Power and Voice

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Dev Gill Productions Unveils Title and First Look of **Upcoming Film 'AHO! VIKRAMAARKA'**



Sunday

Date 10th to 16th March 2024



ONDC-enabled 'O Rickshaw' app launched in Pune to offer safe, fair-priced auto rides



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Pune (Voice news service):- ONDC (Open Network for Digital Commerce) announces the launch of the 'O Rickshaw' buyer and seller app on the Network signaling a significant stride in urban mobility for the city of Pune. The app directly connects auto drivers and riders in the city on the Open Network.

The app is owned and operated by End Mile Connectivity Federation, a community-driven Section 8 entity established to empower auto drivers and provide Pune citizens access to safe, affordable auto rides. Over 12,000 auto rickshaw drivers in Pune are already part of this federation and will now be discoverable on the "O Rickshaw app." This initiative represents a pioneering moment as it is the first instance of a driver

collective coming onto the ONDC Network, an endeavor made possible by the tech enabler Suma Soft.

The launch event had a dis-

tinguished line-up of key dianitaries including Mr. T. Koshy (MD and CEO of ONDC), Mr. Hardikar (MD, Pune Metro), Mr. Vivek Velankar (President of Grahak Manch). Mr. Suryakant Pathak (President of Grahak Peth), Mr. Surendra Brahme (Director of Suma Soft) and Mr. Shrikant Acharya (Advisor, End Mile Feder-

T. Koshy, MD and CEO of ONDC shared, "ONDC aims to democratize e-commerce in India by empowering local communities. The 'O Rickshaw app' closely aligns with this vision and will greatly benefit citizens of Pune. This launch is the result of ONDC's

mission of putting the control back in the hands of auto drivers and riders. As Pune embraces this transformative journey in urban mobility, the app stands as a testament to the potential of tech in fostering positive change with inclusion and level playing field for all at its core."

Suma Soft, a Pune-based technology service provider for the ONDC Network, has been instrumental in the successful development of the 'O Rickshaw' app. It is designed with the goal of empowering drivers and is set to onboard an additional 35,000 drivers within the next 3 months, with plans to extend its services to other cities across Maharashtra in the next 6 months.

Surendra Brahme, Director at Suma Soft said, "Suma Soft believes in developing bestin-class solutions that ensure enduring growth and shared prosperity for all the stakeholders and the ecosystem at

We are indeed very happy to be associated with the various components of India Stack including ONDC, AA, and ABDM, where Digital Public infrastructure is being explored to give solutions for growing India. This venture of creating value in the lives of Rickshaw Drivers is a step in

Kedar Dhamale, Director at End Mile Connectivity Federation said, "End Mile Connectivity Federation aims to revolutionize the last-mile transportation system in India. We are trying to achieve the final stretch of travel that connects passengers to their ultimate destination. This could be a short distance between a bus or train station to a person's home or office. We are also looking at it as a means of providing employment opportunities to the underprivileged sections of the society and welfare of the driver fam-

The launch of the O-Rickshaw app is a significant step towards achieving the goal of last-mile connectivity and promoting sustainable transportation in India. It not only improves the travel experience for passengers but also supports the government's efforts to create a cleaner and greener nation

One of the distinguishing features of the 'O Rickshaw' app is its commitment to a zero-commission model, ensuring that drivers receive their fair share. Additionally, the app adheres to government-mandated fares, making transportation affordable and transparent for users.

Bollywood Icon Madhuri Dixit Inaugurates PNG Jewellers' Newest Store in Nigdi, Pune



Pune (Voice news service):- PNG Jewellers, the esteemed jewellery brand with a legacy spanning over 192 years has launched its new store in Pradhikaran, Nigdi. The grand launch of this stunning 2800 sq. ft. store was a star-studded affair with Bollywood's iconic actress, Madhuri Dixit, gracing the occasion. along with the Chairman and Managing Director of PNG Jewellers, Dr. Saurabh Gadgil. The event was attended by prominent personalities of the city of Pune, members of the PNG Jewellers family and patrons of the brand.

Covering a sprawling area of 2800 sqft, the Nigdi store aims to captivate the growing clientele in the Pimpri Chinchwad area of Pune City. This strategic expansion is in response to the increasing demand from loyal customers and a testament to PNG Jewellers' commitment to providing an unparalleled shopping

Meticulously crafted, the space reflects the brand's core values, Maharashtrian heritage, and artistry, while embracing contemporary designs deeply rooted in tradition. The store boasts an extensive collection, offering everything from traditional classics to contemporary and modern designs, catering to every taste and occasion. From dazzling gold jewellery to breathtaking natural diamond pieces and exquisite silver products, the Nigdi store will be adorned with thousands of designs to captivate the hearts of patrons. As a gesture of gratitude,



PNG Jewellers is extending an exclusive launch offer. Customers visiting the Nigdi store can enjoy up to 20% off on Gold Jewellery making charges and flat 50% off on Diamond jewellery making charges. This limited-time offer reflects PNG Jewellers' appreciation for the unwavering support from the Pimpri Chinchwad diaspora.

On this occasion, PNG Jewellers Chairman and Managing Director, Dr. Saurabh Gadgil said, "We are thrilled to open our doors in Nigdi. becoming an integral part of this vibrant community. This expansion is a testament to our commitment to meeting the growing demands of our loval customers. The surge in interest for PNG Jewellers' offerings in the Pimpri Chinchwad region has encouraged us to extend our footprint and offer a convenient and luxurious shopping experience to our customers in this area. We eagerly anticipate welcoming both our loyal patrons and new customers to the Nigdi store."



Bollywood diva Madhuri Dixit shared her excitement, stating, "I am delighted to be part of the inauguration of PNG Jewellers' new store in Nigdi. Their commitment to preserving tradition while embracing modern designs truly set PNG Jewellers apart. It is my pleasure to witness the brand's expansion, and I'm confident this store will become a cherished destination for jewellery enthusiasts."

In addition to inaugurating the new store. PNG Jewellers proudly introduced its much awaited "Brand Anthem," sung by the legendary Sonu Nigam.

This anthem serves as a heartfelt tribute from PNG to its beloved customers and dedicated employees who have played an integral role in shaping the brand's illustrious legacy.

Drawing inspiration from real heartfelt incidents that have shaped PNG's journey over the years, the anthem embodies the very essence of PNG's values and unwavering commitment.

14th convocation ceremony

of PIBM held at Pune

National Conference in Pune Advocates Role of Higher Education in India's Development by 2047



Pune (Voice news ser- flecting their innovative apvice):- Education luminaries, policymakers, and stakeholders convened in Pune for a pivotal National Conference. focusing on the transformative impact of higher education in India's journey towards becoming a developed nation

by 2047. Hosted by the Education Promotion Society for India (EPSI), the conference, titled "India@2047: Role of Higher Education in Making India a Developed Nation ' esteemed speakers and participants at the Maiestic Hall of Hotel Sheraton Grand on Monday, March 4th, 2024.

The event witnessed an illustrious lineup of speakers, including Hon'ble Governor Ramesh Bais, who commended the organizers for fostering a platform conducive to constructive dialogue and collaboration. Dr. H. Chaturvedi, Alternate President of EPSI, underscored the significance of higher education in India's development journey, emphasizing the imperative for collaboration and innovation to address contemporary chal-

lenges. Prof. (Dr.) Mangesh T. Karad, Senior Vice President of EPSI, delved into various critical aspects of higher education, stressing the importance of quality, research, innovation, and global collaboration. Special Addresses by Dr. P D Patil and Dr. Prashant Bhalla offered unique insights, re-

Pune (Voice news ser-

vice):- Six students from

Pune appeared for the 'Cost

and Management Accoun-

tants' (CMA) Intermediate and

Final Examination conduct-

ed in December 2023 by the

Institute of Cost Accountants

of India (ICMAI), and have

secured their positions in the

National Merit List (AIR). The

results of the CMA exams.

conducted by ICMAI and es-

tablished under an Act of Par-

liament, have been recently

Six students from Pune have

secured their positions in the

National Merit List (AIR) in

this examination. In the Inter-

mediate, under the 2016 svlla-

bus. Sanika Naik secured the

21st rank, Rishikesh Salunke

secured the 50th rank, and

Akash Dhamole obtained the

45th rank: he appeared for

the exam under the 2022 syl-

declared.

proaches to education. Dr. Viswanathan, Chief Patron of EPSI, highlighted chal-

lenges, opportunities, and his vision for the future of higher education. Dr. Jayaram, President of EPSI, reiterated the pivotal role of higher education institutions and EPSI's initiatives in driving positive

The conference also featured Dr. Abhay Jere, Vice Chairman of AICTE, as the Guest tives and reforms to enhance technical education quality. Panel discussions centered

on "Two-Way Internationalization for Making India A Hub for Higher Education" and "Creating A Quality Ecosystem Through Capacity Building for Accreditation and Ranking' These discussions underscored the need for collaboration, innovation, and strategic planning in advancing India's educational landscape.

The conference concluded with Mr. Palanivel expressing gratitude to all participants. highlighting the importance of collaboration and innovation in higher education.

Overall, the National Conference served as a catalyst for thought-provoking conversations, sharing insights, best practices, and innovative approaches, signaling a collective commitment towards advancing India's educational ecosystem in the pursuit of national development.

labus. Shabbir Vakil secured

the 36th rank, while Manmo-

han Kabra secured the 47th

position, and Vishal Zambare

secured the 50th position in

the National Merit List; they

had appeared for the final ex-

amination conducted under

Out of 1061 students who ap-

peared for the intermediate

exam from the Pune Center

under the 2016 syllabus, 101

passed, and out of 985 stu-

dents who appeared for the

intermediate exam from the

Pune Center under the 2022

syllabus, 17 passed. In the

final examination, 35 out of

559 students who appeared

under the 2016 syllabus, and

2 out of 148 students who ap-

peared under the 2022 sylla-

All ICMAI officials have stated

that clearing the 'CMA' exam

is a significant achievement.

bus have passed.

the 2016 syllabus.

Six Pune Students Ranked in

'Cost and Management Accountant' Exam

Economic Development today is largely dependent upon the legal landscape of the country: Akshat Khetan



Pune (Voice news service):- AU Corporate Advisory and Legal Services (AUCL) is a leading, Mumbai based provider of corporate strategies, financial advisory, debt syndication and litigation services.

