# Power and Voice

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# Suhana Spices Warehouse, Yavat Awarded IGBC **Net Zero Energy Certification**

Pune (Voice news service):- Suhana Spices Warehouse, Yavat, Pune, was awarded the prestigious provisional Net Zero Energy Certification by the Indian Green Building Council (IGBC), in Chennai last month. This project, which was conceptualised and designed by Anand Chordia, ranked first in the country under the Warehouse and Industrial Category.

Sunday

The Net Zero Energy Certification is a testament to Suhana Spices team's commitment to environmental sustainability, energy efficiency, and the community's overall well-being.

This achievement underscores the company's dedication to creating spaces that not only meet the highest standards of quality and design but also contribute positively to the



NES THAT MADE A DIFFERENCE

environment. "Suhana Spices Ware-

house follows the basic principles of Reduce, Regenerate, Renew and Repurpose and stands completely on renewable sources of energy generation, run 100% on solar power for building and process requirements", expressed Anand Chordia, Director, Technology & Innovation, Suhana Spices, and Founder, The Eco Factory Foundation (TEFF). Anand Chordia, expressed gratitude for

the recognition, stating, "Receiving the Net Zero **Energy Certification from** IGBC is a testament to our unwavering commitment to sustainability.

All our current and future projects shall stand as a model for responsible and eco-conscious development, showcasing how innovation and environmental consciousness can coexist seamlessly."

Such infrastructure development will help to achieve Net Zero India very soon.

# Advantage Vidarbha successfully concluded the 1st edition of'Khasdar Industrial Mahotsav - Nagpur'

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VALEDICTORY FUNCTION «

Pune (Voice news service):- The Association of Industrial Development (AID) concludes the first edition of the 'Khasdar Industrial Mahotsay - Advantage Vidarbha' in Nagpur. The event was inaugurated by Shri Nitin Gadkari, Union Minister for Road, Transport, and Highways, Shri Devendra Fadnavis Deputy Chief Minister Maharashtra, and other dignitaries Shri Narayan Rane Minister MSME Government of India, Shri Sudhir Mungantiwar Minister of Forests of Maharashtra, Shri Ajay Bhat Minister of State for Defence GOI, Shri Girish Mahajan Tourism Minister of Maharashtra along with senior leadership from central and state politics, as well as business industry stal-

'Khasdar Industrial Mahotsay - Advantage Vidarbha' was a three-day event that took place in Nagpur from January 27th to January 29th, 2024. The event focused on promoting industrial development in the Vidarbha and Maharashtra regions, creating a unified platform for Vidarbha industries to showcase their business potential, and exploring opportunities for expansion and collaborations. Over 250 exhibitors participated in the expo, with 90% of them representing the Vidarbha industry. "The issue of carbon emissions due to vehicles running on petrol and diesel, and the resultant pollution has become a growing concern today. Alternative fuels like ethanol, methanol, and other components can be used to address this, reducing both carbon emissions and the dependence on oil imports. The time has come to prioritize coal gasification and reconsider royalties. Moreover. if

save transportation costs but would also increase the capacity for energy generation," - Union Minister Shri Nitin Gadkari said on the sideline of Advantage Vidarbha Expo Speaking on the occasion Ashish Harshraj Kale, President. Association for Industrial Development (AID) said "It was a pleasure for all of us at AID to host the senior government delegates along with senior industry stalwarts. On behalf of the association,

I express gratitude to each of

them for their vision for the re-

gion. The region has immense

potential to make a stronger and consistent contribution to the nation's growth drive. This three-day expo marked great success with varios panel discussions in the presence of stalwarts of the sector. The startups, given that India is a developing country, have made incredible contributions. We are pleased to see a larger set of startups emerging from the region. The level of

support and mentorship pro-

vided by the industry will be a

Our honorable Union Minis-

milestone in this journey.

ter Shri Nitin Gadkari Ji has been the torchbearer of the development drive in the nation, and it is his vision that has made this landmark expo a reality. The expo witnessed the participation of over 250 exhibitors, representing a diverse range of 43 business sectors in the region."

He further added, "This is just the beginning, and we have a long way to go. As an industry, we are committed to the vision of our leadership." Vidarbha in Maharashtra,

known for its rich biodiversity and resources, is emerging as a promising hub for industrial and tourism investment. Comprising 11 districts including Nagpur and Gadchiroli, it boasts excellent infrastructure and a high mineral contribution. The 'Advantage Vidarbha - Khasdar Audyogik Mahotsav' event marked a significant step in this direction, with over 25 MOUs signed between angel investors and regional startups. Major investors like Haldiram and Nuwals pledged not just financial support but also mentorship. This initiative is crucial as Maharashtra, contributing 20% of India's startups and 25% of its unicorns. is seeing a startup boom beyond metros, with tier 2 and 3 cities gaining momentum. Advantage Vidarbha is set to play a key role in nurturing young talent and startups in the region.

The three-day event featured diverse sessions and panel discussions covering various sectors such as education. defence, aviation, startups, MSME, bamboo, IT & ITES, pharmaceuticals, real estate, steel & PEB, finance, logistics & warehousing, mining equipment, coal gasification, fisheries, Ayurveda, dairy, and more. Senior Ministers from the State and Central Government, industry stalwarts across sectors, and renowned educational institutions, experts, and think tanks came together to discuss the potential challenges and their solutions to create a seamless business ecosystem and ensure the developmental

growth of the region. The inaugural day of the event centered its discussions on exploring the region's potential, the availability of skilled manpower, geographical advantages, and efforts to promote and raise awareness about the initiative. Additionally, the focus was on attracting investors to invest in the region. The day of the event witnessed keynote addresses and sessions on the startup ecosystem of the region, education, aviation, defense, gem and jewelry, and the food processing industry. The first day concluded with the signing of 25 MoUs with angle investors, providing financial support to startups in Vidarbha. The second day of the event

concluded with in-depth dis-

cussions, including sessions and panel discussions, regarding the advancement of the bamboo sector and the exploration and creation of business opportunities for MSMEs, startups, pharmaceuticals, IT & ITES, real estate, and steel & PEB. There was a particular emphasis on the significance of coal gasification, efforts to reduce carbon emissions, and the transition towards alternative fuel options. On the final day there was a brainstorming session and panel discussions focused on tapping into the region's potential for the expansion of fisheries and fish farming, dairy, and Ayurveda. The conversations also addressed themes like training local youth for job creation and the development of various sectors, encompassing mining equipment, logistics & warehousing, IT & ITES, and finance. The event concluded with the unveiling of a Coffee Table Book showcasing the entrepreneurial success stories of Vidarbha. The book aims to highlight the significant contributions of these individuals to the region's eco-

#### Vinatage and Classic Cars leading fiat car collector with



Pune: Dr Sambit Patnaik colorectal surgeon of Mumbai and Dubai and his Instagram organised sponsored and curated the at Radisson Blu Hinjewadi Pune on 4th Feb 2024 where 100 vintage and classic Fiat





# cars attended. He is himself a to the mines, it would not only with grandeur of spiritual extravaganza

Pune (Voice news service):- The true colours of Indian cultural richness were exhibited as the Geeta Bhakti Amrit Mahotsav commenced with a grand spiritual congregation at the serene and pious surroundings of Alandi, Pune. along the banks of the sacred Indrayani River. The extravaganza, marking the 75th birth anniversary of revered saint Swami Shri Govind Dev Giriii Maharaj, is being held during 4-11 February amongst the gracious presence of the country's leading saints, sages and intellectuals. Day 1 of this mega event witnessed the participation of devotees in a higher number than expected and was a great success, with around 15,000 devotees from across the country dedicated to preserving the country's indigenous cultural heritage.



The first day of the majestic celebration of spirituality and culture included Shri Dnyaneshwar Mauli Abhishek - Varkari Honoring, Yagya Rituals and Kirtans. During the congregation, Swami Shri Govind Dev Giriii Maharai extended his virtuous values with some of the holiest words of wisdom while addressing the attendees of the event.

Spanning across an expansive area of 70,000 square feet, this divine event is forti-

wesshaa, Deepak Pandit,

Saraswati, Sadho

fied by over 150 security cameras and guards, ensuring the safety and well-being of all participants. Additionally, a congregation of six thousand individuals has collectively initiated the Hari path, a spiritual practice that will culminate on the final day of this Mahotsav. The grand inauguration of the holy festivity was also blessed with rich deliberations and discussions by spiritual gurus like Respected H.B.P. Shri Sandipanji Maharaj Shinde,

Respected M.M. Tapomurthy Baba Swami Shri Kalyandasji Maharaj and Respected H.B.P. Shri Bhaskargiriji Maharaj, who actively got involved in havan-puja, kirtan, and Shrimad Bhagawat Katha. "It ushers to me an eternal

electricity is generated nearer

feeling of immense happiness to witness such a massive gathering of devotees at the Geeta Bhakti Amrit Mahotsav: all gathered together to preserve and promote our indigenous culture.

