the Ministry of Youth Affairs and Sports, is to encourage women to make sport a part of their identity. It gives us immense joy to be able to facilitate this for young girls and women across the country, and we thank the Ministry of Youth Affairs and Sports for their belief in our sport." Said Mr. Rahul Bose, President, Indian Rugby Football Union, on the onset of second leg of the league.

The winner Kolhapur A team got trophy. The prizes were given away at the hands of Shri. Sudhir More, Joint Director, Directorate of Sports and Youth Services, Govt. of Maharashtra Results: Girls Under 18: Semifinal Round: Kolhapur A: 24(Samruddhi 10, Namrata 5, Anushka 5, Neha 4) bt Mumbai Stalkers: 5(Kyra 5); Nashik: 26(Eshwari 10, Swati 11, Snehal 5) bt Thane A: 5(Aditi 5) Final Round: Kolhapur A: 45(Namrata 15, Neha 10, Trupti 10, Samruddhi 5, Anushka 5) bt Nashik: 0. 3rd and 4th Place: Mumbai Stalkers: 53(Kyra 15, Lavanya 13, 10, Sanchal 5, Rutuja 5) bt Thane A: Aditi 5).

WPL 2024 Auction: Good bowling side wins you competition, says skipper Smriti Mandhana

Pune (Voice news service):- Royal Challengers Bangalore (RCB) found the right balance with their well thought out acquisitions at the Women's Premier League (WPL) 2024 Player Auction held in Mumbai on Saturday. "Bowling is definitely very important in T20s and a good bowling side wins you competition and this year we were

looking to strengthen our spin unit and also look for overseas pacers who can complement Renuka [Singh] well. We have Kate Cross now and I think she will complement Renuka well in the power play with both swinging the other way. And with Molineux and Wareham, the bowling looks very experienced. Plus we have the likes of Shreyan-

ka [Patil] and also [Sophie] Devine and [Ellyse] Perry," Mandhana said. Talking about the auction and the selection of players, Rajesh V Menon, VP and Head of RCB, said: "There are no shortcuts to building a team. You make the foundation brick by brick every season. We had lots of learnings from

last year, and our main objective was to take those learnings into the auction, plug those gaps, and build a squad that would give us outstanding balance and flexibility to play in any conditions" RCB, known for its Play Bold philosophy, not only snatched players who are good with the ball, but also those who are skilful with the bat as well.

Dolphins, Leopards, Tigers, Typhoons, Stallions make winning start PYC- Vijay Pusalkar PYC Premier League 2023



Pune (Voice news service):- Dolphins, Tigers, Leopards, Typhoons and Stallions started their campaign on winning note at the 10th Edition of PYC- Vijay Pusalkar PYC Premier League 2023, which is being organised by PYC Hindu Gymkhana on their ground. In the league matches, Pandit Javadekar Dolphins scored a 43 runs win over Sathre Bothara Jaguars, while Lifecycle Snow Leopards beat Kotwal Badamkar Unikorns by 8 wickets. In other matches, Swojas Tigers edged out Truspace Knights by 1run, while GM Typhoons registered a 9 runs win over Nok99 Puneri Bappa. The tournament was inaugurated by Mr. Kumar Tamhane, Hon. President, Mr. Sarang Lagu, Hon. Secretary

of PYC Hindu Gymkhana, Mr. Rohan Pusalkar, MD of Pusalkar Group, Mr. Vinayak Dravid, Cricket Secretary, Mr. Abhijit Khanvilkar and Mr. Harshil Raja of Hodek, Mr. Sameer Belvalkar of Belvalkar Housing Limited, Mr. Shrinivas Chaphalkar of Chaphalkar Kandrikar Developers, Mr. Ashish Desai of Sujani, Mr. Amir Ajaonkar of Supreme Infra, Mr. Venkatesh Kachelkar of Navitas Gen-set Mr. Abhishek Tamhane and Mr. Manda Deogaonkar. Mr. Chandrashekhar Naniwadekar Treasurer, Mr. Tanmay Agashe, Mr. Shirish Sathre, Mr. Siddharth Bhawe, Mr. Nandan Dongre, Mr. Shirish Apte, Mr. Vikas Achalkar, Mr. Siddharth Date were present on the occasion. Harshal Gandre 1-5, Nishad Chaugule 1-23) bt Sathre Bothara Jaguars: 46/4 in 6 Overs (Shravan Suratwala 15, Harshal Gandre 13, Anand Parchure 1-6, Sohum Paranjape 1-6, Rahul Chinchore 1-4, Rahul Pandit 1-4); MOM- Anand Parchure; Pandit Javadekar Dolphins won by 43 runs; Kotwal Badamkar Unikorns: 49/6 in 6Overs (Paritosh Shetty 10, Ashutosh Agashe 2-11, Rohan Gadgil 2-11) lost to Lifecycle Snow Leopards: 54/0 in 3.3Overs (Omkar Vaidya not out 37(13,3x4,3x6), Akshay Oke not out 16(10,1x6)); MOM- Omkar Vaidya; Lifecycle Snow Leopards won by 8 wickets; Swojas Tigers: 62/2 in 6Overs (Devendra Chitale 33(22,4x4), Madhur Ingalhalkar 13, Abhishek Tamhane not out 12, Vishwesh Katakark 1-14) bt Truspace Knights: 61/4 in 6Overs (Shardul Walimbe 31(13,2x4), Rohit Agarwal 17(9,1x4,1x6), Pratik Shetty 2-4); MOM - Devendra Chi-