AUCL assists its clients in navigating complex challenges by providing practical and innovative solutions, making it a trusted partner for corporations seeking comprehensive support.

AUCL, holistic approach employs a 360-degree thought process, allowing the sought after legal firm to gain profound insights into diverse challenges. AUCL, firmly believes that every challenge can be approached from multiple perspectives and requires tailored strategies. Adhering to the operational tenet of value creation, AUCL has facilitated successful turnarounds for numerous clients.

Unique offerings AUCL stands out in the industry through its unique service offerings, including regulatory compliances, policy development and implementation, corporate governance, intellectual property rights registration, protection and enforcement, as well as matters related to share capital and other distributions.

Speaking on the occasion. Akshat Khetan, Founder of AU Corporate and Legal Advisory Services Limited advocates vast changes in the industry, emphasizing the need for a clear pathway to resolve cases and promote an entrepreneurial mindset among young professionals with establishing a framework to manage digital competi-

tion and bringing fuel and energy costs under the ambit of goods and services tax (GST) while abolishing state-level taxes.'

Mr. Akshat Khetan believes in dwelling on the following subjects which are very critical in changing the legal landscape in the country. The annals of our nation's

corporate journey are rich with instances where legal jurisprudence has stood as the bedrock of ethical commercial practice.

Our judiciary, armed with the Constitution, statutory frameworks, and an ever-evolving corpus of case law, has tirelessly navigated the complex waters of corporate governance, competition, labor relations, and consumer protection, fostering an environment where business integrity and social responsibility are not mutually exclusive It is also critical to acknowledge and address ongoing challenges

Corporate regulatory hurdles, and economic disparities continue to taint the canvas of our corporate environment. It falls upon the robust partnership between legal jurisprudence and administrative governance to usher in an era of sustainable and inclusive growth.

As we move forward, the path beckons the legal fraternity, corporate leaders, and government bodies to foster a dialogue of developeconomic body upright and

malpractices, moving forward.

Pune (Voice news service):- Today's generation will have an opportunity to witness the transformational journey of Bharat becoming a developed country by 2047. Today's young generation should become innovators , risk takers

ment, ethics, and transparency. It is through this triad of trust, accountability, and innovation that Corporate India will not just thrive but also serve as a beacon of balanced progress in the global economic arena. A country's economic success is not only about resource availability but equally about the presence of a robust legal system that safeguards trust, investment, and fairness for all. Just as the skeletal system keeps the human body functional and stable, the legal system serves as the backbone keeping a nation's

Chief Guest Shri.Ramesh Bais, Hon. Governor of Maharashtra, Dr.Bhimaraya Metri, Director, IIM Nagpur . Raman Preet . Chairman PIBM. Dr Bharat Bhushan Singh Director PIBM . D.S Sachdeva. CEO and Executive Director Weikfield foods Pvt Itd were

present on the occasion.

and come up with their own

enterprises and startups and

contribute in this transition

opined Shri Ramesh Bais

Hon.Governor of Maharashtra

He was speaking at the 14th

convocation ceremony of Pune

Institute of Business Manage-

ment (PIBM) at it's Pirangut

campus

The second half of the convocation was graced by Shri. Subhas Sarkar, Minister of State for Education of India(through video address) , Angelo George, CEO Bisleri International and Mr.Prasad Wagh. Managing Director, Jafa Group Mrs. Harshada Sharma , Controller of Examinations administered the convocation pledge to the students . The top performing students were given medals at the hands of the Chief Guest . Shri. Ramesh Bais. Hon.Governor of Maharashtra said that students will have an opportunity to see India transition into developed country by 2047 and will have an opportunity to contribute to the progress of the country. Earlier students used to go abroad with good packages . But now the situation is changing In reality reverse migration

has started . The country' recent successes like Chandrayan, G20, success in Asian Games has given our country confidence .The G20 success has changed the way the world looks at us and will benefit us. How much benefit we take from this will depend on how we can create opportunities for our people.

come risk takers and Innovators and create their own enterprises and startups.

The National Education Policy will help students unlock a lo of potential and benefit the students to the last mile. Raman Preet, Chairman Pune

Institute of Business Management (PIBM) said that our vision is to contribute to make our state fully skilled. He added that students should take responsibility of their own future to reach their destiny. Attitude, positive thinking plays a major role in achieving the goals and success apart from talent and skills.

Dr.Bhimaraya Metri, Director, IIM Nagpur, said that when it comes to corporate world, the iourney and boundaries are different. This is an important juncture as India is moving towards global leadership . The students will now step out into a dynamic, fluid and disruptive

But every disruption brings lot of opportunities. Describing five mantras he added that. In such a situation, students should be first to adopt new technologies, dream big, live with Indian Ethos, be a disruptor instead of becoming disruptor and become a developer instead of consumer of tech and always be able to work in a discomfort zone to deliver best

Emotional Harmony coach Shalaka Tambe turns author with book 'Birth of a Mother: Re-Birth of a Woman' Pune (Voice news serthreshold of being reborn as

Commemorating vice):-Women's Day, life coach Shalaka Tambe unveiled her debut book 'Birth of a Mother: Re-Birth of a Woman' at the Grand Chambers Hall, The Orchid Hotel, Pune. Chief Guest Sheetal Pavar.

Executive Editor of the Sakal Media Group, launched the book at a well-attended glittering event.

Tambe's book redefines the narrative of motherhood. guiding women through the emotional, mental, and spiritualdimensions of this ninemonth long transformative experience. With a focus on compassion, care, and confidence, the book offers practical tools and insights to empower women on their journey to motherhood.



"The day the baby is born, a mother is born and a woman is reborn The birth of a baby and the

birth of a mother are two parallel events that are entwined with each other. We need to acknowledge this consciously. The purpose of this book is to focus on this life-changing event and understand what needs to be done consciously to ensure a woman's smooth

emotional, mental, and spiritual evolution into a mother." said Shalaka.

"New mothers are often not prepared for the way their minds and bodies will change through the nine-month pregnancy. This book enables them to be conscious of every little change physically and emotionally. It teaches them to embrace the journey as they step over the

into motherhood," said Shee-The event saw an engaging discussion between ShalakaTambe and Shital Pawar, where they spoke about the inspiration behind the book and delved into its key themes

woman on the birth of a child

with positivity. I am delighted

to inaugurate this book with

Shalaka's precious insights

that will guide women through

their transformative journey

and messages. Guests had the opportunity to interact with Tambe and Pawar, gaining deeper insights into their respective perspectives on motherhood and emotional well-being. The event concluded with a book signing session by ShalakaT-

'Conclave & Startup Expo 2024' inaugurated in the city Bhatevara (Rohan Builders).



Pune: Innovation & Startups are boosting the development of India. We need to inculcate entrepreneurship amongst youngsters & promote the conversion of innovative ideas to businesses, say experts from the industry.

A one-day Investment Conclave & Startup Expo 2024, organized by AIC Pinnacle Entrepreneurship

Forum in association with funding partners namely 'Arthayan', 'Jain International Trade Organisation (JITO, Pune)' & JITO Incubator JIIF has been inaugurated in the

Dr. Sudhir Mehta (Chairman -Pinnacle Industries Ltd. & Eka Mobility), Lt. Gen. Rajendra Nimbhorkar (Retd), Ajay Bhagwat (President TiE Pune), Dr. Rashmi Urdhwareshe (Former Director ARAI), Bharat Agarwal (President Vishwakarma University), Deepak Mhaisekar, former Director of State Export Valuation Committee, Rajesh Sankla (Chairman JITO Pune), Vijay Bhandari (JITO Pune), Jeenendra Bhandari (JITO JIIF), Aniruddha Jog of Arthyan were present on the occasion.

In this conclave, eminent professionals, investment experts and mentors from various fields interacted with the attendees. More than 20 investors participated in it & 36 startups pitched for funding in front of them. Along with this, 30 startups participated in the expo &

showcased their work. These presentations were done in front of a distinguished panel of investors, offering an unparalleled chance for startups to attract crucial investment. Takeaways of the conclave are that, 13 Startups will get funding from investors.

Investors like Mumbai Angels, Prath Ventures, ThinQbate, Lead Angels, Relatient, BAce Ventures and Cogniphy were present. In addition, angel investors (individuals) of JITO Pune, having interests in funding early-stage startups from various sectors including Ravi Sankla (Raviraj Group), Sujay Shah (Mahati Group), Ajay Mehta (IBN Technologies), Abhishek Umesh Bora (Makwana & Tanmay Constructions), Shri Vijay Bhandari (BJB Papers) were also shown the interest to invest. Dr. Sudhir Mehta said. "India is

growing fastely & youngsters have lot opportunities to explore themselves. This conclave is a platform to showcase their innovations & investors are ready to fund innovative ideas.

By bringing together startups, investors, and industry stakeholders under one roof, we aim to catalyze innovation, foster collaboration, and drive sustainable growth within the startup ecosystem. The startups from sectors includ-

ing Renewable Energy. Socia Innovation, EV, Automotive, Agriculture & Food, IT, IOT & Auto mation, Construction Technology, Manufacturing & Engineering presented their scope

This conclave will help to create wealth from innovation done by youngsters. We are running sev eral initiatives at the university level to give scope to these innovations among the students, mentioned Bharat Agrawal.

Lt. Gen. Rajendra Nimbhorkar emphasized research and innovations in the field of the defense sector. Rashmi Urdhwareshe spoke about the automotive secto and its challenges.

After winning Pro Kabaddi League's Season 10, Puneri Paltan visits Dagdusheth Ganpati Mandir to seek blessings

Punekars greet their Kabaddi stars on the streets during the triumphant rally

Date 10th to 16th March 2024

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Dev Gill Productions Unveils Title and First Look of Upcoming Film 'AHO! VIKRAMAARKA'



Pune (Voice news service):- Dev Gill Productions, led by the versatile actor Dev Gill, renowned for his diverse roles and captivating performances across various South Indian films, including the blockbuster 'Magadheera', unveiled the title and first look of their highly anticipated film, 'AHO! VIKRAMAARKA'. The grand event took place on March 8, 2024, at Dange Road, Pimpri Chinchwad. Pune, amidst much anticipation and excitement. 'AHO! VIKRAMAARKA' promises to captivate audiences nationwide with its compelling storyline and stellar

The event was graced by esteemed dignitaries from the Shri. Amitabh Gupta (Additional General of Police Prison Pune), Dr. Jalindar Supekar (Special IGP Prison Pune), Shri. Balakrishna Sawant (Senior Police inspector Crime branch Pimpri Chinchwad), Smt. Trupti Kolte Patil (Tahsildar Pune), Shri. Mahadev Jagtap (Additional Commissioner of Pune Municipal Corporation), emphasizing the film's central theme revolving around the valour and sacrifice of the police force. Actor turned Producer, Magadheera



famed Dev Gill expressed his enthusiasm about the project, stating, "With 'AHO! VIKRAMAARKA', we aim to showcase the bravery and dedication of the Maharashtra Police in an engaging and impactful manner."