We are aimed to impart religious atmosphere and Vedic education in future generation; integrating cultural values which can assist them in identifying their purpose of life and the true essence of spirituality in this process" noted Pujya Swami Shri Govind Dev

# Geeta Bhakti Amrit Mahotsav commences EKA Mobility unveils EKA K1.5, India's first 1.5-tonne electric LCV range



Pune (Voice news service):- EKA, a leading player in the electric mobility sector with Mitsui Co. Ltd. (Japan) & VDL Groep (Netherlands) as equity partners, is set to revolutionize the commercial vehicle landscape with the launch of their highly anticipated 1.5 tonne electric Light Commercial Vehicles (LCVs). The grand unveiling took place at the prestigious Bharat Mobility Global Expo, where EKA Mobility showcased its commitment to sustainable and profitable transportation solu-

EKA Mobility's 1.5-tonne electric LCVs are designed to meet the evolving needs of the modern logistics and transportation industry. With a focus on environment-conscious mobility, these electric LCVs promise to deliver exceptional performance, reduced operational costs, and a lower environmental footprint. The company also showcased its 9-meter electric bus, EKA 9 Staff Bus, India's most advanced electric bus, designed and manufactured completely in India, at

Speaking at the launch, Dr. Sudhir Mehta, Founder & Chairman of EKA Mobility highlighted, "Our electric LCVs represent a significant step forward in the evolution of commercial transportation globally

We are confident that these vehicles will not only meet the demands of the industry but will also set new standards for sustainability and performance. Our vision is to become a global volume leader in Commercial Flectric Vehicles. We have the strongest IP creation in the Indian EV industry, best-in-class Total Cost of Operation (TCO) offering, and completely indigenous and industry-leading software.

We are proud to be the only EV company to have two leading global conglomerates as our partners, and we look forward to changing the commercial mobility landscape with sustainable and profitable solutions."

EKA's electric LCVs are designed for a wide range of applications, showcasing EKA Mobility's commitment to versatility. The vehicles can be customized for various purposes, making them ideal for last-mile delivery, e-commerce logistics, temperature-sensitive shipments, and more. EKA K1.5 range is built on 300 volts electrical system architecture offering the highest ever peak power of 60kW in the industry, with best-inclass vehicle performance. The vehicle and battery have a best-in-class warranty for



**EKA K1.5** 



worry-free usage. The company is currently offering EKA K1.5 in the following applications, with load body customizations suiting customer requirements: Aluminium Container Body, Side Open Aluminium Container Body, Ms Container Body, Open Top Container Body / Raised Load Body, Half Load Body for Market Loads, Eutectic Container for Cold Chain Applications, Insulated Box Container Body

Garbage Collector Body. At the expo, the company is displaying its delivery van application for efficient and environmentally friendly urban logistics, and its innovative eutectic van showcasing EKA Mobility's dedication to exploring advanced technologies and solutions for temperature-sensitive cargo transportation. Earlier this year, EKA announced a partnership with Mitsui & Co., Ltd. (Japan) and VDL Groep (Netherlands) with a joint investment of over USD 100 million (~ INR 850 crores) in phases, to position India as the global manufacturing & sourcing hub for electric vealso announced its collaboration with GreenCell Mobility to supply them with 1000 intercity electric buses in 12-meter and 13.5-meter categories, in the next few years.

EKA Mobility is one of the commercial vehicle manufacturers approved under the Champion OEM Scheme & EV component manufacturing scheme of the Government of India's Auto PLI policy. EKA is one of the only Indian companies offering end-to-end design, manufacturing & technology of electric new energy commercial vehicles from scratch in India. The company has set up a state-of-the-art research, development, engineering & innovation center in Pune, Maharashtra, and has significantly grown its order book, with more than 700 electric buses and 5000+ electric light commercial vehicle orders in the pipeline. All these vehicles will be completely designed & manufactured in India, at EKA's proposed & existing state-ofthe-art manufacturing facilities in Madhya Pradesh and Maharashtra.

#### Morari Bapu launches Shemaroo's 'Shri Ram Bhakti Utsav' musical series celebrating Ram Lala's Pran Pratishtha at Ayodhya

Pune (Voice news service):- Spiritual guru Morari Bapu, a proponent of the Ramayana and the learned leader who highlights the essence of Sanatana Dharma by reciting the Ram Katha for more than 60 years launched Shemaroo's 'Shri Ram Bhakti Utsav', an exclusive musical series celebrating the Pran Pratishtha of Shri Ram's idol at Avodhya. The melodious series is available on Shemaroo Bhakti's YouTube Channel as well as on all leading music platforms.

The event graced by Morari Bapu- a diligent advocate of the teachings of Shri Ram and the wisdom contained within Ramcharitra Manas. was surrounded by divine aura. 'Shri Ram Bhakti Utsav' features a combination of popular traditional songs and new creations sung by legendary artists like Suresh Wadkar and veteran actor Sachin Pilgaonkar who is debuting for the first time as a devotional singer. The musical series also features artists like An-

Band, Prithvi Gandharv, Avdhendhu Sharma, JJ Vyck among others. Shri Ram Bhakti Utsav series is dedicated to Shri Ram, the seventh avatar of Vishnu. an embodiment of chivalry and virtue, his story is told in the epic poems of the Ramayana. A diligent advocate of the teachings of Shri Ram and the wisdom contained within Ramcharitra Manas, Morari Bapu shared his conviction that Shri Ram Bhakti Utsav musical series will bring people around the globe together. "Shri Ram transcends boundaries; his divinity is universal. Shemaroo's 'Shri Ram Bhakti Utsav' Musical Series available on Shemaroo Bhakti YouTube Channel & all music platforms highlight the cultural influence of the Lord on the global stage, and I feel honoured to launch this musical series. From Ram Lala's janma badhai geet to Sita Ram vivah, from morning Raghunandan Su-

prabhatam to evening Ayo-

dhya Aarti, from Sankshipt Geet Ramayan to Shree Ram Stuti the Shri Ram Bhakti Utsav music series is an ultimate destination for ardent Ram devotees, covering them for all occasions." Shri Ram transcends boundaries; his divinity is universal. Shemaroo's 'Shri Ram Bhakti Utsav' Musical Series highlights the cultural influence of the Lord on the global stage.

Arpit Mankar- Head of Non-Bollywood category at Shemaroo Entertainment Ltd., said, "Shemaroo Bhakti always tries to present devotional content in a way that strikes a chord with the audience worldwide. 'Shri Ram Bhakti Utsav' musical series is another attempt by us to bring devotees closer to Shri Ram by integrating spirituality through music. As the entire nation eagerly anticipates the Ram Ayodhya Consecration and celebration, this musical series is our contribution, adding to their fervor and providing a one-stop destination covering lord Ram's major life

events and occasions in the form of Bhajan, Aarti, Katha, Ramavan Chaupaivan, Our musical offering aims to be a guiding light for devotees in their spiritual journey." Shemaroo Bhakti, a defin-

itive destination for devotional content on YouTube and home to a massive audience of over 11 million subscribers has a rich devotional portfolio which has a universal appeal. Shri Ram Bhakti Utsav created by Shemaroo Bhakti aims to connect devotees of all age groups to spirituality by recreating ancient folklore, mantras, and hymns into soul-stirring modern music.



#### BMW Motorrad kick-starts GS Experience Level 1, 2024 training program

Pune (Voice news service):- BMW Motorrad commences its most awaited training program - GS Experience Level 1, 2024 in India. The GS Experience presents an unparalleled opportunity for riders to discover the extraordinary prowess of BMW Motorrad's iconic GS series. perfectly suited to its natural terrain.

This exclusive, two-day event offers a bespoke training program tailored specifically for owners of BMW's adventure

motorcycles, promising a deep dive into the world-class capabilities of the legendary GS range.

BMW Motorrad will host this two-day immersive training for GS owners across 13 cities - Pune. Surat. Mumbai. Kolkata, Indore, Hyderabad, Jaipur, Chennai, Lucknow, Kochi, Bengaluru, New Delhi and Chandigarh.

Mr. Vikram Pawah, President, BMW Group India, said, "The GS is not just a motorcycle, it's a beacon of adventure

BMW Motorrad is reshaping the landscape of adventure biking in India, and the indomitable Spirit of GS is leading the charge. Our GS Experience is more than just a riding program; it's a gateway for adventure enthusiasts nation-

hicles. Recently, the company

wide. Tailored to suit all riding styles, this course is meticulously designed to refine your skills, boost your confidence. and amplify the joy of riding. Guided by our trainers from BMW Motorrad International

Instructor Academy, participants will unlock the full potential of adventure riding and conquer every challenge with their GS, fully equipped to explore the thrilling world of adventure motorcycling."

Designed exclusively BMW GS owners, the twoday level 1 program will help riders to master basics of offroad riding. The day 1 training program is for BMW GS owners of 650 cc and above GS bikes. While the day 2 is for BMW 310 GS riders.

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# **Honors Bollywood Legend's Timeless Contribution**



Pune (Voice news service):-The cinematic legacy of Raj Kapoor, the patriarch of the legendary Kapoor family, was celebrated with great pomp and honor at the first-ever Vishwa-Raj Kapoor

Sineratna Golden Award cer-

emony. The event, held at Sant Dnyaneshwar Vishwashanti Dome in Vishwarajbagh, was organized by MIT University of Art, Design and Technology and MAEER's MIT World Peace University, Pune.

Governor Ramesh Bais lauded the Kapoor family's unparalleled contribution to both the cine industry and busi-

ness. He emphasized the profound impact of Prithvirai Kapoor's entertainment legacy, continued and expanded upon by Raj Kapoor, marking what is now considered the golden era of Indian cinema.

Governor Bais underlined how Raj Kapoor's films not only entertained but also inspired people, fostering a sense of national unity. The enduring popularity of Raj Kapoor's films and the timeless appeal of his songs were acknowledged, with the illustrious governor expressing his personal connection to classics like 'Mera Naam Hain Joker,' 'Prem Rog,' and 'Ram Teri Ganga Maili.

The ceremony witnessed the presence of esteemed personalities such as film director Kiran Shantaram, Prof. Dr. Vishwanath D. Karad. N. Chandra, Gajendra Chavan, Siddharth Kak, Prof. Dr.Mangesh Karad, Mrs. Swati Chate-Karad and others who came together to pay tribute to the cinematic maestro.