Harshal Gandre 1-5, Nishad Chaugule 1-23) bt Sathre Bothara Jaguars: 46/4 in 6 Overs (Shravan Suratwala 15, Harshal Gandre 13, Anand Parchure 1-6, Sohum Paranjape 1-6, Rahul Chinchore 1-4, Rahul Pandit 1-4); MOM- Anand Parchure; Pandit Javadekar Dolphins won by 43 runs; Kotwal Badamkar Unikorns: 49/6 in 6Overs (Paritosh Shetty 10, Ashutosh Agashe 2-11, Rohan Gadgil 2-11) lost to Lifecycle Snow Leopards: 54/0 in 3.3Overs (Omkar Vaidya not out 37(13,3x4,3x6), Akshay Oke not out 16(10,1x6)); MOM- Omkar Vaidya; Lifecycle Snow Leopards won by 8 wickets; Swojas Tigers: 62/2 in 6Overs (Devendra Chitale 33(22,4x4), Madhur Ingalhalkar 13, Abhishek Tamhane not out 12, Vishwesh Katakark 1-14) bt Truspace Knights: 61/4 in 6Overs (Shardul Walimbe 31(13,2x4), Rohit Agarwal 17(9,1x4,1x6), Pratik Shetty 2-4); MOM - Devendra Chi-

tale ; Swojas Tigers won by 1run; GM Typhoons: 88/0 in 6Overs (Krish Shah not out 41(22,1x4,4x6), Ashwin Shah not out 34(14,2x4,3x6)) bt Nok99 Puneri Bappa: 79/5 in 6Overs (Ashish Desai 32(14,4x6), Rohit Sathre not out 25(9,2x4,2x6), Nahush Jadhav 15, Krish Shah 2-3, Ashwin Shah 1-15); MOM - Krish Shah; GM Typhoons won by 9runs; Royal Stallions: 69/4 in 6Overs (Ojas Sabade 34(17,3x4,2x6), Nandan Dongre not out 19, Shrinivas Chaphalkar 1-5, Gaurav Savagaonkar 1-8) bt Ovenfresh Tuskers: 53/5 in 6Overs (Shrinivas Chaphalkar 31(16,4x4,1x6), Tanish Gandhi 2-2, Abhijit Khanvilkar 1-16, Sameer Kudhale 1-9); MOM - Tanish Gandhi; Stallions won by 16runs.

THE LEELA PALACES, HOTELS AND RESORTS ANNOUNCES ITS FORAY INTO NORTHEAST INDIA WITH THE SIGNING OF A 140 ROOM HOTEL IN SIKKIM

Pune (Voice news service):- The Leela Palaces, Hotels and Resorts, one of India's leading luxury hotel brands, today announced the signing of a management agreement for a 140-room hotel in Ranka in Sikkim, marking the foray of the brand into Northeast India. Owned by the SIBIN Group, the project Leela Sikkim is located approximately 10 kilometres from the capital city, on a 17-acre plot overlooking the Gangtok Hill. Slated to open in December 2026, The Leela Sikkim is set amidst the serene backdrop of the Himalayas and is poised to redefine the hospitality landscape of the region with its inspirational design, thoughtful programming and the brand's renowned signature services.

Commenting on the announcement, Mr. Anuraag Bhatnagar, Chief Executive Officer, The Leela Palaces, Hotels and Resorts said, "We are delighted to introduce The Leela brand into Northeast India with the project Leela Sikkim. Sikkim remains a pristine destination with the right blend of urbanization, rich cultural heritage and unexplored natural beauty. This expansion is in lockstep with the growing demand from the discerning global leisure traveller to experience meaningful and transformative journeys that are an authentic expression of a region's natural beauty, heritage, cuisine, and culture." Speaking on the occasion Mr. Neel Chhetri, Proprietor, Sibir Group said, "I am excited to

partner with The Leela Palaces, Hotels and Resorts to bring this uber luxury brand to Sikkim. We are confident that with this partnership and the investments we are making, the project Leela Sikkim will soon emerge as one of the most sought-after leisure and wellness destinations in the country and will help us to showcase the hidden Himalayan treasure to the world." The Leela Sikkim will offer guests a tranquil and luxurious experience complete with a range of leisure and wellness facilities and thoughtfully curated services. The resort will feature 35 independent luxury villas including 20 wellness villas, 13 twin villas, and a 6-room double storey villa and 88 luxury rooms in a hotel block. A range of din-

ing options with an all-day dining restaurant, a speciality restaurant, a wellness restaurant and a lounge bar will also be offered. Guests will also be able to enjoy a state-of-the-art wellness centre and a casino along with a host of other indoor and outdoor activities. Announcing its foray into the Northeast, The Leela takes pride to introduce Sikkim - a mystical Himalayan destination to leisure travellers and is embracing the hill state with authenticity to provide unforgettable experiences for guests to savour the true culture, art, wellness, flavours and the natural beauty of this unexplored region. This expansion is a testament to the company's strategy to grow in key leisure and resort destinations across the country.

ICAI has organized a one-day CFO Meet in the City



Pune (Voice news service):-The Committee for Members in Industry and Business (CMIB) of the Institute of Chartered Accountants of India (ICAI) and the ICAI Pune Branch jointly organized a one-day 'CFO Meet' in the city recently.

This meeting was organized at Hotel Sheraton Grand, Pune station, and more than 100 members from the industry participated in it. Experts from the industry and chartered accountants discussed Chief Financial Officers' (CFO) role in the economic and industrial development of the country.

Sahil Kapoor, Product & Marketing Strategist of DSP Mutual Funds gave an overview of the Indian as well as global economy. CA Durgesh Kabra, Chairman of CMIB of ICAI, CA Chandrashekhar Chitale, Central Council Member of ICAI, CA Yashwant Kasar, Regional Council Member of ICAI, CA Rajesh Agrawal, Chairman of ICAI Pune branch, CA Amruta Kulkarni, Vice-Chairperson, CA Ajinkya Randive, Secretary, CA Hrishikesh Badave, Treasurer of ICAI Pune branch, Committee members CA Pranav Apte, CA Pritesh Munot, CA Kashinath

Pathare, CA Moshami Shah were present at the occasion. CA Durgesh Kabra said, "The Indian economy has been developing rapidly in the last few years, and due to its consistent economic policy, it is becoming an important center for foreign investment. Investments, Credit, and an ecosystem for industrial expansion are adding to the economic and industrial development of the country. In this, the contribution of a Chartered Accountant (CA) and Chief Financial Officer (CFO) is valuable." CA Chandrashekhar Chitale mentioned that chartered accountants are the backbone of the economy. Everyone should know their responsibility and work for the better. We need to keep aim high and try to reach over there.