Director Peta Trikoti co-director of RRR, Baahubali: The Beginning and Baahubali 2: The Conclusion shared his insights into the film, stating, "Through 'AHO! VIKRAMAARKA', we endeavor to portray the essence of heroism and sacrifice, resonating with audiences across languages and cultures."

'AHO! VIKRAMAARKA' promises an enthralling blend of action, love and emotional depth, featuring a stellar cast comprising Dev Gill, Sayaji Shinde, Pravin Tarde, Tejaswini Pandit, Chitra Shukla, Prabhakar, Vikram Sharma and Bithiri Satti. As Dev Gill Productions embarks on this cinematic journey, audiences can anticipate an unforgettable experience at

For further updates and information, stay tuned as 'AHO! VIKRAMAARKA' gears up for its nationwide release

Pune (Voice news serentire team was given grand vice):- The first thing on

their mind after winning the coveted title of the 10th Season of Pro Kabaddi League was to visit Dagdusheth Ganpati Mandir in Pune and seek the blessings on Saturday morning. The entire team of Puneri Paltan took darshan of Ganpati Bappa and performed Aarti after the Victory Rally from Deccan Gymkhana to the temple amid the escort of the 40-bike riding Kabaddi followers wielding flags and playing dhols.

The players, Coach, CEO and support team of Puneri Paltan were also present. The victory rally began at 11am from Deccan Gymkhana and reached the temple in an hour. The players and

welcome and greetings for the victory by Punekars along the streets during the rally. Puneri Paltan defeated Hary-

ana Steelers to win their first-ever ProKabaddi League title, as they managed to see off a spirited Haryana side in a nail-biting 28-25 thriller. With the victory of Pro Kabaddi League Seaon 10, the Paltan avenged their last year's heartbreak at the hands of Jaipur Pink Panthers in PKL Season 9. Puneri Paltan, in the process, ended the league as the most dominant side by finishing at the top of the Table during the League Stage, with 96 points in 22 games, registering 17 wins, 2 losses, and 3 ties.

The Rally and Aarti at the



temple was followed by the media conference at Deccan Gymkhana. While interacting with the media, BC Ramesh, Coach of Puneri Paltan said "One of the unique points of our team this season was it's composition.

Almost every player is an All-rounder and could pull through in getting the players back on the mat from the bench during critical moments.

Kailash Kandpal, CEO said, "Puneri Paltan has come a very long way since Season 1 of PKL. It has been a wonderful learning process and are really proud that we through our initiatives like Yuva Paltan could go to the grassroots and find young talented players and then train

them for the big league. I am delighted that all these young guns that we nurtured and groomed over the years have fired for us across the Season

10, all the way to winning the

The first time and one of the youngest Captain in the PKL. Aslam Inamdar said. "Our game plan was pretty simple. To go out and play each match without any performance pressure or fear. The role of each player was so well defined that every player was a Captain of his task and

all of us delivered.

Pune Glams up At Blenders Pride Fashion NXT Festival



Pune (Voice news service):- After creating a buzz in Bhubaneswar last weekend, Blenders Pride Fashion NXT Festival took India's first fashion festival experience to Pune on the 9th of March. It brought together a host of stellar high-on-style experiences across luxury fashion, immersive pop-ups curated by some of India's coolest lifestyle brands and upbeat music performances popular

Festival goers were in for a magnetic new experience that was steeped in fashion and style. The evening hosted a stunning fashion show curated by maestro designer Varun Bahl and an innovative showcase called Fashion NXT Spotlight curated by Fashion Design Council of India with 9 leading Indian designers - Alpana Neeraj, Bloni, Antar Agni, Mandira Wirk, Geisha Designs, Verandah. Shweta Kapoor, Tanieya Khanuja and Nitin Bal Chauhan. While Varun Bahl along with the graceful actor Aditi Rao Hydari showcased a collection that represents a harmonious blend of tradition and innovation, combining

time-honoured techniques with a modern twist on design, the Fashion NXT Spotlight presented emerging fashion trends across 3 unique themes that are at the apex of evolving fashion: WANDER-LUXE, representing influence of luxury in holiday wear; GLOSS & GLAM, representing modern glamour in high fashion; and INTERGLAMAT-IC, representing fashion inspired by futurism.

a lineup of stellar collaborations with sought-after lifestyle brands like Nasher Miles, The Styling Room by Anisha Gandhi, John Jacobs, All You Can Street, Doodle Mapuls, MyGlamm and Audi Pune. These brands hosted a series of pop-ups with innovative DIY experiences, live art of merch, styling stations and much more, keeping festival goers engaged and entertained throughout the evening. The energy peaked with electrifying music performances featuring an opening act by DJ Kavan and a rocking segment by none other than Ritviz, making festival goers groove through the evening. The evening was hosted



by VJ and actor Anusha Dandekar, who only added to the festival's style quotient.

Kartik Mohindra, Chief Marketing Officer, Pernod Ricard India said, "As we continue to transform the fashion landscape in India, Blenders Pride Fashion NXT Festivals bring an impressive new format that sets an example into newer towns. We're excited to collaborate with some of India's best fashion designers, celebities and lifestyle brands, that share our vision in becoming an immersive gateway into the world of style and glam-

Talking about the Fashion NXT Festival, Couturier Varun Bahl said "Blenders Pride Fashion NXT Festival has created an immersive, first-ofits-kind fashion festival experience in Pune. With Aditi Rao Hydari as my muse, it is a proud moment to be here and witness the new face of fashion experiences come to life." Actor Aditi Rao Hydari said. "Blenders Pride Fashion NXT Festival in Pune redefined the future of style and glamour by introducing India's first-ever fashion festival. Varun's collection is a celebration of his



signature style and his glamourous interpretation of the next in red carpet fashion It felt incredible to walk the ramp in his unique creation." Ashish Soni, Curator-in-Chief, Blenders Pride Glassware Fashion NXT, said, "Blenders Pride Fashion NXT Festival presents an exciting evolution of fashion experiences in India. It's not just a showcase of future trends, but a platform that brings a world of high an exciting festival experience to newer audiences, like it has never been done before."

Commenting on long-standing association with the brand, Sunil Sethi, Chairman, FDCI said, "Fashion Design Council of India is proud to be a part of Blenders Pride Fashion NXT Festival. We're excited to curate FASHION NXT SPOTLIGHT, a powerful showcase of emerging style trends by some of most forward-thinking designers in



Good start for Colts, Rockets, Musketeers at PYC-HDFC Racquet LEAGUE 2024

Pune (Voice news service):- Colts, Rockets, Musketeers started their campaign on winning note at the PYC HDFC Racquet League that will be organised by the PYC Hindu Gymkhana in its Table Tennis, Tennis, and Badminton facilities Colts scored a 481-455win over Talwars, while Rockets beat Spears 501-487

The tournament was inaugurated by Mr. Kumar Tamhane, President of PYC Hindu Gymkhana, Mr. Sarang Lagu, Hon Secretary of the PYC Hindu Gymkhana, Mr. Rahul Kulkarni, Senior Vice President, Zonal Head, Retail Branch Banking, HDFC Bank and Mr. Manoj Pahuja, Head, Relationship Banking, HDFC Bank. Mr. Abhisek Tamhane, Managing Committe Member and Incharge of Tennis and Mr. Tanmay Agashe, Managing Committe Member and Incharge of Badmintom and Table Tennis were present on the occa-

Results: League Round: Colts bt Talwars 481-455, Badminton: Colts bt Talwars 174-128 (Arva Devdhar/Aniket Shinde bt Ranjit Pande/Ankit Damle 30-19; Devendra Chitale/Nilesh Kelkar lost to Nitin Konkar/Vikrant Patil 14-30: Aniket Sastrabudhe/Sameer Jalan bt Makrand Chitale/Aarushi Pande 30-18; Amar Shroff/Sameer Jog bt Bal Kulkarni/Sandeep Sathe 30-21; Girish Khinvasara/ Vimal Hansraj bt Atul Thombare/ Sidhant Khinyasara 30-15: Karna Mehta/Ishant Bhale bt Sachin Joshi/Manish Shah 20-14: Chandrashekar Apte/Prashant Vaidya bt Harish Iyer/Diya Mutha 20-11); Table Tennis: Colts lost to Talwars 155-159, (Devendra Chitale/Sameer Belvalkar lost to Raniit Pande/Shilpa Pandev 24-30: Sachin Belgalkar/Varsha Badamikar bt Sanjay Bamne/Neel Kelkar 30-19; Sandeep Bawadekar/Rohan Jamenis lost to Nitin Konkar/ Vikrant Patil 28-20: Kshitii Kotwal/ Sameer Jog lost to Atul Thombare/Kunal Bhurat 25-30: Abhijit

Khanvilkar/Karna Mehta lost to Sathe/Raghunandan Sandeep Beheray 17-30; Arya Devdhar/ Ishan Bhale bt Aniket Damle/ Makrand Chitale 20-10: Amol Kane/Yash Shah lost to Shivkumar Javdekar/Prashant Pant 11-

Tennis: Colts lost to Talwars 152-158, (Atharva Iyer/Avanee Gosavi lost to Neel Kelkar/Raniit Pande 14-30: Rohan Jamenis/Kshitii Kotwal lost to Raghunandan Beheray/Shivkumar Javdekar 26-30; Abhijit Khanvilkar/Amol Kane lost to Anand Parchure/Abhishek Vvas 28-30: Devendra Chitale/Ishant Bhale bt Charudatta Sathe/ Sameehan Deshmukh 30-26; Vimal Hansraj/Arya Devdhar bt Vishwesh Katakkar/Kunal Bhurat 30-17; Ketaki Patwardhan/Satyajit Limaye lost to Vikrant Patil/ Ankit Damle 04-20: Karna Mehta/ Yash Shah bt Makrand Chitale/ Bal Kulkarni 20-05);