The highlight of the evening was the presentation of the first Vishwa-Raj Kapoor Cine Ratna Golden Award to the late Raj Kapoor, accepted on his behalf by his son, the renowned actor, director, and producer Randhir Kapoor. Another significant acknowledgment went to Mukesh, the melodious voice behind numerous songs in Raj Kapoor's films, with the award accepted by his son Nitin Mukesh

Kiran Shantaram praised the harmonious relationship between Raj Kapoor and his father, V. Shantaram, and commended Prof. Dr. Vishwanath Karad for preserving Vishwaraj Bagh as a beautiful tribute to the iconic filmmaker. Prof. Dr. Vishwanath D. Karad, on his 83rd birthday, reminisced about the transformation of Raj Bagh into Vishwa Raj Bagh. He expressed gratitude for the

The ceremony concluded with a vote of thanks by Mrs. Jvoti Dhakne-Karad, with the resonating strains of the National Anthem, marking a memorable tribute to the unparalleled legacy of Raj Kapoor.

birthday wishes and emotion-

al memories associated with

Raj Kapoor.

Memorable Anecdotes and Global Recognition: Governor Bais shared personal anecdotes, expressing his admiration for Raj Kapoor's films and revealing the global impact of movies and songs like 'Mera Juta he Japani' He recalled an incident during his travels, showcasing how Raj Kapoor's work resonated not only in India but also interna-

#### Inaugural Vishwa-Raj Kapoor Sineratna Golden Award KIYG 2023: Weightlifters Arati Tatgunti, A V Susmitha breaks National Youth Records to win gold

Pune (Voice news Maharashservice):tra weightlifter Arati Tatgunti and A V Susmitha of Andhra Pradesh set new National Youth Records to clinch the gold medal in the girls 49 kg and 55kg categories respectively on a day Haryana bagged four of the five gold medals on offer in wrestling to close in on second-placed Tamil Nadu in the 6th Khelo India Youth Games

In a keenly fought threeway contest between Arati, her state-mate Soumya Dalvi and Assam's Panchami Sonowal at the Jawaharlal Nehru Indoor Stadium in the 49kg category, the former emerged victories lifting a total weight of 170, including 75 in snatch and 95 in Clean and Jerk, thereby creating new records in snatch, clean & jerk and overall. In fact, silver medallist Sonowal also improved on the earlier marks, thereby forcing Arati to push herself to go for higher weights and the Maharashtra lifter executed her lifts with precision to hand her state second gold



gold medal in the last edition of the Games, went for a 97kg lift in her last Clean and Jerk attempt to clinch the gold medal but injured her back in the process and had to be taken to the hospital for scans.

Later, Susmitha set new overall record with a total lift of 173 kg and clinched the gold medal.

But it was Haryana, who were the biggest mover on the medals table as they dominated the opening day of wrestling competi-

Monika (girls 46kg), Neha (girls 57kg), Amarjeet (boys 51kg Greco Roman) and Vinay (boys 92kg freestyle) clinched the gold medals with comfortable victories on their respective opponents and their girls' hockey team bagged their fifth consecutive title with a 1-0 over Madhya Pradesh.

Maharashtra continued to

stay on top of the medals table adding four more gold medals to their tally. Lifter Mahadev Vadar (boys 67kg), wrestler Samarth (boys 60kg GR) and swimmer Rutuja Rajadnya added a gold medal each to take the state's tally to.

Rajadnya became the fastest girls' swimmer of the Khelo India Youth Games at the SDAT Aquatic complex by winning the 50m freestyle race with a timing of 29.18 sec.

Assam's Jahnabi Kashyap and Subranshini Priyadarshini clinched the silver

and bronze respectively. The honour of the fastest swimmer in boys went to Jananjoy Jyoti Hazarika of Assam, who touched the wall with a timing of 25.53 sec. Salil Bhagwat of Maharashtra and Gujarat's Heer Pitroda took the silver and bronze respec-

Earlier, cyclist Alanis Lilly Cubeleo of Kerala won the girls 60km individual road race while Chandigarh's Jai Dogra topped the boys 30km time trial at ECR.

West Bengal and Telangana added a gold medal each to their tally from the Guru Nanak College shooting range.

Ashmit Chatterjee of West Bengal clinched the 10m Air Rifle gold with a final score of 250.9 with Harvana's Himanshu (250.6) and Manvendra Singh Shekhawant of Rajasthan (227.6) bagging the silver

and bronze respectively.

In the 25m Rapid Fire pistol event, Telangana's K Tanishq Murlidhar Naidu scored 19 points to take the gold. Andhra Pradesh's Mukhesh Nilavalli (18) and Maharashtra's Swaraj Bhondave (16) won the silver and bronze respec-

#### LUXURY MEETS CONSCIENCE AS THE LEELA PALACES. HOTELS AND RESORTS PARTNERS WITH MOUTH AND FOOT PAINTING ARTISTS ASSOCIATION FOR ITS 2024 DESK CALENDAR



Pune (Voice news service):- The Leela Palaces. Hotels and Resorts unveiled its desk calendar for 2024 which has been designed in a unique partnership with Mouth and Foot Painting Artists Association (MFPA), an international registered society of disabled artists who create art with their mouth or

Conceptualized with theme 'Coming together to do good at The Leela' the calendar showcases beautiful artistic narrations of the twelve iconic panoramas of The Leela hotels, painted by twelve boundlessly talented and specially-abled artists from MFPA. Each month uncovers the extraordinary charm of fine art that transports, page by page, into the mesmerizing world of The Leela featuring grand architecture and verdant landscapes.

Rooted in the timeless ethos of 'Atithi Devo Bhava - Guest is God', The Leela has been on a continuous journey to redefine luxury through a lens of responsibility and sustainability. This collaboration highlights the brand's commitment for contributing towards com-

meaningful partnerships. Speaking on this remarkable association. Mr. Anuraag Bhatnagar. Chief Executive Officer, The Leela Palaces, Hotels and Resorts, said, 'The understanding of luxury has evolved over time from being only material focused to being more enriching. As a true Indian luxury brand, we at The Leela recognize this shift and the profound impact it has on the communities around us. We are grateful to Mouth and Foot Painting Artists for their creative contribution in

designing our annual calendar. It is not just impressive but rather inspiring to witness the art created by these differently-abled artists. We look forward to our association with MFPA and supporting their artists through various endeavours.

Mr. Bobby Thomas, Country Head. Mouth and Foot Painting Artists Association India added, "We are delighted to have partnered with The Leela Palaces, Hotels and Resorts for their annual desk calendars and thank them for providing a platform for our artists to showcase their talent. It's a matter of pride for us to have the work of our artists form a part of The Leela

paintings as much as our artists enjoyed creating them." Know about the story behind every artwork of The Leela

Calendar and the artist who created it:Pralay Dey, Foot Artist and member of MFPA since 2022, recreates the intricately crafted porte cochère at The Leela Palace Bengaluru, an architectural marvel inspired by the grandeur of the Mysore Palace

Associated with MFPA since 1988, senior Mouth Artist Ganesh Kumar presents an artistic rendering of the inner courtyard of The Leela Palace Chennai, with all its intricacies and beauty. Nadeem Riyasat Ali Shaikh,

Foot Artist at MFPA since 2008 depicts the architectural elegance of The Leela Palace Jaipur in its beautiful silver-domed splendour. Kanmony S, Foot Artist and

a relatively new member of MFPA has brought forth The Leela Palace New Delhi's regal magnificence and contemporary luxury in her beautiful painting of the rooftop pool. Thrippanikkara, Mouth Artist and member of MFPA since 2004 pays tribute to the land of the Mewars with

her exquisite depiction of the flower-laden outer courtvard at The Leela Palace Udaipur. A member of MFPA since 1999. Foot Artist Swapna Augustine illustrates the serene integrated township.

Foot Artist Jagwinder Singh is a prospective National Para Cyclist who joined MFPA in



He beautifully captures the contemporary elegance of The Leela Ambience Convention Hotel Delhi on his canvas. An award-winning Foot Artist, Bandenawaz Badshah Nadaf is the talent behind the beautiful rendition of The Leela Gandhinagar, a modern hotel built atop the concourse of the Gandhinagar Railway Station. Mouth Artist and member of MFPA since 2013. Srilekha Mandalapalli recreates the sophistication of The Leela Ambience Gurugram Hotel & Residences, the best destination for urban luxury seekers. Mouth and Foot Artist Manoj Bhingare does full justice to his degree in Fine Arts in cre-

gardens. Jesfer Pulikkathody, a Mouth Artist at MFPA since 2009 perfectly captures the rustic charm and luxurious detailing of The Leela Ashtamudi. A

ating this beautiful painting of

The Leela Mumbai with its im-

posing structure amidst lush

creates this stunning rendition of The Leela Kovalam, A Raviz Hotel showcasing its iconic location.

Vincents school and fr

Raja the vice principal of

League: St Vincents A:

Basketball

St Vincents school.

Results:

#### Infosys BU, Yardi make winning start 7th edition of "INFOSYS CUP 2023-24" Inter IT Cricket Championship ANENTT BARTAKEY [Head

Ankita Raina, Rutuja Bhosale among four Indians to

Pune (Voice news service):- Infosys BU, Yardi started their campaign on winning note in their league matches at the 7th edition of "INFOSYS CUP 2023-24" Inter IT Cricket Championship which is being organized by Infosys and played at Infosys Ground, Hinjewadi, Phase II, Pune

medal of the day from the

weightlifting arena.