CA Rajesh Agrawal gave the opening remarks and informed about the initiatives taken by the ICAI Pune branch. CA (Dr) S. B. Zaware, CA Sandip Deshpande, CA Devendra Mishra, and CA Vinesh Kruptani expressed their views in a panel discussion on 'Challenges and Opportunities before CFO'. CA Moshami Shah compared the program. CA Ajinkya Randive gave a vote of thanks.

236 trainees complete drone literacy training program at ISDS



Pune (Voice news service):- Maharshi Karve Stree Shikshan Sanstha's (MKSSS) Institute of Sustainability & Development Studies (ISDS) recently awarded certificates to more than 236 participants who completed drone training under their 'Drone Literacy' program. The certificates were handed over in a special program held at Dr. Bhanubhai Nanavati College of Architecture for Women (BNCA). A two day program included sharing of experiences, exhibition and interaction with experts.

Ravindra Deo, Chairman MKSSS, Vidya Kulkarni, Vice Chairman MKSSS, Dr. Anurag Kashyap, Principal BNCA, Gilles Fischer, program communicator Flying Labs at We Robotics, Sameer Dhamangaonkar, Head of Pune Division of CII Yi, Prof. Asmita Joshi, Executive Director of ISDS, Piyush Girgaonkar, Head of Sustainable Development Center at BNCA, Prof. Nidhi Dixit, DCGA Certified Drone Pilot, Prof. Namrata Dhamankar, Co-lead of the BOTNAR project and drone trainers Mohit Jadhav, Saubrah Sable, Abhijit Deshmukh, Prof. Manorama Kariappa were present on the occasion. The 'Drone Literacy' program

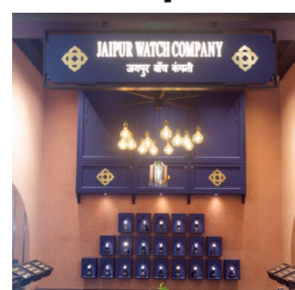
was initiated by ISDS to educate students on from nine rural areas on drone applications throughout this year. Dr. Anurag Kashyap, Principal BNCA said that efforts are being made to ensure that the students get opportunities in this domain. The workshops were conducted across various locations including Jaipur, Disa, Hansalpur, Modasa, Kharad, Aurangabad, Latur, Ausa and Pune.

Prof. Asmita Joshi said that the two programs saw trainees sharing their experiences. Drone Technology has a vast scope and has applications across sectors including administration, agriculture, medical, crisis management and emergency help, research and studies etc. Students stand a chance to get opportunities in this field on completion of this training program.

Gilles Fischer, program communicator Flying Labs at We Robotics gave an overview of the work of 'Flying Labs'. The data collected from drones, robotics can help sustainable development in rural areas. Sameer Dhamangaonkar, Head of Pune Division of CII Yi said that CII Yi is working for school and college students. This program will help in that direction.

Jaipur Watch Company Arrives in Pune at the brand new Kopa Mall

Pune (Voice news service):- Jaipur Watch Company as seen on Shark Tank India is a premium destination for watch enthusiasts. Owned by horologist Gaurav Mehta, the visionary behind Jaipur Watch Company, is steering the brand towards new heights in the world of horology. The horological haven for enthusiasts, proudly announces the opening of its third store at Pune's new mall, Kopa. Pune's new mall Kopa, which is situated in the heart of Koroan Park is designed to provide a unique shopping experience for watch connoisseurs.



The space which is spread across 143 sq feet has a curated selection of the finest timepieces that speak volumes of art, ancient coins to modern collections, the store aims to cater to diverse tastes and preferences. Whether you're seeking a unique gift, a statement piece for your collection, or a touch of luxury in your everyday life, Jaipur Watch Company offers an unparalleled array of choices with over 150 Watches from above 20 Collections to choose from. Having recently launched their second store at the iconic Rambhag Palace in Jaipur, Gaurav Mehta, the founder, and designer of Jaipur Watch Company, on the new store opening says, "Our journey, as witnessed on Shark Tank India, has been remarkable. We are thrilled to bring Jaipur Watch Company to Pune, a city rich in cultural diversity. Each store is a testament to our commitment to offering more than just watches - it's about storytelling through horology."

Pharmacists are the second doctors to maintain the health of society

Pune (Voice news service):-The A pharmacist is an alternative doctor for society. The pharmaceutical and pharmacist community needs to make efforts to make medicines available to people at affordable prices. Pharmacists are making a valuable contribution to keeping society healthy, said Arjun Deshpande, the youngest entrepreneur in the World & founder of Generic Aadhaar. He also expressed his belief that this pharmacy college started by the Suryadatta Group will create useful and skilled manpower for the pharma sector.

Arjun Deshpande inaugurated Suryadatta College of Pharmacy Healthcare & Research and the first Suryadatta Global Pharmacon 2023 organized by the Suryadatta Education Foundation at Bavdhan campus. Former President of the Pharmacy Council of India Dr. Chandrakant Kokate presided over the programme. Founder and President of the Suryadatta Education Foundation, Prof. Dr. Sanjay B. Chordiya, Vice President Sushama Chordiya, Director Delcons Consultant Bal Kulkarni, Advisory Board Member Prasanna Patil, ACP Maheshkumar Sartape, Actor Sharad Sankla, Prof. Hemant Jain were present on the occasion.



Arjun Deshpande was honored with the 'Suryadatta Dhanwantari Global Icon Award 2023' for his exemplary contribution to the pharma sector on the occasion. Dr. Chandrakant Kokate, Shrad Sankla, Maheshkumar Sartape, Bal Kulkarni, and Prasanna Patil were felicitated with the 'Suryadatta Suryabharat Suryagaurav Sanman-2023'. Experts from the pharma industry, and students were present at large. Arjun Deshpande said that Doctors and pharmacists were working on the frontline during Corona. Even in rural areas where there is a shortage of doctors, pharmacists come to the rescue. There are huge opportunities for businesses in the pharma sector. Students should grab them. Generic Aadhaar was started

to avail medicines at affordable rates to citizens. Today, it is providing this service to crores of people across the country and has given employment to more than eight thousand youth. Students should focus on job creation rather than becoming job seekers." Dr. Chandrakant Kokate mentioned that India ranks third globally in the import-export of the pharma industry. It is a pleasure to inaugurate the Suryadatta College of Pharmacy Healthcare and Research which is being started to create quality manpower for the pharma industry. Suryadatta will try to fulfill the needs of pharmacy professionals in the coming time. Prof. Dr. Sanjay B. Chordiya's vision, holistic development education imparted to stu-

dents and guidance from experts will lead to better pharmaceuticals and pharmacists."