Rockets bt Spears 501-487, Badminton: Rockets lost to Spears 162-174 (Tanmay Chobhe/Radhika Ingalhalikar bt Sudhanshu dsikar/Tushar Nagarkar 30-29: Aditya Jitkar/Kedar Nadgonde lost to Eshan Lagu/Tejas Kinjawadekar 12-30; Advait Joshi/ Kunal Shah bt Neerai Dandekar/ Rohit Mehendale 30-26: Amol Mehendale/Raishree Bhave lost to Akshay Oke/Nakul Ogale 24-

Ninad Deshmukh/Tushar Mengale bt Vishwas Mokashi/Mandar Vinze 30-26. Parth Kelkar/ Ashutosh Soman bt Girish Mujumdar/Neha Lagu 20-13; Vikram Ogale/Pranjali Nadgonde lost to Tanaya Kelkar/Abhishek Tamhane 16-20);

Table Tennis:Rockets bt Spears 155-142. (Rahul Pathak/Kaustubh Walimbe bt Rucha Ambike/Nakul Ogale 30-09; Kedar Nadgonde/ Aditya Jitkar bt Abhishek Tamhane/Aniruddha Sathe 30-15; Tanmay Chobhe/Advait Joshi lost to Tushar Nagarkar/Rohan Chailed 15-30: Ninad Deshmukh/ Radhika Ingalhalikar lost to Te-



Nadgonde lost to Priyadarshan Dumbre/Omkar Vaidya 24-30; Abhijit Naik/Kunal Shah bt Sanjay Shah/Harsha Jain 20-08: Tushar Mengale/Rasiheree Bhave lost to Kalpak Patki/Akshya Oke 13-20); Tennis: Rockets bt Spears 184-171, (Sarang Devi/Tanmay Chobhe bt Abhishek Tamhane/Nakul Firodia 30-28; Aditya Abhyankar/ Arnay Kale bt Aniruddha Sathe/ Kalpak Patki 30-28: Rahul Mutha/ Ria Washimkar bt Tushar Nagarkar/Rohan Chhajed 30-28; Ninad Deshmukh/Ameya Wakankar lost to Tejas Kinjawadekar/Privadarshan Dumbre 25-30: Virai Khanvilkar/Kedar Nadgonde bt Rahul Rode/Nakul Ogale 30-27; Amit Mahajani/Rahul Pathak lost to Saket Godbole/Akshay Oke 19-20; Pranjali Nadgonde/Parth Killedar bt Mandar Vinze/Eshaan Lagu 20-10):

Musketeers bt Lancers 505-413, Badminton: Musketeers bt Lancers 168-141 (Aditi Rode/ Aditva Gandhi lost to Mihir Vinze/ Harshad Jogaikar 15-30; Tejas Chitale/Parag Chopda bt Ishan Talwalkar/Sarah Navare 30-26: Anil Dedge/Sujeet Kulkarni lost to Vinit Rukari/Sangram Patil 23-30; Aditya Muthe/Abhijit Rajwade bt Anish Ruikar/Chinmay Chirputkar 30-17; Chinmay Joshi/Avinash Doshi bt Samir Sayla/Swaroop Kulkarni 30-15; Tanmay Chitale/

Devendra Rathi bt Anand Ghate Nilesh Bajaj 20-09; Anuj Mehta/ Ira Apte bt Jaykant Vaidya/Vijay Rathi 20-14); Table Tennis: Musketeers bt

Lancers 190-91, (Mihir Thombare/Parag Chopda bt Jaydeep Wakankar/Samir Savla 30-08: Shirish Karnik/Tanmay Chitale bt Kiran Khare/Anand Ghate 30-14; Sunil Mogre/Makrand Phadnis bt Sangram Patil/Vinit Rukari 30-17; Ajinkya Muthe/Abhijit Shah bt Adit Pahalkar/Jaykant Vaidva 30-10 Nitin Pendse/Aditya Gandhi bt Harshad Jogaikar/Jaya Patankar 30-13; Anuj Mehta/Santosh Bhide bt Ishan Talwalkar/Sanmay Telang 20-15: Shailesh Limave Sarthak Pradhan bt Nilesh Bajai/ Swaroop Kulkarni 20-14:) Tennis: Musketeers lost to Lanc-

ers 147-181 (Ajinkya Muthe/ Abhijit Shah lost to Jaydeep Wakankar/Adit Pahalkar 14-30 Sarthak Pradhan/Parag Chopda lost to Sangram Patil/Sanmay Telang 26-30; Anuj Mehta/Parag Tepan lost to Samir Savla/Ashish Kuber 19-30; Sohil Gala/Vaijayanti Marathe bt Bhagyashree Deshpande/Chinmay Chirputkar 30-21; Shailesh Limaye/Aditya Gandhi lost to Chinmay Dandekar/Anushka Paranjape 29-30; Sharayu Rao/Isha Ghaisas Iost to Ravi Raval/Ashwin Haldankar 10-20: Aditi Rode/Teias Chitale lost to Ishan Talwalkar/Harshad

LYFE HOTELS, BHUBANESWAR ANNOUNCES THE APPOINTMENT OF EXPAT THAI CHEF SARA PANISARA

Pune (Voice news service):- Lyfe Hotels, Bhubaneswar is pleased to announce the appointment of Ms. Sara Panisara as their new expat Thai Chef. Bringing with her a distinguished career of over a decade in the hospitality industry, Chef Sara will now lead the Thai culinary cuisine at Lyfe Hotels' upcoming restaurant.

Chef Sara will conceptualize and develop Thai cuisine and menus at Lyfe Hotels, Bhubaneswar. She will bring forth new culinary techniques and innovative approach to curate delectable Thai cuisine and delicacies to Bhubaneswar. Previously, Chef Sara has been associated in the capacity of Thai Chef at Sheraton Full Moon and Spa, Maldives. worked at world renowned properties and restaurants across Asia such as Sheraton Hotel Bishkek, Kyrgyzstan; Issara Restaurant Phuket. Michelin Star I, Thailand; Andara Resort & Villas Hotel, Phuket, Thailand; Paresa Hotels & Resort. Phuket. Thailand and Anantara Mai Khao Phuket Villas, Phuket, Thailand.

Ms. Sonal Sahoo, Director and Promoter of Lyfe Hotels, The World Hotels and Resorts, expressed her congratulations on the appointment, stating, "I extend my congratulations to Chef Sara on her new position leading the Thai cuisine at Lyfe Hotels, Bhubaneswar. We warmly welcome her and are excited about Chef Sara bringing her unique culinary adventures and authentic flayours from Thailand that will

be exquisitely created to build memorable dining experiences for our guests

On her appointment. Thai Chef Sara Panisara. Lyfe Hotels, Bhubaneswar, stated, "I am thrilled to be part of the esteemed Lyfe Hotels team, and I embrace the opportunity with great enthusiasm. My anticipation is high as I embark on the journey to elevate dining experiences, exploring the diverse and vibrant world of Thai flavours and culinary creativity at Lyfe Hotels. I am dedicated to crafting lasting memories that resonate on the taste buds and within the hearts of our cherished patrons." During her tenure at Sheraton Full Moon and Spa. Maldives in 2023, Chef Sara became a certified depart-

mental trainer and in 2020.



she was part of a TV show 'Chanel Iron Chef' in Thailand. quiding a dedicated team of professionals and owing to her decade of culinary expertise, she is destined to significantly enhance the culinary talent and offerings of Lyfe

Her leadership skills excel in

launches National PNG (Piped Natural Gas) Drive A National PNG stations etc. As on 30th November 2023, 1,2

(Piped Natural Gas) Drive was launched at the hands of 27times world snooker and Billiards champion Shri. Pankaj Advani, Two Times world Billiards and Snooker Champion Shri. Devendra Joshi. Shri. Kumar Shanker, Managing Director (MNGL) and Shri. Sanjay Sharma, Director Commercial (MNGL) in the city today.

The scheme was flagged by Maharashtra Natural Gas Limited (MNGL) in the city under the Petroleum and Natural Gas Regulatory Board (PNGRB) campaign aimed to promote the adoption of PNG among households and to expand PNG consumer base across a broader



27 times World Champion Pankai Advani

segment of the population The National PNG Drive solicits collective efforts of all stakeholders, State governments, local bodies etc. to promote sustainable and clean energy solutions across the nation to meet the objectives.

Till date there are 300 Geographical areas authorised in the country, covering 98% of thepopulation and 88% of its area for development of CGD

Network The targets upto 2032 interalia includes installation of 12.5

tions, establishment17,751CNG

Crore domestic PNG connections and 6,159CNG stations have been established in the country.

The authorized company MNGL operating in Pune has provided piped gas connection to above 7000 societies in Pune but due to various reasons almost 30-40% houses in each society are yet to switchover to piped nat-

MNGL is conducting a special drive with special scheme and a hope the citizens of Pune will avail these benefits and switchover to piped natural gas in their kitchen.

Over the years, she has also IKEA celebrates March 8th as Equality Day

Pune (Voice news service):- IKEA, one of the world's most loved and trusted home furnishings brand, honors Equality Day on March 8th, a day traditionally known as International Wom-

en's Day. On the occasion Susanne Pulverer. CEO and Chief Sustainability Officer, IKEA India said, "At IKEA, we always celebrate our diverse workforce, and how we truly bring

this value to life every day at work and beyond. Truly creating value through equality means going beyond gender, nationality, or race, and creating equal opportunities to grow. Today, 50% of our Ingka we're breaking gender and intellectual stereotypes every day, our colleagues bring the right values

World champion Pankaj Advani top draw at 19th Inter-Unit Petroleum Sports Promotion Board (PSPB) Billiards & Snooker Tournament India Limited.

Pune (Voice news ser-Multiple times world champion Pankaj Advani will lead a star studded field including Top Billiards and Snooker players Current top Snooker pro Ishpreet Singh Chaddha, Asian Indoor Games Gold Medalist Aditya Mehta, Multiple Former National Champion Alok Kumar.