In the the opening league Infosys matches. BU trounced Maersk by 7 wickets, Sameer Kudale claiming 4wickets in just 14runs. In second match, Yardi scored a 21 runs win over

Dassault Systems. The tournament was inaugurated by the presence of

- Infosys Recreational Club. Pune], Mr.Sunil Takke, Core Committee Member - Infosys Recreational Club, Pune were present on the occas-

Results: League Round:

Maersk: 98 for all out in 20Overs(Mahesh Watwad 23, Pratik D.18, Sameer Kudale 4-14, Deepak Jain 3-8. Sunil Takke 1-4) lost to Infosys BU: 99/3 in 13.4Overs(Vishal Bhairamadgikar not out 44(38,5x4), Sunil Takke 28(32,3x4), Privank Chau-2-24);MOM-Sameer Kudale; Infosys BU won 7 wicktes; Yardi: 162/5 in



20Overs(Saurabh Deore not out 70(43,6x4, 4x6), Saurabh Jalgaonkar 39(44,6x4), Jeevan Gosavi not out 18, Mandar Joshi 2-26) bt Dassault Systems: 141 for all out in 19.20vers(Gaurav Singh 44(20,4x4,4x6), Bhushan Patil 18. Abhiram HR 12, Gagan Sharma 11, Mayur Rathod 4-23, Ashu Shaikh 3-30, Saurabh Deore 2-22);MOM-Mayur Rathod; Yardi won 21 runs.

#### beauty of The Leela Bhartiya Calendar this year." Raviz Hotel. "Our plavers do not get We hope that the guests of City Bengaluru, an urban par-Foot Artist and member of to play such high-lev-Mr Sanju Kothari, EC The Leela appreciate these adise within the city's largest MFPA since 2015. Vvshak K el events due to various Member and Chairman



Pune (Voice news service):- With the aim of providing level playing opportunities and world class competition to Indian players, Ankita Raina, Sahaja Yamalapalli and Rutuja Bhosale, India's top three ranked women, and promising teenager Vaishnavi Adkar, of Maharashtra, have been awarded the singles main draw wild cards at the L&T Mumbai Open WTA 125K Series Tennis Championships, being organized by the Maharashtra State Lawn Tennis Association (MSL-TA) and the Cricket Club of India (CCI).

Speaking to reporters on Thursday, Organising Committee members, Mr. Sanjay Khandare and Mr. Pravin Darade stated, "We are happy to get back this world class event back to India with an aim of providing world class competition to our players. We also thank our Sponsors, L&T, for coming forward and supporting women's tennis in the country. I'm sure that having such a major event at the beginning of the year will help our players to improve

their ranking and partici-

pate in higher level events bai Open is the biggest globally.'

reasons and that is why we decided to organise this event here so at least 8 to 10 Indians can get a chance to gain valuable WTA points and thereby improving their world rankinds," added Mr. Khandare and Mr. Darade.

Mr. Prashant Sutar, Chairman of MSLTA, thanked the Maharashtra Government for their continued support. "We are thankful to the Government of Maharashtra for their support to tennis, with their backing we have been able to organise ATP tour events, Davis Cup ties, ATP Challengers and the WTA 125 Series events."

He further added, "With the government support, we are launching Lakshyavedh project for Maharashtra players. Under this initiative, we have joined hands with JC Ferrero Academy to start a world class tennis academy in Pune."

Mr. Bharat Oza, President of MSLTA, stated, "In 2023-2024, MSLTA has organised international tournaments worth over ₹3.5 crores in the women's and men's categories at Solapur, Navi Mumbai, Nagpur, Pune and Mumbai. This is the highest by any association in India. MSLTA's contribution to Indian tennis has been im-

mense and the L&T Mum-

tennis event on the Indian

of Tennis Subcommittee of Cricket Club of India, added, "It's a privilege for CCI to host this prestigious world class event again. We have ensured world class playing facilities. CCI has newly laid its tennis courts in accordance with standards laid down by the WTA and we also have built a Centre Court with seating requirements for 1000 people."

"We would like to thank our President, The Committee, and our members for their support to this event. CCI has always been at the forefront of promoting sports and we hope that tennis lovers in the city will eniov world class tennis matches during the week," Mr Kothari added.

Mr. Sunder Iyer, Hon. Secretary of MSLTA, updated that the Qualifying rounds for the event will be played on the weekend (February 3 and 4) while the main draw matches will start on Monday February 5 with the finals being held on

Sunday February 11. "A 10-member international officiating team led by Australian Open Supervisor Kerrilyn Kramer, of Australia who is the WTA Supervisor, will be working at the event. Gold Badge Referee Sheetal Iyer, of India, will be the referee of the event while Leena Nageshkar will be the chief



of officials for the event, Mr. Iyer stated.

Mr. Iyer further added, "Apart from L&T, we would like to thank MMR-DA (Mumbai Metropolitan Region Development Authority); the Department of Sports; CIDCO; MHADA (Maharashtra Housing and Area Development Authority); the Official Medical provider, Sir H.N. Reliance Foundation Hospital; Energy Drink partner Enerzal; Aqua partner Amrete Low Deuterium Water; and official Radio Partner Radio City.

An Special organising Committee Comprising Mr Pravin Darade IAS, Mr Sanjay Khandare IAS, Mr Bharat Oza, Mr Prashant Sutar, Ms Pallavi Darade IRS, Mr Sanju Kothari, Mr Luv Kothari CCI Tennis Secretary, Mr Klshan Shah, Ms Sangeeta Jain, and Sunder Iyer has been formed for the smooth conduct of the event.



Pune (Voice news service):- St Vincents A lifted title with 21 points in the Basketball league match at the St Vincent's Junior Leagues Tournament which is being organized by St Vincents High School and Junior College and played on their around.

In the last league encounters, St Vincents A scored a 15-7 win over Fr Agnel, while St Vincents B beat JN Petit by 19-5.

The winner and runner up received a trophy and



St Vincents A lift title in basketball league

at the St Vincents Junior leagues Tournament

medals

The prizes were given away at the hands of Mr.Manoj Bhore, Senior Vice President of Hockey

Maharashtra. Fr Francis Patekar, Principal of St Vincents school, Dr. Wilson Andrews, Fr Francis Dsouza Manager of St

15(Sai Shinde 6, Vihaan Balal 6, Piyush Mankari 3) bt Fr Agnel: 7(Arihant Shinde 6,Raza Sayyed 1); Loyola: 16(Neev Shinde 2, Ahaan B 2, Samer S. 2, Ram K 6, Shreyan 4) bt St Patrick's: 0; St Vincents B: 19(Nishan jadhav 8, Varad Desai 6, Dareen Dsouza 3, Shlok Zankar 2) bt JN Petit:5(Moksh Agarwal 2, Soham Jagtap 3).

#### Nikhat and Lovlina to spearhead India's challenge at 75th Strandja Memorial Tournament be a great preparation for the medallist Amit Panghal (51kg)

Pune (Voice news service):-Reigning world champions Nikhat Zareen and Lovlina Borgohain are set to lead Indian challenge as the Boxing Federation of India named 19-member squad for the 75th Strandja Memorial Tournament to be held in Sofia. Bulgaria from February 3 to February 11.

The Strandja Memorial Tournament is one of Europe's oldest international sports competitions. With the intense competition in presence of around 300 boxers from 30 countries, the tournament will

Paris Olympics. Besides Nikhat (50kg) and

Lovlina (75kg), Asian Games medallist Preeti bronze (54kg), World Championships medallist Manisha bronze (60kg), Asian Championships bronze medallist Sakshi (57kg) and national champion Arundhati Choudhary (66kg) are also included in the squad to compete in the women's section of the prestigious tournament.

The men's squad, on the other hand, consists of the 2022 Commonwealth Games gold

along with the other national champions including Barun Singh Shagolshem (48kg), Lalit (54kg), Sachin (57kg), Akash Gorkha (60kg), Rajat (67kg), Akash (71kg), Deepak (75kg), Jugnoo (86kg).

Vanshaj (63.5kg), Abhimanyu Loura (80kg), Naveen Kumar (92kg) and Sagar (92+kg) are the other four Indian male boxers who are also part of the squad. The Indian pugilists finished with eight medals, including three silver and five bronze, in the last edition of the tournament held in

The draw ceremony will take place later tonight.

Indian Squad: Men: Barun Singh Shagolshem (48kg), Amit (51kg), Lalit (54kg), Sachin (57kg), Akash Ramesh Gorkha (60kg), Vanshaj (63.5kg), Rajat (67kg), Akash (71kg), Deepak (75kg), Abhimanyu Loura (80kg), Jugnoo Naveen (86kg), (92kg), Sagar (92+kg).

Nikhat Zareen Women: (50kg), Preeti (54kg), Sakshi Manisha (60kg), (57kg), Arundhati Choudhary (66kg), Lovlina Borgohain (75kg).

### Page 3

#### **Bombay's favourite sourdough** pizza Si Nonna's Doubles Down on Pune with its Second Outlet



Pune: Calling all pizza lovers! Si Nonna's, Mumbai's favourite original sourdough pizza. expands with its Neapolitan magic and opens a second outlet in Pune Wakad. The grand launch of its second branch at the bustling Mall of the Millennium, Pune's largest retail mall. Post the successful launch in Mumbai at (Kamla Mills, Jio World, Phoenix Marketcity and Fun Republic) and 1 store in Pune (FC Road) and Navi Mumbai (Inorbit Mall Vashi), Si Nonna's has achieved another mile-

Each sourdough pizza, meticulously crafted with time-honoured techniques, transports you to the pizzas of Naples. The newly launched outlets are all set to captivate palates with their unwavering commit-



ment to Neapolitan tradition In addition to Sourdough Pizzas, patrons can indulge in Salads, Starters, Homemade dips, desserts and beverages. Ayush Jatia, the mastermind behind Si Nonna's, says, "We're thrilled to deepen our roots in Pune with the opening of our second Si Nonna's in the vibrant Mall of the Mil-

We're pouring every ounce of our passion into making it a haven for authentic flavours, genuine warmth, and unforgettable moments.