Prof. Dr. Sanjay B. Chordiya said Arjun Deshpande's journey is an inspiration to all. At the age of 16, he started Generic Aadhaar and tried to provide a large number of employment while providing cheap medicines. We are also going to prioritize research, innovation, and entrepreneurship in this college. For this, we will start an incubation center and encourage more students to become entrepreneurs. Arjun Deshpande, Dr. Kokate will have important support."

'Pharmacon' is going to be organized every year to enrich cooperation and coordination among organizations. Experts from the pharma industry, entrepreneurs, pharma students, teachers, etc. will participate in this. One can experience interaction with renowned personalities of the pharmacy industry, construction of state-of-the-art facilities, and demonstration of drug manufacturing here. Suryadatta College of Pharmacy, Healthcare, and Research endeavors to provide quality education to meet the growing needs of aspirants pursuing a career in the field of pharmacy, he added.

Dynamo Electric unveiled its new E-bike range in Pune

Pune (Voice news service):- There has been a sudden shift towards EV technology in recent times. India aspires to achieve 100% electric commuting by the year 2030. To contribute to the country's shift and become a trusted EV brand with a Global presence, Dynamo Electric has highlighted its latest low & high-speed models of E-bikes in Pune.

The company has showcased its latest collection recently in India's fifth Largest B2B Expo in India Electric Vehicle Expo, Pune. The range of E-bikes from Dynamo Electric has salient features like luxury color models, Bluetooth speakers, an anti-theft alarm, a USB charging port, a central locking system, and batteries that are fire and waterproof. The product range is powered by an in-house battery system, thereby providing cost-effectiveness to riders, especially for last-mile deliveries. The recent accumulation by the company is the use of lead graphene batteries rather than conventional lead acid batteries. Dynamo Electric has a good range of 2-wheelers in both graphene and lithium-ion batteries which come with a fireproof and water-



proof technology. The high-speed RTO registered models are RX1 and RX4 max speed of 65 KMH with fast charging battery power of 2-3 KW. The ex-show room price is Rs. 82,000/- and 99,000/- respectively. Dynamo Electric's range of e-bikes is available under the cost bracket of 1 lakh and provides a mileage of 165 to 180 km. The low-speed models' range consists of Alpha, smiley, Infinity and VX1 have a minimum speed of 70 KMH with a battery power of 2-3 KW, and the Tyre size is 10 & 12 Inches for smooth movement. Vehicles are now available at the company's dealership with ex-showroom prices starting from Rs. 55000/- These mod-

els also have main features like fire and waterproof batteries, swappable batteries, smart BMS, GPS, and IOT technology.

Shanker Gupta, Director of Dynamo Electric, elaborated that all these products are methodically designed to meet the demand for high-speed and multi-purpose two-wheelers. The company is grateful to its network of dealers, distributors, and customers for their firm support as we continue our journey to revolutionize the automotive sector like never before. Our journey is to shape the future of Indian mobility with a focus on energy efficacy, sustainability, and cutting-edge technology. We believe in delivering high-quality customer service to our clients and fulfilling all requirements of our customers. All Product ranges are manufactured at Dynamo Electric's units located in Delhi and Mumbai. Dynamo Electric Pvt Ltd is an EV 2-wheelers Manufacturer Company established in 2021 with a mission to create 2-wheelers that can drive our present towards a sustainable future. Dynamo Electric now operating throughout India with 180+ dealers and distributors. DYNAMO is a viable product line that promises to revolutionize the Indian Automotive Market completely with its class technology, a promise of a class-leading driving range, and top-of-the-line features to keep you in line with the moving times. To top it all up, DYNAMO plans to develop a dealer, service, and charging network around the country to make it a viable switch for the masses from gasoline to electric technology. We currently have dealers & distributors all over India and nearby countries. We are continuously expanding our dealer network in other cities & states, mentioned Ms. Parizad Gupta of Dynamo Electric.

Boost your immunity and enjoy winter with Dabur Chyawanprash

Pune (Voice news service):- Who doesn't like winters, but this winter, when coughs, colds and respiratory diseases occur, the fun of cold is over. These diseases are usually caused by the decrease in the immunity of the human body due to temperature and changing climate. In such situations, Chyawanprash, an Ayurvedic product that has been famous for thousands of years and has been successfully tried by millions of people, offers great relief.

Consuming Dabur Chyawanprash not only protects us from diseases like coughs and colds that occur frequently in this season by increasing our immunity, but also strengthens the body by improving the functioning of many organs in our body.

Dabur's flagship healthcare brand Dabur Chyawanprash announced the launch of a mega awareness initiative aimed at keeping underprivileged children safe across the country. Under this initiative, Dabur Chyawanprash, MD (A.Y.) BHU Varanasi, Dr.



Parameshwar Arora has come together to teach children the need to build a strong immune system to fight against changing climates, common bacteria and viruses. The campaign was launched by organizing a special session for more than 250 children at Laxmanrao Apte Prashala, Apte Road, Pune to inform them. The objective of the session was to create awareness among children to fight diseases during winter. Children were also taught ways to boost their immunity through basic hygiene and a nutritious diet. This time the principal of the

school Mrs. Medha Sinnarkar and other teachers were present.

Speaking on the occasion Mr. Dinesh Kumar Manager Corporate Communication, Dabur India Ltd. said that Dabur Chyawanprash is committed to helping every Indian achieve stronger immunity for over 100 years. This initiative is a step towards this commitment. We are concerned about the cold wave that kills so many people every year. Through this initiative we will try to protect the underprivileged children by highlighting the importance of immunity

soothes our souls.