Former National Snooker and Billiards Champion Devendra Joshi, Souray Kothari. Manan Chandra. Billiards National Champion Dhruv Sitwala are among 45 players who will represent 9 teams at the 19th Inter-Unit Petroleum Sports Promotion Board (PSPB) Billiards & Snooker Tournament

ised by Maharashtra Natural Gas Ltd will be played at the PYC Gymkhana Snooker Hall from 5th to 9th March 2024.

A total 9 teams which include Indian Oil Corporation Ltd. Oil And Natural Gas Corporation Limited, Bharat Petroleum Corporation Limited. Gail (India) Limited. Numaligarh Refinery Limited, Oil

Petronet Lng Limited Hindustan Petroleum Corporation, Mangalore Refinery And Petrochemicals Limited will be seen in action, he

added.

The event will be played on a league cum knockout basis. The winner and runner up team receive trophy and attractive prizes.



for Gender Equality



vice):- This International Women's Day, Dabur Vatika, a leading Natural Hair Care brand from the House of Dabur, released a new campaign #WomenofSubstance to showcase its stand for women empowerment and gender equality.

The new ad film, conceptualised by Green Chutney Films, features the female workforce of Dabur's green-

Talking about the campaign, Dabur India Limited Hair Care Marketing Head Ankur Kumar said: "At Dabur, we view Women's Day as an opportunity to showcase our profound commitment to empowerment.

Our factory film confronts outdated societal norms that can be traced even in our childhood rhymes. It reflects Dabur's belief in inclusivity and gender equality, echoing our belief that every woman deserves recognition and re-

spect in every facet of life." Opening with Chemma Chekka, an old Telugu nursery rhyme, the film meaningfully plays with the contrast between the lyrics representing the archaic societal narratives and its visuals depicting the women defying them. As the video progresses, we see the employees disembarking from a pick-up bus for another day at their workplace, the Dabur Vatika Factory near Indore. The film then moves into a sequence of the women donning their protective gear and huddling for a briefing about the day's production targets. Against the backdrop of the nursery rhyme's melody sung by Purva Rajesh Naik, the camera captures their determined expressions ready to take on

Beginning their tasks on the

factory floor, the film captures

moment

the women in action - operating heavy machinery, inspecting, and handling products meticulously, while also engaging in lively conversations, games and playful interactions with each other throughout the day. Amidst the barriers seeking to constrain their autonomy, their unwavering dedication to their craft is evident in every

Towards the end of the video, and as the day unfolds. we witness the women continuing their resilient effort to meet their goals with purpose and steadfast resolution. This is followed by close-up shots of the proud faces of a few of the employees to further elucidate their sentiment. In the final transition, we see the results of their hard work - the surpassing of their production targets, and them standing tall with a sense of

This 2-minute-and-27-seconds-long video concludes with a woman narrating facts and statistics about India's female working population. The conclusion highlights the notential economic impact that could occur if women's participation was encouraged in the workforce.

accomplishment.

The next shot reveals that the company is 100% women-run, which echoes its firm belief in women empower-

The narrator's voice continues on, highlighting the campaign's name and alignment with International Women's Day, urging viewers to share stories of the remarkable women they know. The company promises to send out hampers to celebrate these women's lives, thus fostering a sense of community and standing in solidarity with

Dabur Vatika stands A New Era Unveiled: George Institute of Interior Design Opens in Pune



Pune (Voice news service):- Pune welcomes the grand inauguration of the George Institute of Interior Design (GIID), an initiative of the George Telegraph Group. Situated at the Boulevard Tower, Sadhu Vaswani Chowk, GIID promises to redefine interior design education.

Established in 1920 by the George Institute of Interior Design (GIID) inherits a century-long legacy of the Group. The parent organization, since 1920, is an ISO 9001:2015 certified Registered Trust, dedicated to skill development and empowerment, partnering with the National Skill Development Corporation (NSDC). In his address, Mr. Subrata

Dutta, Managing Director of

The George Telegraph Group, emphasized "At GIID. we transcend education to cultivate dreams, nurture talent, and architect the future" Headquartered in Park Street, Kolkata. GIID reflects the group's commitment to ex-

cellence, shaping careers for

over a century. With 70+ na-

tionwide centers and a legacy of 25,000+ students, GIID stands as a premier destination for aspiring designers and innovators

Dr. Asmita Jagtap, Executive Director of Bharati Vidyapeeth Medical Foundation, graced the inauguration as Chief Guest, alongside film personalities Milind Gunaji and Man-

Dr. Sangeeta Roychaudhuri, Founder of GIID. Pune, emphasized the institute's ethos, stating, "We are not just eduent, creators of dreams, and architects of the future."

Nadkarni, Milind Co-Founder of GIID. Pune. echoed this sentiment, focusing on the institute's modern approach. "We aim to equip students with practical knowledge for their betterment in the profession of Interior design," expressed Mr. Nadkar-

With its state-of-the-art facilities and industry-aligned curriculum, GIID is poised to shape the future of interior de-

sis patients and has a 10-bed

dialysis unit with the most

advanced machine and treat-

The surgeries for the donor

were done with laparoscopic

techniques, due to which the

blood loss was very minimal.

and the patient recovered

faster and without much pain.

Now, both the donors and re-

cipients are doing well, men-

According to consultant ne-

phrologist and transplant phy-

sician Dr Suhas Mondhe, al-

most weekly he consulted at

least four patients in their 30s

who had advanced kidney

disease, and in most cases, it

was of unknown etiology. For

instance, Tushar had serious-

ly high creatinine levels that

However, there was no spe-

cific cause. Hence, ahead

of World Kidney Day (March

14), we want to step up

awareness about the impor-

tance of kidneys to our over-

all health," said Dr Mondhe.

The entire month, there will

be medical checkups for rel-

atives of patients to promote

kidney health for all, he add-

indicate kidney impairment.

tioned Dr Jyotsna Kulkarni.

ment protocol.

Cattini India to set up a state-of-the-art manufacturing facility in **Pune worth €2.5 million**



Pune (Voice news service):- Cattini e Figlio Spa, an Italian firm, is set to establish a manufacturing unit of various machinery products such as gears, shafts, and synchronizers in Pune's Sanaswadi area with a total investment of 2.5 million euros. The new entity will be called Cattini India.

While addressing the media at the inaugural ceremony, director of Cattini India Thomas Mathew said the company will be spread over five acres and provide good economic stability at the local and national levels

"In the initial phase, we are assuming the company will make a turnover of Rs. 45 crores. In phase 2, the target will be Rs. 250 crores in three years. Either within five or seven years, we aim to reach around Rs. 650 to 700 crores," said Mathew. He also mentioned that initially, there will be 60 employees with the company as equipment will be imported from Italy, but the number will increase in the

Cattini e Figlio Spa, an Italian firm, is set to establish a manufacturing unit of various machinery products such as gears, shafts, and synchronizers in Pune's Sanaswadi area with a total investment of 2.5 million euros. The new entity will be called Cattini India. The announcement was made recently by the company's top management in collaboration with ALCOR Cross Border M&A Pvt. Ltd. ALCOR Worked closely with the management of Cattini India for planning, structuring & executing the transaction for Cattini India and opened a manufacturing facility at Sanaswadi, Pune.

Chairperson of Cattini e Figlio Spa Lorenzo Amedeo said "Cattini was established in 1950 to produce small gears for motorcycles and hay elevators, and after four years, it became a corporation. Cattini India is a subsidiary of Cattini e Figlio and a market leader in Europe's commercial vehicles segment for various types of gears, shafts, and synchronizers"

This investment marks Cattini's foray into the Indian market and is a significant step in the company's growth strategy to expand its presence in the Asia-Pacific region. The facility will bring in advanced technology, investments, and expertise, which will not only generate employment opportunities but also create a manufacturing hub in Pune, commented Cattini India Director Mr. Thomas Mathew.

"We are excited to partner with Cattini India in this strategic investment that marks their entry into the Indian market. The new facility in Pune will not only bring in advanced technology and expertise but also generate employment opportunities and contribute to the development of the local economy.

ALCOR is committed to providing ongoing support to Cattini India and driving their success in India." said Lorenzo. "We are proud of our associates who worked tirelessly to replicate and adapt our advanced gear manufacturing template for India. Thanks to their work, our newest facility doesn't just set standards for our global manufacturing footprint, but for our industry. The company plans to expand Its operations in subsequent phases of the project." He

Urokul Hospital performed Kidney Transplants using a Laparoscopic technique

Pune (Voice news service):- City-based UROKUL-Kulkarni Uro Surgery Institute (Urokul Hospital) performed a two-kidney transplant using a Laparoscopic technique by noted laparoscopic surgeon Dr Jvotsna Kulkarni and her team, informed by Dr Sanjay Kulkarni, director of URO-KUL-Kulkarni Uro Surgery Institute and past president of the Urology Society of India in the press conference.

Along with Dr. Sanjay Kulkarni, Dr. Jyotsna Kulkarni, Nephrologist Dr. Suhas Mondhe & Dr. Shruti Dange, Robotic Surgeon Dr. Amit Hosmani, Founder President of Baner-Balewadi Medical Association Dr. Rajesh Deshpande were present in the press conference.

Kidney donors & recipients also participated in the conference via Google Meet. First time at UROKUL, the doctors used the laparoscopic technique and did not require open surgery, Dr. Kulkarni added.

Under the guidance of Dr. Jyotsna Kulkarni, team of Urologist Dr. Sanjay Kulkarni, Dr. Pankaj Joshi, Dr. Shreyas



Bhadranwar. Robotic Surgeon Dr. Amit Hosmani, Nephrologist Dr. Suhas Mondhe, Dr. Shruti Dange, Dr. Uday Chandankhede. Dr. Adarsh Kuri, Dr. Apurva Anand, Dr. Amey Talpallikar, Dr. Manjushri Pardeshi, Dr. Sudhir Phadake, Saumya Kulkarni performed these two transplants successively.

In the first transplant, Nashik-based Shyamala Kulkarni (66) donated her kidney to her brother Hemant Kulkarni's wife Sukanya (58), who was suffering from chronic kidney disease & in the second transplant Mumbai-based pediatrician Dr Popat Shravan Sathe (61) donated his kidney to his 29-year-old physiotherapist son Tushar. Dr Sanjay Kulkarni said traditionally the donor, a healthy individual, would have to undergo a major operation where the kidney is removed after a large incision. However, using the laparoscopic technique, tiny incisions are made to remove the kidney and the donor goes back to his/her routine activity in a few days

UROKUL is a 105-bed facility in Pune for urology and nephrology patients. This is the sought-after referral center for patients having urethral obstruction and obstructed flow of urine, he added.