So. Pune, whether you're a seasoned pizza pro or simply craving a taste of Italy, mark your calendars! Step into the vibrant world of Si Nonna's at Mall of the Millennium and let the flavours take you on a culinary adventure.

# Interactive session on business opportunities in West and Central Africa held in Pune



vice):- Federation of Indian Chamber of Commerce and Industry ( FICCI ) in association with industrial development company - ARISE Integrated Industrial platforms (IIP) today organized an 'Interactive session on business opportunities in West and Central Africa' at Pride Hotel

Mr. Reetabrata Bhattacharya General Manager Arise IIP Mr. Nagesh Rane, Marketing Head Arise IIP Mr Manis Thanawalla, Director Green-

rial in some core sectors like agro processing coupled with skill training centers specially designed for product and sector presents a huge advantage. It has an impact on profit margin. Arise is present in countries

tries and freight cost. Avail-

ability of abundant raw mate-

with stable political environment. We have more than 10 parks all led by Indians as cluster heads adding to the convenience. Logistics including roads, ports and airports along with safety is aiding overall growth. Manis Thanawalla, Director

Greenback Advisory Services Pvt led gave a presentation of financing in Africa. He talkes about finacing for machinery, term loans, ECA funding working capital, warehouse, financing etc and the challenges around these.

In his welcome address Mr. Deepak Mukhi, Director FIC-CI Maharashtra State Council said that the aim of the event was to make aware of the opportunities in SEZs and economic zones, financing options across 10 countries. India has emerged as one of the foremost inbound investment center for Africa partly fuelled by the push from the Indian Government to diversify the baskets after seeing the western economies face challenges. Africa is attracting investments in certain core sectors not only because of export potential but also domestic consumption. These core sectors include agro processing, automobiles, fertilizers and chemicals, electronics, packaging, construction material, timber, packaging, recycling industry, pharma, plastics, computer assembly and in recent times Electric Vehicles. FICCI has been leading a lot of these initiatives focused around trade activities. This is our effort to deepen trade partnership between India and Africa and supplement the efforts of the government by bringing these

#### Ambedkar International Mission, USA celebrates India's 75th Republic Day!



Pune (Voice news service):-Ambedkar International Mission celebrated the 75th Republic Day of India in the presence of a gathering of the overseas Indian Ambedkarite community on January 27, 2024, in New Jersey, USA. Celebrations included singing of the National Anthem, speeches, and patriotic cultur-

al programs. Speeches delivered by the young generation certainly set the tone for awareness of India's constitution and its importance for sovereign

The celebration was attended by numerous Ambedkarite families from New York, New Jersey, and the Philadelphia region of the USA.

# **SOCIAL** introduces Nestlé India's new plant-based range in their New Irresistible menu

in Pune

Pune (Voice news service):- Nestlé India has collaborated with SOCIAL, India's favourite neighbourhood café, to test launch MAGGI Professional's plant-based range. The products have been used to craft The New Irresistible Menu, that is available at 42 SOCIAL and 40 BOSS Burger outlets across Delhi (NCR), Mumbai, Bengaluru, Pune, Dehradun and Chandigarh for three months, starting January 27th 2024

The plant-based range has been especially developed for chefs and features two offerings - a burger patty and mince, alternatives to meatbased meals. The products provide similar sensorial attributes as chicken, with the familiar bounce and juiciness. They are a source of protein & fiber, and naturally free from cholesterol.

The range caters to the evolving preferences of a young audience with global cultural exposure and mindful con-

sumption habits. At SOCIAL, the New Irresist-

plant-based kebabs! Served with mint chutney and laccha onions; Chilli #NotChicken - we've put the chilli In chillin with this succulent plantbased chunks tossed in a finger-licking chilli sauce; and Garden Club Sandwich - super fulfilling and tasty club sandwich with veggies and plant-based treat.

ible Menu, features a cele-

bration of culinary innovation

and delicious combinations

such as Sensational Seekh

#NotGuilty - Seekh and you

shall find these impressive

At BOSS Burger, the new menu includes options such as The ImBOSSible Cheesea plant-based cheeseburger that's so bold and blockbuster, it will go beyond craving; and the Crumb De La Avo Burger - crumbed patty topped off with smashed avocado - bold, creamy, tasty and planti-ful

Talking about the partnership, Suresh Narayanan, Chairman & Managing Director, Nestlé India said, "We are delighted to announce our partnership with SOCIAL. to pilot MAG-GI Professional's new plantbased range through a limited period menu. This is a part of our commitment to offer more food choices to our valued consumers, both in home and out of home. We are confident that the chefs would enjoy cooking with this range and create novel dishes for their consumers.

Commenting on the initiative,

Riyaaz Amlani, Founder &

led and Mr. Deepak Mukhi,

Director FICCI Maharashtra

State Council were present

Nagesh Rane said that our

main motto is attract export-

ers to come and set up their

businesses in Africa. Post-

covid the evolving geo - po-

litical situation presents Africa

with lot of economic opportu-

The SEZ perks presents a

lot of tax benefits, duties and

subsidies apart from lesser

transit times to western coun-

on the occassion.

Managing Director, Impresario Entertainment and Hospitality Pvt. Ltd. said. "We are thrilled to embark on this culinary journey with Nestlé which brings together the culinary expertise of SOCIAL and the innovative plant-based range from Nestlé India. The New Irresistible Menu is not just a testament to our commitment to providing exceptional dining experiences, but it also signifies a significant step towards a more sustainable, conscious, and innovative approach to dining. We believe this collaboration will redefine the possibilities of plant-based dining in India, and offer our quests a novel, sensory symphony of flavours.

Guests can now try The New Irresistible Menu at select SOCIAL outlets 27th January 2024 onwards, and for delivery on BOSS Burger via DotPe, Swiggy and Zomato.

# Pune kids to compete at the FIRST World Robotics Championship

Pune (Voice news service):- At the recent FIRST Tech Challenge (FTC) India National Robotics Championship held in Goa, team Horcruxes (No.18031) from Robominds, Pune, won the coveted 'Inspire Award', for their outstanding performance in all aspects of the competi-

Team Horcruxes, competed against 58 other teams from across India, Sri Lanka, and Kazakhstan in an alliance format, over a four-day period, to win the championship by demonstrating their excellence in teamwork and technological superiority with their robot, 'Robbie 2.0', named after the stray Indie that adopted them at Robominds, and became their mascot.

FTC is an international competition, where teams from around the globe are challenged to design, build, program, and operate robots to compete head-to-head, in an

Through participation, students develop hands-on skills in Science, Technology, Engineering, Mathematics, and Design (STEM-D), and practice engineering principles, whilst realizing the value of hard work, innovation, and

opportunities to the fore.

The skills that are imperative for India's growth and future world dominance. The robot used in the compe-

tition was designed and built

from the ground-up, and programmed to function in an autonomous mode by a majority girl team from Pune, ranging in ages from 11 to 16, comprising of Ronav Paranjape, 11 (Abhinav Vidyalaya), Kaushik Annadata, 12 (PICT Model School), Siddarth Rajagopal-Bist, 12 (Kalyani School), Aarya Surana, 12 (St. Mary's School), Mahek Bhatia, 13 (Vibgyor High Balewadi), Darsh Ahuja, 13 (Kalyani School), Yashoda Rajanal, 13



15 (The Orchid School), Mrunmay Behere, 15 (DLRC), Aditi Natekar, 15 (Dr.Kalmadi Shamarao High Kannada Medium School), Ira Karmarkar, 16 (MP College), Tejas Bapat, 16 (MP College), Aditi Sharma, 16 (Indus International School) and Rachana Mali 16 (SP Junior College). Some of the team members had

League (FLL) and World Robot Olympiad (WRO) competitions in prior years, with Robominds, and represented India at several international competitions. However, this is the first year of entry for these participants in FTC.

Team Horcruxes 2.0 will now represent India at the FIRST World Championship in House ton, TX, USA, in April 2024, where they will compete against more than 150 teams from around 70 countries.

# Siegwerk bolsters presence in India with the inauguration of a Colour Matching Centre in Pune

Pune (Voice news ser- customers by over 24 hrs. vice):- In a strategic move While inaugurating the new poised to fortify its position in the dynamic Indian market, Siegwerk, a global leader in packaging and printing inks and coatings, is expanding its operations in India with the inauguration of a new state-of-theart Colour Matching Centre in Pune.