Composed by Rajib-Mona and penned by Ravi Basnet, with Mohit Chauhan's tranquil voice acting as the crown jewel, 'Hum Mile The Jahan' has all the makings of an unforgettable love anthem. One of the most loved artists in the country, Mohit Chauhan's silky smooth voice has found countless admirers throughout the globe. The singer behind classics such as 'Masakali', 'Tum Se Hi' and 'Kun Faya Kun', Mohit has crooned many superhit tunes in his vibrant musical career.

Annual Partners' Conference of GE Aerospace held at their multi-modal manufacturing facility (MMF) in Pune



Pune (Voice news service):- GE Aerospace held its annual Partners' Conference at their multi-modal manufacturing facility (MMF) in Pune. This was attended by over 120 suppliers and partner organizations, including many, who have been associated with GE Aerospace since the inauguration of the Pune

MMF in 2015. The conference agenda was packed with insightful discussions and inspiring keynotes. GE leaders reiterated their 'Make in India' commitment. The conference also highlighted the relevance of developing local manufacturing skills and ecosystem to build the future of the aerospace industry in India.

MIT-ADT Host's the ELT Summit 2023

Pune (Voice news service):-The ELT Summit 2023, a virtual international conference, jointly organized by MIT Art, Design and Technology University, Pune and the International Society for Educational Leadership (ISEL), was successfully concluded. The two-day conference brought together educators, scholars and experts from the USA, Australia, Canada, the UK, India and various other countries to explore diverse aspects of English language teaching and learning. The Executive President and Vice-Chancellor of MIT ADT University, Prof. Dr. Mangesh T. Karad, conveyed his best wishes for the conference, emphasizing the role of the English language and literature in shaping harmonious personalities and fostering a visionary outlook towards society and the nation. The inaugural function witnessed the presence of distinguished personalities, including Prof. Dr. Anant Chakradev, Pro-Vice Chancellor, MIT ADT University; Mr. Dhruv Joshi, ISEL, USA; Dr. Tarun Patel, Technical Advisor, ELT Summit 23; and Dr. Atul Patil, Director of the MIT School of Holistic Development and Co-ordinator of the ELT Summit.

Dr. Robert Filback from the USA, a keynote speaker at the plenary session, highlighted the influence of language on society, emphasizing its role in bringing about change and innovation, particularly in science and technology. Dr. Peter Watkins, during the closing ceremony, stressed the importance of events like ELT Summit 2023 and their implementation for the betterment of language and society. Key speakers for the plenary sessions included Dr. Robert Filback (USA), Dr. Judith Hanks (UK), Dr. Catherine Akersow (Canada), Dr. Brenda Mujeta (USA), Marsha Jing-Ji Lia (UK), Dr. Mousumi Guha Banerjee (India), Paresh Joshi, Dr. Haribabu Thammenni, Jyoti Ramesh Pai, Dr. Shalini Sharma, and others. The conference featured over 100 research paper presentations, parallel paper sessions, panel discussions, and networking sessions. Dr. Atul Patil, the Coordinator of ELT Summit 2023, expressed that literature and language have the power to transcend boundaries and build bridges connecting communities. The conference provided a valuable learning experience for participants, as eminent dignitaries shared their knowledge and thoughts. The success of the conference was evident in the active participation of attendees from around the world. Coordinated by members of ISEL and MIT ADT University, the event showcased the global collaboration in advancing English language teaching and learning. The inauguration was compared by Dr. Ashok Ghuge & Prof. Amisha Jaykar and Prof. Sneha Waghatkar moderated the valedictory ceremony.

Japanese Musical Performance at MIT ADT University, Pune



Pune (Voice news service):- A Japanese Music Lecture Demonstration regarding Indian art works namely Mithila and Warli paintings with some of their specific styles that are native to Japan and are not found in India. Mr. Hasegawa also happens to be the Director of Mithila Museum with Manami Fujimoto, Curator, Museum of Modern Art, Wakayama, Japan. The Musical performance was majorly based on Japanese culture.

Although inspiration from various other cultures around the world could also be witnessed in their performance. It predominantly involved environmental music, rock music, and drone music; making use of the primordial elements of the world such as stone, bamboo, gorilla and shadow. It reflected Mr. Hasegawa's ideology about the coexistence of human beings with nature and animals. Their performance was also an interpretation of the cosmos possessing elements like Yoga. The performers included Tokio Hasegawa (Rhubarb/Vocal), Yuki Kaneko (Violin), Tatsuro Murakami (Guitar), Keita Ise (Bass Guitar), MUN-NA (Electronic Percussion), Kentaro Nagata (Guitar), TOMC (Performance Sound/Synthesizer), Hitomi Nishimura (Performance/Stone), DJ CARDBOARD (Performance/Bamboo), Ruka Fujiwara (Performance/Gorilla), Kazuharu Nakatani (Sound Engineer), Masato Okumura and Shuichi Yamada (Recorded Filming) were also there on the team.

Dr. Shreyasi Pavgi concluded the program with a vote of thanks.

Global energy advisory and services giant Customized Energy Solutions hosted a gala ceremony in Pune to mark their 25th anniversary

Pune (Voice news service)- Customized Energy Solutions (CES), a global energy advisory and services company, hosted a gala ceremony to mark their 25th anniversary, which witnessed the presence of clean energy stakeholders and industry leaders at Taj Vivanta in Pune. The company also announced the success of 25 transformative initiatives in seven states across India. This milestone marks a commitment to sustainable rural economic development through CES's MICRO initiatives in India and 25 Years of success across the globe. Since 1998, CES has been a pioneer in driving economic growth through innovative energy activities. From the picturesque landscapes of Meghalaya to the vibrant communities of Jharkhand, Nagaland, Chhattisgarh, Maharashtra, Rajasthan, and Orissa, CES has left an indelible mark on rural landscapes by ensuring clean energy transition in the remotest parts of the country. Recently, CES also organised a gala conference on 25 years of India's Energy Transition celebrating 25 golden years of Customised Energy Solutions in empowering energy markets across the globe. Stephen Fernands, Founder and President of Customized Energy Solutions said, "Since 1998, Customized Energy Solutions has driven economic development through its energy activities.