The institute is self-sufficient in caring for kidney and dialy-

Milestone: Successful Removal of massive 16cm Spinal Cord Tumor at at Medicover Hospital Bhosari



Pune (Voice news service):- A remarkable medical achievement unfolded as Mrs. Sangita Chaudhari, a 37-vear-old female, underwent a groundbreaking surgical procedure at Medicover Hospital Bhosari, led by renowned Consultant Neurosurgeon Dr. Ninad Patil.

Mrs. Chaudhari's journey began with a year-long struggle, plagued by urinary difficulties and constipation. escalating to a critical episode of urinary retention in February 2023. She visited multiple urologists and underwent multiple interventions but relief remained elusive. Further complications emerged as The patient started experiencing difficulty walking and pain in both legs for the past 2-3 months. for which an MRI of her spine was performed, revealing a large tumor measuring 16 cm in length within her spinal cord.

The complexity of Mrs. and her family.

and neuromonitoring, the surgical team navigated the intricate terrain with precision and care. The use of CUSA facilitated safe tumor debulking, while neuromonitoring provided real-time feedback to mitigate any potential spinal cord injury during the delicate excision process.

"The successful outcome of Mrs. Chaudhari's surgery exemplifies the power of interdisciplinary collaboration and cutting-edge technology in addressing complex neurosurgical conditions, remarked Dr. Ninad Patil, Consultant Neurosurgeon at Medicover Hospital Bhosari, It is immensely rewarding to witness her remarkable recovery and restored quality of life." "The surgical intervention proved resoundingly successful, with the entire tumor successfully removed. Mrs. Chaudhari's remarkable re-

medical team." He added. Within a month of the procedure, Mrs. Chaudhari achieved a significant milestone, regaining her mobility and independence. Her ability to resume daily activities serves as a beacon of hope for patients facing similar

gery, aided by diligent phys-

iotherapy, is a testament to

the skill and dedication of the

Dr. Patil expressed his gratitude to Mrs. Chaudhari and her family for entrusting them with her care, emphasizing the collaborative effort that underpinned this remarkable

Celebrates Milestone Achievement of 100 Robotic Surgeries Pune (Voice news ser- of robotic surgeries, particu-

Aditya Birla Memorial Hospital

Aditya Birla Memorial Hospital proudly announces the completion of a monumental 100 successful robotic surgeries, marking a significant milestone in our unwavering commitment to advanced medical procedures and cutting-edge technology. This achievement is underscored by our notable emphasis on cancer surgeries constituting a substantial portion of our robotic inter-

Utilizing state-of-the-art robotic-assisted surgeries. Aditva Birla Memorial Hospital has been at the forefront of transforming critical care, providing minimally invasive options for patients. These procedures, covering General surgeries, Gyne Onco surgeries. Urological Surgeries, and Transplants surgeries, including intricate cancer surgeries such as robotic thoracic esophagectomy, radical cystectomy with conduit, lap partial nephrectomy, and more, have not only enhanced precision and control but have significantly improved overall patient outcomes.

Mr. Pamesh Gupta, CEO of Aditya Birla Memorial Hospital, expressed his excitement, stating, Surpassing the milestone of 100 successful robotic surgeries with the Da Vinci X surgical system is a clear demonstration of our unwavering commitment to delivering advanced and top-quality treatment.

Our commitment to innovation in healthcare is evident in our continuous efforts to ensure optimal surgical outcomes through the latest technologies.

Dr. Nikhil Parwate, a Gynae-Oncology Surgeon at the hospital, emphasized the advantages of robotic surgeries, stating, Minuscule incisions, faster discharge, and a quicker return to normal life after surgery are the main benefits

larly crucial in cancer care. Aditya Birla Memorial Hospital is dedicated to making advanced surgical and medical care accessible to a larger number of patients. The success of robotic surgeries, with a significant focus on cancer interventions, underscores the hospital':s commitment to innovation and improving healthcare outcomes. In the multispecialty domain. the hospital is proud to be pioneers in completing 100 surgeries, offering benefits such as minimal blood loss, hence no need for external blood transfusion, no secondary or hospital-acquired infections, short convalescence periods and immediate mobilization.

These factors contribute to an individual's self-confidence, leading to the early resumption of Activities of Daily Living (ADLs).

The benefits of robotic surgery extend further, encompassing enhanced precision, reduced postoperative pain, faster recovery times, and improved aesthetic outcomes due to smaller incisions.

This advanced technology allows surgeons to navigate complex anatomical structures with ease, ensuring higher surgical success rates. The reduced blood loss during robotic procedures not only lowers the risk of complications associated with transfusions but also results in shorter hospital stays for patients.

As Aditya Birla Memorial Hospital continues to pioneer advancements in healthcare, the institution remains focused on making cutting-edge surgical and medical care accessible to a broader spectrum of patients. The triumph of robotic surgeries, particularly in cancer care, stands as a testament to our dedication to innovation and ongoing efforts to enhance healthcare outcomes for all

An occupational therapist's journey brought to light through the book - Enable patients were from econom- Indian Space Resource Or-



vice):- 'Enable - An occupational therapist's journey' a one-of-its kind memoir cum textbook for budding occupational therapists, was formally launched on March 2nd at Tata Memorial Hospital. Originally drafted by the late award-winning Occupational Therapist Aruna Padmakar Tole, HOD of Occupational Therapy at Mumbai's premier Tata Memorial Hospital—'Fnable - An occupational therapist's journey' has been redrafted and co-authored by her daughter the noted TIFR neuroscientist Dr. Shubha Tole, and journalist-writer Kalyani Sardesai, ten years after Aruna Tole passed away. The book was unveiled at the

hands of directors C. Pramesh in the presence of Dr Sudeep Gupta. Director Tata Memorial Centre. Padmakar Tole (Aruna Tole's husband), and Capt Prashant Tole (son) at TMH. "The book was my late mother's long-standing dream and the sum of her life's work " said Shubha Tole. "It took some time and effort to redraft and simplify a technical, para-medical text into a work that can be read and understood by young professionals and students on the cusp of

choosing a career" The descriptions of the prostheses, aids and appliances Aruna Tole created are unique original designs, each one customized to the needs of individual patients. Most of her

Skill India Centre today in

Bhadrak, Shri Suraj Sury-

ically strained backgrounds. so cost and Indian lifestyle were guiding principles in her designs. "A knee and ankle joint must flex completely, or the person cannot squat" she would say, and then go ahead and fabricate one. The late Aruna P Tole carried

out her life's work at the Tata Memorial Hospital, in the rehabilitation of cancer patients from different socio-economic backgrounds. (However, it must be noted that OT is for any patient who has a disability for whatever reason.) Aruna Tole's journey is inspiring for the manner in which she optimized resources and knowhow over a career spanning forty years-starting in the sixties, a time when India was still coming to terms with the challenges of Independence. Among her earliest supervisors was the iconic cancer specialist Dr. Jehangir Jussawalla who recognized her talents and wrote her a letter of appreciation that is included in the book. As a result, she touched the lives of many. In the words of K. Kasturiran-

ganisation: "People like Aruna Tole need to be honoured by every segment of society because the relevance of their work is much broader than the conventional professionals. Her boundless energy, creativity and compassion made all the difference in bringing much needed life and succor to patients when they needed help, a valuable contribution to humanity. My late wife was one of those touched by her grace and dedication."

'The book includes case studies and experiments she carried out in the course of rehabilitation and demonstrates by example how a gifted and driven professional can go above and beyond the accepted norms and raise the bar. Above all, it brings home the point that no technology is above the human touch." said Kalvani Sardesai.

Published by Authors Upfront, the 300 pages book is priced at Rs.799 and will be available on Amazon. The book will be donated to medical libraries and OT training programmes across the country as a tribute to Aruna Tole.

NSDC inaugurates Skill India Centre in Bhadrak



Pune (Voice news service):- Aligning with the vision of Hon'ble Prime Minister Shri Narendra Modi of transitioning India into a Global Skill Capital, National Skill Development Corporation (NSDC) inaugurates the Skill India Centre in Bhadrak, Odisha. It envisions to equip youth with demand-driven skills, expedite career opportunities, and bolster local economy.

While inaugurating

abanshi, Hon'ble Member of Legislative Assembly, Dhamnagar, Odisha said, "Todav marks a proud milestone as India's 5th Skill India Centre opens in Asurali, Bhadrak. With a clear objective to bridge the gap between industries and job seekers, this centre aims to equip individuals with essential skills. ensuring a brighter future for Bhadrak's youth. Amidst challenges like floods and limited employment. Odisha's mineral-rich landscape remains

untapped. The inauguration of the Skill India Centre presents a timely opportunity, offering diverse courses from marketing to language training, aiming to empower the youth and address employment challenges effectively in Bhadrak." He added.

gan, former chairman of the

Odisha's youth population is abundant with potential and by equipping them with industry-relevant skills, the centre aims to bridge this gap between industry and academia. The centre will foster futuristic skills, enhance employability opportunities and preserve the rich cultural heritage of traditional crafts and promote them in local settings

Through these efforts, the centre will be established as a knowledge hub for Yuva Peedhi, demonstrating the tangible impact of the initiative in enabling the acquisition of the skills needed to succeed in the respective fields. The centre is equipped with

best-in-class infrastructure, cutting-edge technologies and modern facilities will play a pivotal role in moulding the future of youth and open avenues for placement in domestic and global markets. The earlier launches in the

districts of Deogarh, Sambalpur, Dhenkanal and Angul have been well accepted by the local vouth. These concerted efforts aids in establishing the state as a hub for futuristic skills and instil confidence where youth will confidently pursue and succeed in lucrative career opportunities.

covery trajectory post-sur-

Chaudhari's case necessitated delicate yet decisive action. Dr. Patil and his team embarked on a meticulous surgical plan, culminating in a C2 to D6 laminoplasty with tumor excision. This intricate procedure posed inherent risks, including potential spinal cord damage and permanent neurological deficits, which were candidly communicated to the patient

The patient and relatives consented to surgery, and it was planned accordingly. Employing cutting-edge technologies such as CUSA

Nothing launches Phone (2a), CMF by Nothing Buds and Neckband Pro

Pune (Voice news service):- Nothing announced Phone (2a), its highly anticipated new smartphone offering. Phone (2a) is here to provide the optimal daily smartphone experience, doubling down on core user needs with all of Nothing's expertise, engineering and craftsmanship. A device for people who love to explore new innovations and designs but also know what they want (and don't want) from their smartphone. Including a powerfully unique processor, an exceptional 50 MP dual rear camera, an extra bright flexible AMOLED display, and an intuitive OS that delivers a fast and smooth experience with every interaction.