With a total annual production capacity of 1,200 tons and an additional 1,350 tonnes of trading capacity, the new facility will cater to the expanding customer base of Siegwerk in Maharashtra. The center will assist the customers with desired and customized shades of inks at shorter notice and will also generate additional employment in Pune. This new colour matching center is spread over a total area of 12,000 Sq.ft and is built with new age technologies in inks and coatings production and is manned by skilled professionals. The facility will enable Siegwerk to cut down delivery timelines to

facility in Pune, Mr. Ajay Tayade, BU Head for Flexible Packaging, Siegwerk India said: "This strategic expansion aligns with Siegwerk's vision of fostering stronger partnerships via localized and customized solutions. Siegwerk is continuously growing in India, and Pune. a burgeoning industrial hub, offers exciting potential. This new facility is a key move for Siegwerk opening new avenues for collaboration, innovation, and growth in the vibrant Indian printing industry. This new colour matching centre can be leveraged by our customers to achieve their business goals quick-

on quality.' Mr. Ajit Singh, CFO and BU Head for Narrow Web, Siegwerk India adds – "This new facility showcases Siegwerk's commitment to invest in the Indian growth story and to ensure that we are closer to our customers and also make it easier for

er, without compromising



ters in product safety, we have also ensured that the facility is completely Toluene-free. Mineral oil free and Benzophenone free." Committed to fostering sustainability, Siegwerk embraces a circular approach to business, championing the principles of the Circular Economy to safequard the environment. Siegwerk further integrates renewable energy and water recharge systems into its facilities pan-India. This dedication not only underscores Siegwerk's environmental stewardship

Print Media etc.

proactive engagement and community development in areas it operates. With a major Centre of Excellence in Bhiwadi. Rajasthan and a strong customer base in all the states, Siegwerk has been operating in India since 2006. The company has a wide network of 9 Colour Matching Centres all over India. Siegwerk provides safe and sustainable inks and coatings for packaging and works closely with convertors and brands in industries like FMCG, Food and Beverage, Pharma, Tobacco,

# to the field of language technology

"Fidel Softech" felicitated for its contribution

#### Prachi Kulkarni honored with "Young Entrepreneur 2024" award

service):- Pune-based company "Fidel Softech" has been honored with "Young Entrepreneurs" Award given by the Deccan Chamber of Commerce Industries and Agriculture (DCCIA) for "Quality Contribution in Technology". Language DCCIA recently organized the Young Entrepreneurs Conclave and Recognition

This prestigious award was given by the hand of Education Minister Chandrakantadada Patil, in the presence of Padma Vibhushan Dr. Raghunath Mashelkar. Managing Director Prachi Kulkarni accepted the award on behalf of Fidel.

On this occasion Dr. Suresh Gosavi, Vice Chancellor of Savitribai Phule Pune University. Parag



AIC Pinnacle in association with the Ministry of MSME

Foundation Trustee Sushil Borde were present. The conclave's success is attributed to an initiative by Supriya Badve, Chairperson, Women Entrepreneur Startups Innovation Committee, Executive Director, Belrise Industries Limited, and Mr. Hari P Srivastava, Founder, Director, Vice Chairman of the Deccan

Chamber of Commerce,

Industries, and Agriculture, along with Shrikant Badve, Managing Director of Belrise Industries Ltd., for their pivotal role in organizing this remarkable event

Fidel Softech Limited is India's premium NSE-listed LangTech consulting firm. It helps clients to go glocal (Glocal/Local) with cutting-edge technology solutions, services, and

MEs to become champions

in local languages. Prachi Kulkarni said, "Hav-

ing more than 20 years of experience in this field, we provide accurate guidance in developing strategies and making leaders more efficient to advance the company's goals." As a seasoned technocrat, Ma has a natural ability to identify business growth opportunities and cultivate successful relationships with clients. By using this, our company's customers are succeeding in creating their own identity on a global level (Glocal). The new recognition on the occasion of this award underscores Fidel's future business ventures and commitment to quality work. It will continue to encourage us to truly explore the possibilities in the language technology sector.

# Amara Raja Energy & Mobility reports 9% increase in Revenues over previous year in Q3 of FY'24

Pune: Amara Raja Energy & Mobility Limited (ARE&M). formerly known as Amara Raja Batteries Limited, a comprehensive solutions provider in the Energy & Mobility space, (BSE: 500008 & NSE Code: ARE&M), on Wednesday, reported profit before tax of ₹313.32 crores for Q3 of FY'24 which is a growth rate of 6.8% over Q2 of FY'24. The Earnings per Share (EPS) for Q3 of FY'24 is at ₹14.03.

Standalone financial performance highlights: In the automotive battery business - both domestic and exports - saw considerable volumes

from the OEM and aftermar-

to the last quarter. The boom in telecom sector acted as the major driver for the industrial battery volumes which witnessed strong growth. Under the New Energy business, we initiated the supply of battery packs to the telecom sector. Harshavardhana Gourineni, Executive Director, Automotive & Industrial Batteries says "Our continuous growth inspires us to expand our product range.

ket segments when compared

Recently, we launched our automotive lubricant business, which has gained significant traction. Additionally, we have strengthened our international operations by entering the North American market and securing a substantial order

"I am happy to share that our pack and charger business continues to grow at a healthy click, with a good appreciation being shown for our localized chargers from a couple of our strategic customers. In the last quarter, we have also made in-roads in the Telecom sector with our packs thanks to 5G rollout. Construction activities related to our Gigafactory and the Research and Innovation Centre are progressing smoothly," says Executive Director, New Energy Business, Vikramadithya Gourineni

Speaking about the results, Mr. Jayadev Galla, Chairman & Managing Director of the Company, added "Our businesses have performed well in the last quarter even in the face of economic challenges. We were able to smoothly transition post the name change. We have launched new products under our traditional battery business and have made in-roads into newer seaments under the New Energy business. This performance is thanks to the trust our customers have in our quality and reliability.

has organized a National level 'IP Rights Yatra' in Pune Pune (Voice news service):- AIC Pinnacle Entrepreneurship Forum in association with the Ministry of MSME has organized the National Intellectual Property (IP) Rights Yatra at Pune to create aware-

Rights (IPR). This IP yatra has been arranged on Saturday, 17 February 2024 between 10 am to 6 pm at MCCIA Auditorium, Senapati Bapat Road, Pune.

ness and support MSMEs

on Intellectual Property

National IP Yatra, is an initiative of the Ministry of MSME, that aims to boost IP culture among MSME. It focuses on raising awareness about IPRs, fostering creative endeavors, protecting ideas and innovations, and empowering MSMEs with the latest technology to integrate IPR into their business strategies for improved capabilities and enforcement.

It aims to boost IP filings across sectors by providing legal and IPR filing support. It connects MSME with Intellectual property facilitation centers nationwide. The initiative helps innovators by offering them platforms to showcase creative activity, while providing incentives, guidance, funding, and support through MSME programs. The goal is to strengthen entrepreneurship and lead the MS-

through exploiting their IP Portfolio. This IP Yatra offers MSMEs a wealth of benefits, including strategic guidance, valuable networking opportunities, insights into legal and intellectual property rights, avenues for market expansion, optimization of resources. and the resolution of counterfeiting and infringement issues through engaging sessions and panel discussions.The sessions during IP Yatra will cover an array of topics, those are Global Perspectives on IP: Identifying IP, Issues, Challenges, Opportunities, and Solutions, Protecting Your Brand: Strategies for

Brand, Data & Trade Secret Protection and Counterfeiting Measures, International Practices on IPR: Insights from International Organizations, Impact of IPR on Business Growth: Understanding IP Filings & Procedures and the Leaal Framework, Intellectual Property as a Tool for Business Growth and Competitiveness, Addressing False Advertising, Infringement Issues, and challenges faced. Monetization of Intellectual Property for startups and MSMEs & MSME Innovative Scheme for IP Expense Reimbursement and ASIC's role as IPFC. WhatsApp message to AIC Pinnacle at 9307305181

## **Tata Motors Presents 'Future of Mobility' portfolio** at Bharat Mobility Global Expo 2024

Pune (Voice news service):- Tata Motors, India's leading automobile and mobility company, is exhibiting an impressive array of present and future ready vehicles and solutions designed to revolutionise personal mobility, people mobility, and cargo transport at the Bharat Mobility Global Expo 2024 being held from 1-3 February 2024 at the Bharat Mandapam,

New Delhi. The Expo, a first-of-its-kind global mobility show in India, will have Tata Motors combine its inherent passion for 'made in India' and fundamental strength in engineering with expertise in human centric design and new age innovation to showcase the future of mobility.

On display will be Tata Motors' vision, commitment and capability is making true the promise of tomorrow, today. Visit the Tata Motors Pavilion at stand H14-04 of the Bharata Mandapam (Pragati Maidan) to see: India's 10 most advanced, efficient and eco-friendly Commercial Vehicles - Trucks. Buses. Tippers and Small trucks India's 8 greenest, smartest and most feature loaded Passenger Vehicles - Cars, SUVs and EVs

Future ready technologies -Hydrogen-powered internal combustion engines, twin cylinder CNG, efficient fuel delivery systems, battery electric powertrains and hydrogen fuel cell powered electric, to accelerate the adoption of clean and green mobility.

Smart, tech loaded vehicles ADAS for enhanced safety. mobility solutions for public transport, Arcade.ev- app suite for gaming, entertainment and media, gesture operated control and voice

Digitally Connected Vehicles - Fleet Edge platform for efficient fleet management of commercial vehicles, ZConnect & IRA for enhanced convenience in personal mobility. Circular Economy - Re.Wi. Re for optimal recycling of end of life vehicles

Speaking about the Tata Motors commercial vehicles display at the expo, Girish Wagh, Executive Director, Tata Motors said, "We are leading India's transition towards safe and zero-emission technologies.

At the Bharat Mobility Global

Expo, we are presenting the greenest, smartest, and most advanced suite of logistics and mass mobility solutions. Our display spans products, services and solutions - a testament of our holistic approach with innovative design, smart engineering, and understanding of customer needs

This showcasing of multiple green fuel alternatives - natural gas, electric, and hydrogen will set new standards

for the industry in the nation's quest towards sustainable mobility.'