As we celebrate 25 glorious years of CES, our recent initiatives in rural electrification and livelihoods reflect our commitment to empower lives through clean energy transition in India and across the globe. Our MICRO initiatives in Jharkhand, Meghalaya, Nagaland, Chhattisgarh, Maharashtra, Rajasthan, and Odisha aimed at improving agricultural values and livelihoods." Nitin Akhade, Executive Director- Energy Access and Livelihoods, Customised Energy Solutions said, "At CES(MICRO), we are using clean and decentralized energy technologies as a catalyst for economic development of unserved communities and small and medium sized businesses. It's an humble attempt to promote rural energy transition and generate avenues for employment at grassroots. By doing so, creating and empowering local champions thereby ensuring sustainability and scale up of interventions." In Meghalaya's Umshing, CES addresses forest fire threats by converting pine needles into pellets, creating a sustainable biofuel source. This initiative reduces forest fires and generates an impressive 1200 employment days annually, fostering local economic development. Reflecting on this transformative journey, Dr. Rahul Walawalkar, MD & President CES India, shares, "Our work transcends beyond en-

ergy—it's about transforming lives. CES envisions a future where transparent, efficient, and non-discriminatory energy markets drive sustainable growth." Moving to Jharkhand, CES's pulses processing unit in Rikwa empowers women and promotes clean energy access. This cluster-based initiative, driven by a solar hybrid system, enhances production capacity to 200 kg/hr, contributing to women's empowerment and clean energy access. In Nagaland's Tuensang, CES pioneers the concept of minigrids to provide clean energy access, contributing to community development and easing agricultural activities. This initiative involves a 20kW solar array and 25kWh Lithium Ion battery capacity, reflecting CES's commitment to solving complex challenges in remote areas. The impact extends beyond energy, fostering economic development and improving agricultural practices in the region. Chhattisgarh witnesses the transformation of bell metal crafts in Kondagaon as CES introduces energy-efficient furnaces, ensuring sustainable metal melting. This endeavour reduces financial struggles faced by artisans and adds a contemporary touch to traditional craftsmanship. The project has a direct impact on preserving cultural heritage while introducing sustainable practices. Rajasthan experiences the



solarization of Bulk Milk Chillers in Saroli, reducing dependency on diesel and ensuring clean energy access. This initiative involves a 4 kW solar capacity and a 14 kWh battery energy storage system for 1000 litres for Bulk Milk Chillers and 6kW solar capacity and a 22 kWh battery energy storage system for 2000 litres for Bulk Milk Chillers, reflecting CES's dedication to finding innovative solutions to regional challenges. The project contributes to employment generation and economic prosperity in the region, with 580 employment days generated annually. It directly impacts local economies, enhancing agricultural processing capabilities and creating sustainable employment opportunities. CES's impactful journey extends globally, with projects like MOWGLI focusing on planning and designing mini grids in remote areas worldwide, and Microcredit supporting small farmers globally, with a lot of people securing loans. These initiatives contribute to global sustainable development goals, promoting access to clean energy, economic growth, and social well-being.

Pune's property registrations rise 7% YoY, crossed 14,600 units in November 2023: Knight Frank India

Pune (Voice news service)- Knight Frank India, in its latest assessment noted a steady year-on-year (YoY) growth in property registrations in Pune. In November 2023 property registrations increased by 6.7% compared to the same period last year. During the month, a total of 14,607 units were registered, up from 13,694 registrations in November 2022. Stamp duty collections for November 2023 stood at INR 473 crores. Additionally, the combined value of registered properties in November 2023 amounted to INR 13,342 crores. On a year-to-date (YTD) basis, the city recorded total registrations of 137,217 properties, reflecting a 9.2% growth compared to 125,702 registrations in the same period last year. Stamp duty collections have also increased by 10%, reaching INR 4,779 crores in November 2023 as compared to same time last year. Concurrently, the overall value of registered properties in Pune has exhibited significant growth, surging by 38.5% year-on-year to reach INR 106,562 crores during the same period. Increase in purchase of High-

er Value Segment (above INR 1 crore) in November 2023. In November 2023, residential units priced between INR 25 lakhs and INR 50 lakhs were most sought-after, comprising of 33% of all housing transactions. Similarly, the share of properties priced between INR 50 lakhs and INR 1 crore stood at 32% of the market share, a close second to the INR 25 lakhs and INR 50 lakhs category. Interestingly, the higher value segment, comprising properties priced at INR 1 crore and above, experienced growth in its market share. This segment's share increased from 9% in November 2022 to 13% in November 2023, indicating a rising preference for properties in this price range. Higher demand for larger apartments sustains. In November 2023, there was a strong demand for apartments within the range of 500 to 800 sq ft, constituting a substantial 45% share. Apartments with an area under 500 sq ft also garnered significant attention, comprising 27% of transactions in November 2023, making it the second most preferred apartment size.

Notably, there was a significant shift towards larger apartments, with those exceeding 800 sq ft experiencing an increase in market share from 23% in November 2022 to 29% in November 2023. Shishir Bajjal, Chairman and Managing Director, Knight Frank India said, "The enduring strength of Pune's real estate market is a testament to the positive aspiration for homeownership and an attractive affordability setting within the city. The increasing demand for larger format properties underscores the vibrancy of Pune's realty landscape. As the infrastructure improves and economic activity increases, the Pune residential market continues to fortify its robust foundation for a thriving residential market." Central Pune accounted for 77% of total residential transactions in November 2023. In November 2023, Central Pune, which encompasses Haveli Taluka, Pune Municipal Corporation (PMC), and Pimpri Chinchwad Municipal Corporation (PCMC), continued to dominate residential transactions, maintaining its significant share at 77%. While dominant, this share

has declined somewhat compared to the same period in the previous year. West Pune, covering regions like Mawal, Mulshi, and Velhe, held the second-largest share of residential transactions, accounting for 12% of the total in November 2023. Conversely, North, South, and East Pune collectively held a smaller share of residential transactions, comprising 11% of the total in November 2023. 52% of homebuyers in 30-45 years age group Homebuyers in the age group of 30 - 45 years constituted the largest buyer segment, holding a substantial 52% share of the market. Those under the age of 30 accounted for 26% of the market share, while homebuyers in the 45 - 60 years age category represented 17% of the market. This distribution can be attributed to Pune's status as a robust end-user market, where individuals often rely on bank financing to facilitate their home purchases. Consequently, there is a strong presence of professionals in the market, particularly in the 30 - 45 years age bracket, which is the largest segment.