"This year is all about accelerating our progress, and Phone (2a) is our first big step forward. Phone (2a) is going to enable more people to experience the Nothing innovations that many have come to love, and we're confident it will become our best selling product ever," said Carl Pei, CEO and Co-founder of Nothing. Featuring a Dimensity 7200

Pro processor co-engineered with MediaTek, Phone (2a) ensures unparalleled power efficiency and blazing speed, enhanced by a 20 GB (12GB + 8GB) RAM with RAM Booster technology. With optimizations like Smart Clean and Adaptive NTFS, Nothing and MediaTek have reduced power consumption by up to 10%. The device boasts a massive 5,000 mAh battery with improved longevity, supporting 45W Fast Charging for rapid power-ups. Equipped with a flawless dual 50 MP rear camera powered by the TrueLens Engine and a 32 MP front camera, Phone (2a) captures life's moments with precision. Its 6.7" flexible AMOLED display delivers stunning visuals with a peak brightness of 1,300 nits and a refresh rate of 120 Hz. Phone (2a) showcases Nothing's unique design expression, featuring body cover and an innovative camera placement. Running on Nothing OS 2.5 with Android 14, Phone (2a) offers a seamless user experience with enhanced widgets and Al-powered features.

Phone (2a) will be available at Flipkart, Croma, Vijay Sales, and other leading outlets in Black and White colors. starting Tuesday, March 12, 2024, offering three models: 8GB/128GB (Rs. 23,999/-), 8GB/256GB (Rs. 25,999/and 12GB/256GB (Rs. 27.999/-). As a special launch offer, customers using HDFC Cards can avail exclusive benefits, including an immediate discount of Rs. 2,000/-. On Flipkart, with an additional Rs. 2000/- bump up, the 8/128 GB variant will be available for as low as Rs. 19,999/-. Furthermore, purchasers of Phone (2a) can avail CMF Buds (Pro) at Rs. 1,999/- and CMF GaN Charger at Rs. 1,999/- as part of a bundle offer. Orders placed by 1 PM will qualify for same-day



delivery in 21 select cities. Nothing also announced the launch of Buds and Neckband Pro under its sub brand CMF by Nothing. Neckband Pro is the first 50 dB Hybrid ANC device in this category and Buds deliver best-in-class ANC across the price segment. Both products deliver superior sound quality, ergonomic design, and long-lasting battery life, making them essential accessories for modern life-

CMF by Nothing Buds priced at Rs. 2,499/- with sales starting from March 8 will be sold at an introductory price of Rs. 2,299/-. Neckband Pro priced at Rs. 1,999/- will start being sold from March 11 at an introductory price of Rs. 1,799/-. Both products will be sold via Flipkart, Myntra, Croma and Viiav Sales.

Yamaha achieves a remarkable milestone with 300 Blue Square outlets in India

vice):- India Yamaha Motor (IYM), marked an important milestone in revving up its network to 300 Blue Square showrooms across India. This accomplishment reflects Yamaha's ongoing dedication to building a strong network under the Yamaha Blue theme and offering customers with a superior end-to-end experience. The 'Call of the Blue' brand campaign, introduced in 2018, has played a pivotal role in Yamaha's journey towards enhancing customer engagement and establishing a premium image. In 2019, Yamaha introduced the concept of Blue Square showrooms as part of this campaign, designed to offer customers a comprehensive solution for all their biking needs. In these years, these premium outlets

medium for customers to connect with the brand's culture and rich racing heritage. Beyond just a retail space, the showrooms serve as a thriving hub for customers to engage with the Yamaha's Blue Streaks rider community, fostering interactions and exhilarating rides with like-minded individuals sharing the same passion The "Blue" theme represents the brand's proud racing legacy, and "Square", symbolising a curated platform for Yamaha's exhilarating, sporty, and stylish range of two-wheelers.

Mr. Eishin Chihana, Chairman, Yamaha Motor India Group of Companies, expressed his excitement on this momentous occasion, stating, "It brings me immense joy to announce the successful completion of a significant milestone under 'The Call of



the Blue' campaign. Yamaha has achieved the remarkable feat of launching 300 Blue Square showrooms across India. These showrooms epitomize Yamaha's unwavering dedication to providing the utmost customer satisfaction and an unparalleled ownership experience. This accomplishment stands as a testament to our vision of establishing a new standard in sales, service, and customer delight in the Indian market.

"Setting up Blue Square showrooms nationwide is a pivotal aspect of our strategy to position Yamaha as a global brand infused with a rich racing DNA. We are confident that this achievement will fuel the continued expansion of Blue Square outlets, ensuring that every Yamaha customer in India receives the distinguished experience they rightfully deserve from a globally renowned brand like Yamaha", he further added.

Nestlé Health Science launches Resource Activ, the 'New-Edge' nutritional solution for active millennials

Pune (Voice news service):- In line with its purpose of unlocking the power of food to enhance quality of life for everyone, today and for generations to come. Nestlé India has launched Resource Activ a multi-henefit high protein supplement designed to cater to the wellness needs of active millennials. With its unique 'New Edge Formula'. Resource Activ has high quality proteins for muscles, enriched calcium and vitamin-D for bone health and hvaluronate for skin health. It also contains fiber and immunonutrients. Resource Activ seeks to address the nutritional need gaps of the millennials

through supplementation. Despite the rapidly growing protein supplement market. there is a need for offerings tailored for individuals. Studies* suggest that after the age of 30, there is involuntary loss of muscle mass. It also leads to reduced bone density tissue breakdown and signs of aging like loss of skin hydration and elasticity. Resource Activ is customized to fulfill the nutritional needs of this age group, aiding muscle health, energy, bone health and skin health. Consumers can enjoy Resource Activ with water or milk in a delicious vanilla biscuit flavour.

an industry-first 90° angle uni-

Talking about the launch, Mr. Suresh Narayanan, Chairman and Managing Director, Nestlé India said, "Nestlé India has been on a continuous journey to add value to the lives of its consumers through powerful brands and products.

We are happy to launch Resource Activ. for active adults, including millennials. Resource Activ is an output of extensive research and is backed by the assurance of Nestlé's quality and safety. We are confident that the brand would be able to supplement the nutritional needs of the active millennials and help them lead an active life ' Resource Activ will be available on ecommerce and across 11 cities at national pharmacies and local chemists in Delhi NCR, Kolkata, Mumbai. Pune. Hyderabad. Bangalore, Chennai, Coimbatore, Kochi, Kozhikode, and

Thiruvananthapuram. Nestlé Health Science is a global leader in the space of nutritional science.

It focuses on advancing the therapeutic role of nutrition to change the course of health management for consumers, patients, doctors, nurses and its partners in healthcare. The key products include RESOURCE High



Protein, PEPTAMEN, OPTI-FAST, RESOURCE Diabetic, RESOURCE Fiber Choice, THICKEN UP CLEAR, RE-SOURCE Renal and RE-SOURCE Dialysis. Nestlé Health Science also has a dedicated team of clinical experts who engage with healthcare professionals across India for awareness and ed-

and instill the confidence they

need to navigate the corpo-

India's longest running and unique records book, The Limca Book of Records unveils its 2024 edition

Pune (Voice news service):- Limca, Coca-Cola India's homegrown heritage brand, proudly announces the 33rd edition of India's longest-running record and reference book, Limca Book of Records. Continuing its theme of 'India at her Best', the 2024 edition is a veritable chronicle of the country's achievements in 2023 and those that have stood steadfast over the years

have emerged as a strong

True to its legacy of pioneering an archive of Indian records, it features a comprehensive collection of feats of extraordinary tenacity, stories of stunning performances and triumphs of never-say-die achievers. The book puts out the best Indian real-life stories of perseverance, patience, and performances. From a recap of the record-breaking show at the Asian Games 2022 to the highlights of the newly designed Sansad Bhavan, the book celebrates India's headlining achievements.

Showcasing a diverse set of records ranging from medical marvels to technological

breakthroughs, from athletic triumphs to architectural feats, and from a rich literary landscape to community endeavors, the book reflects an inspiring narration of purpose and passion.

The pick of the year, however. is the sports section. The year 2023 particularly witnessed remarkable success marked by the 100-plus medal haul at the Asian Games 2022 in Hangzhou, China. Moreover, Neeraj Chopra's historic gold in the men's javelin throw at the IAAF World Athletics Championships in Budapest earned India a grand spot on the global stage.

In addition, with multifaceted master strokes such as the largest flower carpet: Prabhat Koli - the world's youngest swimmer to complete the Ocean's Seven Challenge; the largest all-woman moving pyramid on motorcycles: Aditya-L1 - the country's first solar probe; and Ganga - India's first cloned cow, the book is a testament to the best that India witnessed in 2023.

Commenting on the launch, Vatsala Kaul Banerjee, Con-

Charged by Thums Up unveils its new campaign

On Women's Day, Aviva's CFO Sonali Advises

futures

Records 2024 said, "The Limca Book of Records is a fascinating chronicle of the ingenuity, talents, and achievements of Indians from all walks of life. For more than 30 years, the book has created a legacy of accomplishments both inspired and inspiring. We extend our heartfelt gratitude to all our applicants and offer our congratulations to recordholders for pushing boundaries and displaying an exceptional range of achievements that make this book unique and our country proud!"

sulting Editor, Limca Book of

Complimenting the various achievements recorded, Ruchira Bhattacharya, Senior Director, Marketing - Hydration. Sports and Tea Category, India and South-West Asia Operating Unit at The Coca-Cola Compan\ said, "The Limca Book of Records is an iconic and time tested IP that celebrates the indomitable spirit of humanity and the limitless potential that resides within each individual pushing us beyond limits This spirit is very much in line with the Limca brand ethos of

never stopping or the spirit of what we say RukkMatt (Never Stop).