Speaking about Tata Motors

passenger vehicles display at the expo, Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility, said, "Furthering our established legacy as India's leading home-grown pioneer of safe, smart and green mobility, we are delighted to showcase our most recent and forthcoming launches at the Bharat Mobility Global

Our emphasis is on offering zero emission powertrains, cutting-edge technologies, advanced design engineering, smart features and bestin-class safety in our cars and SUVs. We continue to explore every new opportunity to create augmented experiences for customers, in line with their aspirations, needs and lifestyle.

### **Toyota Kirloskar Motor Records Highest-ever** Monthly Sales with 24,609 Units in January' 2024

**Pune based industrialist Ranjeet More pens** 

book on mechanization in construction

Pune (Voice news service):-Toyota Kirloskar Motor (TKM), continued to demonstrate a strong wholesales performance by selling 24,609 units for January of 2024 - this is the highest ever monthly wholesales for the company in India. The company achieved sales of 23,197 units in the domestic market, with an additional 1,412 units of The Urban Cruiser Hyryder

This achievement represents a significant growth of 92% compared to the same period last year, when the company sold 12,835 wholesale units. Furthermore, in the preceding month of December' 2023 TKM had sold 22,867 units.

being exported.

Commenting on the performance, Mr. Sabari Manohar - Vice President, Sales-Service-Used Car Business, Toyota Kirloskar Motor said, "Last Calendar Year we reported our best performance in the country by selling 2,33,346 units. In the new year, we plan to enhance momentum by executing our long-term growth strategy. This involves our focus on three key areas such as - developing cleaner and greener products, driving production efficiencies and enhancing overall customer delight. We believe that these will be the core towards further enhancing Toyota brand presence and capitalizing on

the expanding opportunities

in the market. Sales in the month of January '2024 stood at a record high wholesale of 24.609 units. 92% higher than same period last year. The company's MPV and SUV offerings continue to be our greatest strength with major contributions from the Innova Hycross, Urban Cruiser Hyryder, Innova Crysta, Fortuner and the Legender. Other offerings such as the Camry Hybrid Glanza Hilux Vellfire and the Rumion too have fuelled our growth story. We are also excited to announce our participation at the Bharat Mobility Global Expo, scheduled to commence on February 1, 2024.

Aligning with TKM's long-term

to Hon. Minister of State for

Communications of India Shri

Devusinh Chauhan, Hon CM

of Telangana Revanth Reddy

who gave their blessings and

best wishes for the endevour.

This book aspires to share

insights into the historical pro-

gression of machinery and

tools employed in significant

projects, extending from an-

cient to modern construction.

It also sheds light on the fu-

ture of machines with artificial

intelligence aiming to equip

students, industry players,

and other interested people

with knowledge of the con-

struction mechanization pro-

strategy towards achieving business sustainability and contribution to the nation's energy self-reliance and carbon neutral goals.

We are geared-up to demonstrate advanced green technology product line-up along with technology innovation centred around the theme of "Grow India - Grow with India". On display will be the full range of electrified vehicle technologies including Battery Electric Vehicle, Strong Hybrid Electric Vehicle, Fuel Cell Vehicle Flex Fuel vehicle - Strong Hybrid Electric Vehicle, all having common powertrain parts besides CNG, Emergency Response

#### Advantec Wheels displays Revolutionary Made in India, Premium Flow-Forged Alloy Wheels at Automechanika Show 2024



Pune (Voice news service):- After years of rigorous R&D, perfecting precision engineering and exquisite design craftsmanship, India's first and only premium yet affordable alloy wheels manufacturer Advantec Wheels is set to revolutionise alloy wheels' aftermarket. With designer choices and superior fitment using a breakthrough AR-driven mobile App, Advantec Wheels' customer-centric product innovation and sales initiatives will set new benchmarks in customer delight and car safety. An all-new range of these Made in India premium products viz. Kohinoor, Spvder and Black Widow is showcased at the Automechanika 2024 at Pragati Maidan from February 1-3, 2024.

Till recently automotive enthusiast car owners were restricted in their wheel choicimports, limited options and unhelpful fitment aids. Yet the unmet desire to spruce up car looks with exquisite designer wheels that are high on quality, durability, beauty and safety, kept growing with zooming sales of passenger vehicles. Well-informed Indian car owners are keen to give their premium cars a designer statement with car fashion accessories that spice up looks and performance with great aesthetics, unmatched strength, top-quality finish & safety assurance. Taking up this challenge Advantec Wheels is bringing its revolutionary products in the market in mid CY2024. These exquisitely crafted and precision-engineered 'Made-in-India' flow forged alloy wheels from its state-of-the-art manufacturing plant leverage 5 decades of automotive manufacturing excellence along with the latest technological

advances in product perfor-

mance and marketing.

Advantec Wheels' manv revolutionary 'firsts' are set to transform alloy wheels aftermarket forever. Their user-friendly website WWW. advantecwheels.com enables people to choose from a wide variety of alloy wheels and buy them from a robust distributor/retail network PAN India This comprehensive range is impressive as people can choose from 3 distinct design series available in 16, 17, 18, 20 and 22-inch wheel sizes respectively.

of educational videos aptly called, "High on Wheels", to help customers make smarter choices with a complete guide on wheel sizes, and tyres according to their respective vehicles, which will be released shortly. Moreover, Advantec Wheels' unique technological innovation "Floating Wheel Caps", is a first-ever breakthrough in the Indian Automobile Industry. This engineering marvel boosts wheel aesthetics to the next level as unlike standard wheels, floating wheel caps stay upright while the vehicle and the wheel are in motion!

Yet another crucial break-

through is the state-of-the-art hub-centric ring, these rings ensure a perfect fit of AW wheels onto your specific vehicle, leaving zero chances of disorientation or wobbling of the wheels while cruising at high speeds. Thus, have been thought through and delivered on all the pain points and aspirations of today's car

Speaking on game-changing marketing and sales strategies, Mr Jasneet Singh (Co-Founder) Advantec Wheels Pvt Ltd. remarked, "With over 50% of the aftermarket demand being served by largely unreliable imports customers are at the mercy of limited choices! To correct this industry anomaly, we will be offering a range of premium flow-forged alloy wheels online through our website besides as well as through our pan India B2B distribution network. To this end. our cutting-edge and user-friendly mobile App uses Augmented Reality to effectively remove buyers' guesswork. It allows them to visualize how their alloy wheel fitments will finally appear on their vehicles in the real world. Hence, by placing their smartphone's camera alongside their respective vehicles' tyres they can select their best-fit choice from amongst our wide range of alloy wheel designs and fin-

Detailing the wide product mix, Mr Singh explained, "Our high-tech, fully automated manufacturing plant at Jammu has raised the bar on engineering excellence. Beginning mid CY2024 our alloy wheels available in the market will be fully engineered, perfected and validated in-house using state-of-the-art manufacturing processes, quality and performance matching exacting global standards Our products have enhanced quality and durability thanks to our Flow-Forged manufacturing technology making our products lighter, yet stronger

alloy wheels as compared to

the standard casted wheels available today, lending to their higher mileage and safety for the car's superior performance. With automotive wheel manufacturing excellence of 50+ years, we have an edge over our competitors in technological prowess. manufacturing excellence, and customer-centric marketing & sales innovations. Committed to setting new benchmarks in customer delight with our iconic wheel designs, we are harnessing our distinctive Design Philosophy. Another disruptive first in the market is our world-class Element Painting allowing customers to customize their set of AW wheels with up to 25 unique paint finishes per design matching their car aesthetics desires! Elaborating more on the com-

pany's forthcoming marketing

innovations Mr Singh add-

ed. "We will create a unique

niche by catering to custom-

ers both online and through

conventional B2B distribution networks. With a wellthought-out pricing strategy, we will bring premium, luxury performance wheels of the latest international standards at affordable prices. We are targeting the premium segment of young automotive enthusiasts who desire value-added high-quality products at good value-for-money Our people-appeal Social Media campaigns are evoking high levels of enthusiasm, which gives us the confidence to keep raising the bar on product perfection and use friendly marketing & sales innovations. To enhance product visibility and accessibility, we are showcasing our range at Mall Exhibits across major pan-India cities to boost product awareness and brand appeal. And our Automechanika 2024 participation will generate a lot of trade enquiries and consumer interest, as multitudes of automotive enthusiasts will witness the revolution of alloy wheels like never before!"

# Mylla Builder Pune (Voice news ser-Construction (NAC), Hyder-

vice):- Pune based Industrialist and Entrepreneur Ranjeet More, Managing Director Universal Group has authored book 'Building Through Time' on construction equipment industry.

The book was released at the All India Builders Convention held at National Academy of

abad in presence of Hon Dy. CM of Telangana Shri Mallu Bhatti Vikramarka along with All India BAI President Shri S.N.Reddy, past All India BAI President Shri R. Radhakrishnan and Shri B. Seenaih and other Ministers of Telengana State and Dignitaries.

The book was also presented

Ranjeet More has more than three decades of experience in the world of mechanization and equipment in construction

industry In a relentless effort to contribute to the industry he has always been active in various associations.

He has a distinction of being the youngest chairman of BAI chapter. This book is a one point reference for those wanting to make their careers in the construction equipment industry and also for professionals working in this indus-

Ranieet More said that mechanization is inevitable in construction industry and is continuously evolving and improving. In a fast-paced world, mechanization delivers quality, precision and speed. In spite of playing a crucial role, many aspects are still lesser known facts in the society. The book is an effort to bring the construction equipment industry to youngsters and society at large.