Motorola becomes the first smartphone brand to introduce PANTONE™

Pune (Voice news service)- Motorola, India's best 5G smartphone brand and Pantone, the global color authority, have teamed up for the second year to create devices in the Pantone Color of the Year. The Pantone Color of the Year 2024, PANTONE 13-1023 Peach Fuzz, reinforces the importance of human connection and so do the devices chosen to represent it - the Motorola razor 40 ultra and Motorola edge 40 neo. Motorola is the first and only smartphone brand to collaborate with PANTONE™, in line with its commitment to differentiate with design & colours while enriching people's lives through meaningful innovation. This year marks the 25th anniversary of the Pantone Color of the Year program with the chosen color PANTONE 13-1023 Peach Fuzz. A vel-

vety gentle peach hue, PANTONE 13-1023 Peach Fuzz has a cozy, tender essence that embodies feelings of togetherness, community and collaboration. Of their continued partnership, Ruben Castano, Head of Customer Experience and Design at Motorola, said, "As technology becomes intertwined with humanity, we trust color to provide a tool for expression and deeper, more meaningful experiences with our devices. This includes going beyond devices and into the software itself. The Pantone Color of the Year 2024 does just that as it blends the virtual world we live in and our desire to establish deeper connections and well-being." The choice of PANTONE 13-1023 Peach Fuzz complements Motorola's mission to make technology more accessible and help consumers use technology to connect



intentionally. When selecting devices to feature PANTONE 13-1023 Peach Fuzz, Motorola reflected on the color message and its emphasis on the power of human connection, finding that the Motorola razor 40 ultra and Motorola edge 40 neo embodied this mentality. "It has been wonderful to work with Motorola and see their dedication to enabling creativity, connection, and personalization through color across their devices, and this year's color carries particu-

lar importance to harnessing connection, community and personal wellbeing." Laurie Pressman, Vice President of the Pantone Color Institute, said, "Our Pantone Color of the Year 2024, PANTONE 13-1023 Peach Fuzz, seamlessly blends the virtual and real life, making it an ideal color for the physicality of digital devices. We are excited to see how our audiences leverage the features Motorola offers to enable and facilitate further connections."

Vespa: A One Billion Euro Brand

Pune (Voice news service)- With a global relevance and perceived as a lifestyle icon, the brand Vespa has been valued at more than one billion euros (1,079 million) with a 19% growth in value, compared to the previous valuation (906 million euros in 2021). This is the result of a new study about Vespa that Piaggio Group (PIA.MI), Europe's largest scooter and motorcycle manufacturer and one of the world leaders in the industry, has commissioned to Interbrand. The study demonstrates Vespa's global reach also in terms of distinctiveness, design, lifestyle and entertainment. "The term 'iconic' is often overused, but there's really



no other way to define this brand," says Manfredi Ricca, Interbrand's Global Chief Strategy Officer. "Vespa is a heritage brand, and yet it is constantly evolving; it's quintessentially Italian, and yet globally loved; it's premium, and yet inclusive. Our valuation work doesn't only set into numbers the success of this desired and demanded brand - it also shows how Vespa can signify freedom and joie-de-

vivre well beyond the boundaries of mobility, and into new arenas. The calibre and the success of the brand's partnerships speak for themselves." In determining Vespa brand's financial value, Interbrand employed proven, proprietary brand valuation techniques, incorporating financial analysis with primary and quantitative data collected through a global market research, con-

ducted across Vespa's 10x key markets (Italy, France, Germany, Spain, USA, Vietnam, Thailand, Indonesia, China, and India). The brand Vespa is confirming its leadership in European markets and gaining more relevance in US and Asia, showing growth especially in Indonesia, where Piaggio Group has recently opened a new plant for the local market. According to the 10 brand strength factors analyzed in Interbrand's study, Affinity and Distinctiveness are confirmed as key brand strengths of Vespa. This strongly demonstrates not only the deep closeness this icon has with its customers, but also its ability to create an emotional connection with them.

ASCI and the Unstereotype Alliance Unveil Study on Diversity & Inclusion in Advertising, with research partner Kantar at the D&I Edge Summit

Pune (Voice news service)- The Advertising Standards Council of India (ASCI) and the UN Women convened Unstereotype Alliance (UA), launched their collaborative study on Diversity and Inclusion (D&I) in Indian advertising. The report, prepared by Kantar, a global brand research partner to the world's leading companies, deep dives into a critical component of ESG (environmental, social and governance) goals of corporates. The study was unveiled at the DEI Edge Summit, co-hosted by ASCI and UA, and supported by organisations such as Diageo, HUL and Disney Star. The joint report provides new insights on Indian advertis-

ing's D&I representation versus global practice (leveraging data from the 2023 Global MONITOR survey) and a wealth of original findings on Indian advertising trends accommodating D&I. Some of the key dimensions of D&I representation mapped in the report were age, gender, sexual orientation, race, physical appearance, social class, disability, and religion, across 28 markets around the world. **The global dimension:** Compared to 33 percent of consumers across the world, 48 percent of Indians expressed the need for more inclusive representation by brands. India's socially aware consumers are an encouragement for brands on the way to inclusiveness and a

wake-up call for those yet to embrace D&I. The research scoured through all the new ads that aired in October 2023. Coupled with Kantar's extensive analysis of advertisements over the past few years, the study provides a snapshot of the patterns, progress, and scope for improvement in DEI in India. **Key findings of the Indian study:** There was a near absence of representation diversity in Indian advertising. The study found a dismal less-than-1% representation of the LGBTQ+ community, people with disabilities featured in less than 1% of the ads and only 4% of Indian ads depicted people aged above 65 years.