#### Toyota Kirloskar Motor Reaffirms Commitment to National Priorities and Atma Nirbhar Bharat Initiatives at the Bharat Mobility Global Expo 2024

Pune (Voice news ser-

vice):Toyota Kirloskar Motor (TKM) has displayed its exciting range of advanced green technology product line-up, and its localization initiatives at the Bharat Mobility Global Expo 2024. The display at the pavilion is centred around the theme 'Grow India - Grow with India', underscoring the company's commitment to key national priorities of . 'Atma Nirbhar Bharat', 'Energy Security', and 'Carbon Neutrality' through 'Multiple Pathway Approach' for a brighter and

sustainable future. In its glorious 25 years of operations in India. Tovota has established itself as the bedrock of sustainability and innovation in manufacturing meeting the mobility needs of over 2.3 million consumers, thereby showing a strong commitment to the Indian market. On display at Toyota Kirloskar Motor's pavilion are the full range of electrified vehicle technologies including Battery Electric Vehicle, Strong Hybrid Electric Vehicle. Fuel Cell Vehicle Flex Fuel vehicle - Strong Hybrid Electric Vehicle, all having common powertrain parts besides CNG, Emergency Response Vehicles. Following are the exciting exhibits.

Mr. Masakazu Yoshimura, MD and CEO, Toyota Kirloskar Motor and Regional CEO, Toyota Motor Corporation said, "We are delighted to participate in the Bharat Glob-



as it provides an excellent opportunity to showcase our cutting-edge green vehicles technologies, reinforces our commitment for the Indian market and demonstrating our alignment with critical national priorities such as 'Atma Nirbhar Bharat', 'Energy security' and 'Carbon Neutrality.

Over the last 25 years, Toyota has been continuously working to develop a worldclass local ecosystem that promotes green mobility solutions and growing our business in line with making India a global hub for manufacturing. Furthermore, Toyota has been spearheading the skilling efforts for students from economically challenged backgrounds, enabling the creation of world-class skilled manpower thus making a difference to the communities around us and contributing to 'Skill India'. As of now, Toyota Technical Training Institute dents from Karnataka and through Toyota Technical Education Program over 12,000 students have been trained from 64 Institutes across 26 states of India. Going forward through rapid advancement in green technological offerings we are paving the way for making 'Ever Better Cars' bringing 'Mass Happiness to All' and 'Leaving No One Behind' and significantly contributing to the growth of society and the nation.'

Mr. Tadashi Asazuma, Deputy Managing Director - Sales-Service-Used Car, Toyota Kirloskar Motor & Lexus said, "At Toyota Kirloskar Motor, our participation in the Bharat Mobility Global Expo 2024 goes beyond showcasing vehicles; it's a testament to our commitment to a sustainable and customer-centric future for India Under the theme 'Grow India - Grow with India,' our display highlights the company's 25-year legacy of meeting the diverse mobility needs of the country and our strong dedication to Localisation, Energy Security, and Carbon Neutrality of India for a sustainable future. Our wide range of exhibits

at the pavilion reflects our unwavering commitment to provide eco-friendly solutions that resonate with our customers and building lasting relationships. India, a rapidly growing econ-

omy, faces a pressing issue of escalating fossil fuel consumption, therefore urgently transitioning away from fossil fuels is crucial for this. utilizing indigenous energy sources is crucial such as renewable energy, bio energy and hydrogen generated from renewable energy and indigenous ethanol are going to be critical. Committed to India's national goals and being a frontrunner in electrified vehicle technology, Toyota is actively pursuing technologies aligned with the country's energy landscape and its 'Multiple Pathway Approach' has significantly reduced fossil fuel consumption and achieving low carbon emissions on a holistic Well-to-Wheel (W2W) basis in its journey to achieve carbon neutrality.

We welcome you all to join us at the Toyota stall to explore our complete product line with advanced green technologies crafted to meet the diverse mobility needs of the Indian market while embracing a greener tomorrow.

#### 'Made in India' Galaxy S24 Series Goes on Sale in India search as the first phone to µm, is 60% bigger, helping



Pune (Voice news service):- Galaxy S24 series Samsung's recently launched flagship, will go on sale in India starting today. The 'Made in India' Galaxy S24 Ultra, Galaxy S24+ and Galaxy S24 smartphones come with Live Translate, Interpreter, Chat Assist, Note Assist and Transcript Assist features, Al built into Samsung Keyboard can also translate messages in real-time in 13 languages, including Hindi. In the car, Android Auto will automatically summarize incoming messages and suggest relevant replies and actions.

Galaxy S24 series is being manufactured at Samsung's Noida factory in India. Samsung has secured record pre-bookings for Galaxy S24 series, making it the most successful S series ever in India. Galaxy S24 series marks a milestone in the history of

debut intuitive, gesture-driven 'Circle to Search' with Google. Users can circle, highlight, scribble on, or tap anything on Galaxy S24's screen to see helpful, high-quality search results. For certain searches, generative Al-powered overviews can provide helpful information and context pulled together from across the web. Galaxy S24 series' ProVisual Engine is a comprehensive suite of Al-powered tools that transform image capturing abilities and maximize creative freedom. The Quad Tele System on Galaxy S24 Ultra now comes with a new 5x optical zoom lens that works with the 50MP sensor to enable optical-quality performance at zoom levels from 2x. 3x. 5x to 10x, thanks to Adaptive Pixel Sensor. Images also show crystal clear results at 100x with enhanced digital zoom. With upgraded Nightography capabilities, photos and videos shot on Galaxy S24 Space Zoom are brilliant in any conditions, even when zoomed in. Galaxy S24 Ul-

tra's larger pixel size, now 1.4

capture more light in dim conditions. Wider optical image stabilizer (OIS) angles and enhanced hand-shake compensation help reduce blur. Both front and rear cameras are equipped with Dedicated ISP Block for noise reduction. Galaxy AI editing tools on Galaxy S24 series enable simple edits like erase, re-compose, and remaster. Edit Suggestion uses Galaxy AI to suggest perfectly suitable tweaks for each photo, while Generative Edit can fill in parts of an image background with generative AI. Anytime Galaxy S24 deploys generative AI to amplify an image, a watermark will appear on the image and

The new Instant Slow-mo can generate additional frames based on movements to smoothly slow down action-packed moments for a more detailed look. Super HDR reveals lifelike previews before the shutter is ever pressed.

in metadata.

Galaxy S24 Ultra is equipped with Snapdragon® 8 Gen 3 Mobile Platform for Galaxy that delivers remarkable NPU improvement for incredibly efficient AI processing. In all three Galaxy S24 models, 1-120 Hz adaptive refresh rates improve performance efficiency.

Galaxy S24 Ultra comes with a 1.9 times larger vapor chamber, improving device surface temperature while also maximizing sustained performance power. Ray tracing enables life-like visuals with superior shadow and reflection effect. Galaxy S24 reaches 2600nit peak brightness, making it the brightest Galaxy smartphone ever. Corning® Gorilla® Armor on the Galaxy S24 Ultra is optically enhanced for superior durability.

Galaxy S24+ comes with a 6.7-inch and Galaxy S24 has a 6.2-inch display. Galaxy S24 Ultra has a 6.8-inch flatter display, optimized not just for viewing but also for productivity. Galaxy S24+ now supports the same level of QHD+ found on Galaxy S24 Ultra. Galaxy S24 Ultra is the first-ever Galaxy phone to feature a titanium frame.

Pune (Voice news service): IKEA, the world's leading Swedish omnichannel home furnishings retailer, announces the launch of its ecommerce deliveries to thousands of pin codes across 62 districts in the states of Maharashtra, Karnataka, Telangana, and Andhra Pradesh. The expansion comes into play as IKEA continues to see excitement, demand and visits from thousands of customers hailing from nearby cities and towns to shop from the IKEA stores. These new customer meeting points will offer a full range of over 7,500 well-designed, affordable, good quality, functional and sustainable home

furnishing products, along with practical solutions for the home. Customers will be able to search, find and buy their favorite products using the IKEA app, order online via the brand website www. ikea.in or through its "Shop by Phone" assistance ser-

has trained over 1,000 stu-

IKEA announces doorstep deliveries in 62 new markets across the states of

Maharashtra, Karnataka, Andhra Pradesh, and Telangana

Susanne Pulverer, CEO & CSO (Chief Sustainability Officer), IKEA India shares, "IKEA has received a lot of customer love and trust over the last five years from Maharashtra, Karnataka, Andhra Pradesh, and Telangana. Expanding our reach further in these markets means making IKEA more accessible to our customers, more convenient, and truly omnichannel. We see great potential in ecommerce helping us inspire and make our solutions available to the many Indians. We will leverage the distribution capabilities of our existing physical stores in these states to fulfil the demand from online channels. These emerging cities are key hubs for online retail growth, and we are thrilled to bring the IKEA experience to the doorsteps of our many customers in India."

Customers can easily explore IKEA's app and website, which focuses on creating a better life at home through home-inspiration designs, product feed, ratings,

and reviews. They can browse offers and explore New Lower Prices on products along with special discounts upon signing up as an IKEA Family member. Furthermore, customers can also avail services such as kitchen planning, living room planning, interior design services, personal shopper, etc. at the comfort of their homes by visiting the customer service section on the website.

Speaking on the home trends that will help IKEA shape and strengthen its relevance in these markets, Susanne adds. "Indians have a very positive outlook about their homes and see it as an important enabler of physical, emotional, and mental well-being for themselves and everyone around them. Our recent 'Life at Home' report highlighted the needs of the Indian homes for better storage solutions and focus on good sleep. We have many solutions for creating a better life at home and now we are ensuring they are accessible and affordable for

Currently, 72% of customer orders in existing markets are fulfilled via Electrical Ve-

With this expansion, IKEA aims to build further capacities in its supply chain, making it more sustainable.