Women representation: While the presence of women in ads was comparable to men, sticky stereotypes still prevail. More women are portrayed with fair skin tone (58% of women vs 25% of men on-screen), with less diverse physical appearance (39% of women were shown as slender vs 16% men on-screen) and low non-traditional roles (17.5% of women were depicted as the sole caregiver vs 3.5% men characters) and less authoritative (with male characters three times more authoritative than their female counterparts). Women tended to be shown as younger with 86% of them between 20 and 39 years of age compared to 62% of men.

Honda Cars India flags off the 12th Edition of 'Drive to Discover'



Pune (Voice news service)- Honda Cars India (HCIL), a leading manufacturer of premium cars in India flagged off the much-anticipated 12th edition of its experiential drive series, 'Drive to Discover'. The drive will feature Honda Cars India's premium lineup, of Honda Elevate, City e:HEV, City 5th-Gen and Amaze, and will

pass through the magical landscapes of Sikkim and West Bengal. The drive will commence from the city of Siliguri, and cover destinations like Gangtok, Pelling, and Kalimpong via the iconic town of Darjeeling and culminating on the 12th of December. This journey will provide opportunities for the participants to see Mt. Kanchenjunga in all its

grandeur and immerse themselves in the region's cultural richness, ensuring an unforgettable experience. Mr Kunal Behl, Vice President, Marketing and Sales Honda Cars India Ltd., expressed his enthusiasm on the drive stating, "We are thrilled to embark on yet another exciting edition of Drive to Discover, the 12th season holds the promise of an extraordinary journey. This drive not only showcases the breathtaking beauty of Northeast India but also highlights the capabilities of our vehicle lineup. We're particularly pleased with the overwhelming response our newly launched Honda Elevate has received from customers nationwide. We look forward to seeking new adventures on this drive with our reliable models that seamlessly blend comfort, safety, and driving pleasure." HCIL's premium line-up embodies Honda's global DNA in technology and commitment to delivering fun to drive experiences.

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Vitesco Technologies Wins German Design Award 2024 for its Brand Sound

Pune (Voice news service)- Vitesco Technologies, a leading international provider of modern drive technologies and solutions for electromobility, was announced today as the recipient of its third German Design Award: "Excellent Communications Design - Audiovisual" for its brand sound. Vitesco Technologies was previous-

ly honored with the German Design Awards in 2021 for its "Corporate Identity" and "Brand Identity" efforts. The official award ceremony will take place on January 26, 2024 in Frankfurt (Main). "I am incredibly proud of my team, which has positioned our young brand extremely successfully in such a short time," explains Dr. Anne-Kath-

rin Bräu, Head of Communications at Vitesco Technologies: "The repeated recognition of our brand sound, this time with the German Design Award 2024, once again confirms this great team spirit." In October of this year, Vitesco Technologies was named "Winner" of the International Sound Awards 2023 in the "Audio Branding" category

with its brand sound, a central element of the brand: The tone sequence of the sound is based on the brand symbol, the "V". It follows a descending and then ascending form that resembles the "V". The central tone is the A, as yellow, the brand color of Vitesco Technologies, is subconsciously associated with this tone by many people.

Vitesco Technologies presents comprehensive portfolio for electric drives at CTI Symposium, Berlin

Pune (Voice news service)- Vitesco Technologies, a leading international provider of state-of-the-art drive technologies and solutions for electromobility, will participate in this year's CTI Symposium in Berlin with a booth and technical presentations. Among the product innovations that the company will

present from tomorrow are the Master Controller Premium as well as its overmolded power modules with modern silicon carbide chip technology. The Master Controller Premium from Vitesco Technologies is a central control system for various area functions, such as the drive, the chassis or the charging. By acting as a

functional integration platform for lateral and longitudinal acceleration, thermal and energy management, driving and charging strategy, it supports the highest functional safety level (ASIL-D). Another highlight of Vitesco Technologies at the CTI Symposium will be the overmolded power module: With its modern silicon carbide chip tech-

nology it represents a solution example for very deep system competence through joint optimization of power electronics and thermal management. Thanks to long-term collaborations with various semiconductor manufacturers, the company is able to offer its customers a particularly high degree of flexibility.

SANY India expands its network by adding a new dealership in Chhattisgarh

Pune (Voice news service)- SANY India, a leading manufacturer of construction equipment, has announced its association with Om Infracore as their authorised dealer for Chhattisgarh. SANY India has inaugurated the 3S (Sales, Service & Spares) Head Office in Raipur to oversee its operations in Chhattisgarh. The new office is poised to meet growing demand of Sany's construction equipment and heavy machinery in this region and establish a crucial link between Customers and Company. The Raipur Office will cater to various territories like Raigarh, Bilaspur, Korba, Durg, Ambikapur & Jagdapur etc, and our existing 307 machines operating in this region. Sany Bharat and Om Infracore are confident that this 3S office will enrich customer experience and capture market in this region with optimum operational ef-



iciency. The new office was inaugurated in presence of following Sany Officials Mr. Shashank Pandey (Business Head for Excavators and Motor Graders), Mr. Vishwajeet Singh (Regional Manager for Excavators and Motor Graders) and also Officials from Om Infracore, Mr. Prahlad Agrawal (Partner), Mr. Abhishek Chakraborty (Partner). Speaking on the occasion Mr. Shashank Pandey (Business Head for Excavators and Mo-

tor Graders), SANY Heavy Industry India Pvt. Ltd. Said, "We are extremely happy that our association with Om Infracore is further strengthened with the inauguration of the 3S Office in Raipur. I am delighted to say that we have done an incredible job in this part of the country. This new facility will definitely enhance scalability option and facilitate Om Infracore in establishing brand Sany in a much more concerted way." Commenting on the 3S

concept, he further added, "The 3S facility has been envisioned to provide the best possible retail experience to our customers. The entire process from product sales to spare parts and service requirements can happen seamlessly at one location. As always, we will extend our steadfast support to Om Infracore for their future Marketing and technical needs." Mr. Prahlad Agrawal (Partner - Om Infracore) said "As we the sole dealer for Chhattisgarh, we will be the steadfast pillar for Sany in Chhattisgarh and extend our full cooperation as far as their branding, marketing and training activities are concerned. Moving ahead we are confident to create new sales records in coming months." As the construction equipment market is gaining prominence rapidly - this expansion will be seen as a significant to capture new markets and expand customer base."