For decades now, the Limca Book of Records has been encouraging people to pursue their dreams and outdo expectations. As we salute another year of unwavering commitment to passion, we offer are heartiest congratulations to laureates across domains for their towering achievements. I must also take this opportunity to congratulate the Limca Book of Records team for bestowing this iconic list of accomplishments for time immemorial."

Inspired by Limca's lemony flavour which provides refreshment like no other and celebrates those who keep moving forward despite exhaustion, the Limca Book of Records serves as a source of inspiration for individuals who persevere through challenges and setbacks to chase their dreams and passions.

The awe-inspiring stories of grit and glory can be read in the 2024 edition, now available online and at all leading

InsuranceDekho Launches 'SWRA - She will Rise Again' Program; aims to support women's return to the workforce

Pune (Voice news service):- InsuranceDekho, India's leading Insurtech brand, headquartered in Gurugram has recently launched 'SWRA - She Will Rise Again' an initiative that focuses on bringing back women on a career break. The company invited "the Magnificent Mary Kom" to unveil the program. This initiative intends to encourage women with a minimum one-year career gap to return to the workforce. The initiative is dedicated to providing them with equal opportunities, rights, and remuneration, ensuring they receive fair treatment and recognition at the workplace. Mary Kom, during her boxing journey, took a career break and is a perfect example of making a comeback winning Olympic medals and



world championships along the way. Divya Mohan, CHRO of InsuranceDekho, said, "We spoke with women from various walks of life who have shared the challenges they encounter when attempting to re-enter the workforce after a career break. Having left their

sustainability, and community

development. We are proud

to support the Foundation in

their commendable efforts to

bring about positive change in

Ramanagara district. Togeth-

er, we look forward to creating

an impactful event that not

only celebrates the spirit of

running but also involve the

surrounding community to

take ownership and spread

awareness on road safety and

sustainability as a responsible

We invite participants from

all walks of life, including

seasoned athletes, amateur

runners, enthusiastic begin-

ners, and industry employees

to join us for this exhilarating

Toyota is committed to sup-

porting initiatives that align

with our core values of com-

looks forward to an impactful

Toyota Greater Bengaluru

Bidadi Half Marathon 2024.

With over 2 lakhs in total prize

money to be won, prizes tro-

phies will be awarded to the

top 3 winners covering each

age wise and gender wise

category, and all finishers will

receive a medal and an E-cer-

tificate in recognition of their

development and

citizen.

munity

participation

work due to several reasons ranging from family responsibilities to health concerns. they fear that they will not be able to reclaim their previous position in the corporate world before they took a break. The primary objective of 'SWRA' is to focus on their psyche

rate world more effectively." Ankit Agrawal, CEO and Founder of InsuranceDekho. added," I have the utmost respect for women who are committed to thriving in today's competitive world. Our eam has many women who don the hats of mothers, wives, and daughters - all the while being supremely talented individuals. At Insurance-Dekho, we ensure our women professionals are offered ample growth opportunities in their careers. With 'SWRA' we will focus not just on hiring more women with career gaps in our workforce but also on training them in the right way so that they can continue to climb the corporate ladder effortlessly.

featuring Aamir Khan and Darsheel Safarv Pune (Voice news ser- campaign, we are thrilled to on the association said, "It's vice):- Charged by Thums Up, the all-new beverage brand from The Coca-Co-

la Company, has unveiled campaign "Mind Charged, Body Charged," featuring Aamir Khan and Darsheel Safary.

Talking about the campaign. Tish Condeno, Senior Category Director, Sparkling Flavors, Coca-Cola India and South-West Asia said, "With the introduction of the new Strawberry variant of Charged by Thums Up, our aim is to continuously innovate, providing invigorating experiences to consumers. With this

welcome the legendary Aamir Khan back to the Coca-Cola family after 17 years, embodying the essence of Charged alongside Darsheel Safary evoking a sense of nostalgia and excitement."

Aamir Khan, commenting on his association with the campaign, said. "It's a really fun script, and I was really 'charged' by the concept, and I really enjoyed doing it. I'm happy to be a part of the Thums Up/Coke family. I am looking forward to the campaign going public and the audience response.' Darsheel Safary, commenting

an absolute honour to be associated with the legendary Aamir Khan and reuniting on the screen with him after 17 vears nost Taare Zameen Par. As a young individual, I'm thrilled to embody the spirit of Charged, inspiring others to embrace life with vigor and passion, just like the beverage itself.

Sukesh Nayak, Chief Creative Officer, Ogilvy India said, "Mind charged, Body Charged is an anthem of possibilities. Aamir Khan and Darsheel reunite after 17 years to ignite a passion of being able to do anything and everything.



ner with and he truly pushed the team to go beyond the obvious. He has personally sat through each and every role and crafted them to perfection. Hat tip to Adavit Chandan, the director who made this vision come to life with such class and passion. Big thanks to the entire team who pushed all boundaries to make mind charged and body charged happen."

BENGALURU GEARS UP FOR FIRST **"TOYOTA GREATER BENGALURU BIDADI HALF MARATHON 2024"**

Pune (Voice news ser-Toyota Kirloskar Motor (TKM), announced its association with Toyota Greater Bengaluru Bidadi Half Marathon 2024. Organized by the Bidadi Industries Association (BIA) Foundation, this exhilarating marathon is scheduled on March 24. 2024, starting at 5:00 AM, at the picturesque Jollywood Studio & Adventures, Bidadi. The much-awaited Toyota Greater Bengaluru Bidadi Half Marathon is the first, and flagship event of the BIA foundation, serving as a platform for community development, promoting safety and sustainability awareness in the Bidadi industrial region.

Sharing his thoughts, Mr. Sudeep S Dalvi, Senior Vice President. Director & Chief Communication Officer, TKM said, "At Toyota Kirloskar Motor, our commitment goes beyond manufacturing automobiles: it extends to contributing meaningfully to the communities in which we operate. We are thrilled to partner with the BIA Foundation for the Toyota Greater Bengaluru Bidadi Half Marathon 2024, an event that perfectly aligns with our core values of safety,

Samsung Expands its Retail Presence in Bengaluru; Inaugurates its Second Premium **Experience Store in The Mall of Asia**

Pune: Samsung, India's largest consumer electronics company, has inaugurated another new Premium Experience Store at The Mall of Asia in Bengaluru.

Designed to be a one-stop shop for sales and service. the store will offer captivating experiences to consumers. including showcasing its connected device ecosystem -Samsung SmartThings - and also host a variety of engaging activities.

The new premium experience store, spread across 1200 sq. ft. in The Mall of Asia caters to the needs of customers in the Northern parts of Bengaluru while offering a comprehensive range of Samsung products and services.

Consumers coming into the store will get assured gifts, 2X loyalty points (on all transactions above INR 15000) and Galaxy Buds FE at INR 2999 with select Galaxy devices as a limited period offer. On purchase of Samsung products worth INR 20000, the first 200 customers will get early bird giveaways.

In addition, consumers can also avail always-on special benefits such as student discounts of up to 10% on smartphones, laptops, and smart

watches up to 22.5% cashback and INR 22000 in additional benefits on select items. At the store, Samsung will host a variety of Galaxy workshops as part of its 'Learn @ Samsung' programme designed for tech-savvy consumers, especially Gen Z and millennials. This will include workshops around AI education focusing on consumer passion points. "Following six years of fantastic response to our flagship experience center in the city, the Samsung Opera House, we are delighted to introduce another Premium Experience Store in the Mall of Asia, Bengaluru. We aim to captivate local shoppers with immersive and uniquely tailored premium product experiences. Our newest store is dedicated to engaging Bengaluru's diverse consumer base by hosting 'Learn @ Samsung' workshops including productivity masterclass, portrait photography, nightography, and photo editing sessions that cater to various passion points. The dynamic retail market of the city provides an ideal backdrop for us to connect with our consumers and create memorable engagements," said Sumit Walia, Vice President, D2C

Business, Samsung India

Pune (Voice news service):- As International Women's Day approaches, Aviva India brings attention on the crucial intersection of women's health and financial planning. Sonali Athalye, Chief Financial Officer of Aviva India, emphasizes the importance of empowering women to prioritize their well-being and financial security in an evolving world.

There is a pressing need for women to prioritize selfcare and financial planning amid societal pressures ingrained gender norms. She highlights the transformative impact of integrating preventive healthcare practices and sound financial strategies, enabling women to navigate life's challenges with confidence and resilience. Athalye champions the correlation between health and financial well-being, "For instance, early breast cancer detection can save up to ₹5 lakh. Additionally,

embracing healthy eating habits can significantly reduce healthcare costs, as shown by a 2022 study by the Public Health Foundation of India." She emphasizes that by investing in health, women not only safeguard their well-being but also mitigate potential financial burdens associated with unexpected health

"Poor mental health can negatively impact decision-making abilities, potentially leading to financial difficulties. Financial literacy and sound financial planning empower women to manage their finances effectively, reducing stress and anxiety associated with financial insecurity," said Sonali talking about the symbiotic relationship between financial well-being and mental health. She advocates for investment in financial education and planning as a means to alleviate stress and anxiety, empowering women to make informed financial

decisions and secure their

The CFO highlights the importance of financial independence and longterm planning in women's lives. She emphasizes the role of financial literacy in achieving financial goals and protecting against unforeseen circumstances, including health concerns. "Unfortunately, women are often marginalized in financial decision-making, leading to a lack of financial literacy and hindering their ability to achieve long-term financial stability. By taking control of their finances, women can secure their futures and prepare for unforeseen circumstances, including potential health concerns." Athalye stresses the significance of life insurance as a safeguard against financial instability, ensuring peace of mind for women and their families. "In India, where healthcare expenses are often outof-pocket, early diagnosis can prevent financial ca-

on Long-Term Wealth Creation for Women tastrophe for women and their families Moreover, it is imperative for individuals, especially women, to prioritize health insurance. Health insurance coverage offers a safety net against unexpected medical expenses, ensuring individuals can access necessary treatments without enduring financial strain." Said Sonali emphasizing the value of health insurance in providing a safety net against unforeseen health issues, enabling women to access necessary treatments without financial strain.

This International Women's Day let's aim to empower women through strategic financial planning by emphasizing both health and financial well-being. By providing women with the necessary tools and knowledge, Aviva aims to enhance their resilience and stability, enabling them to navigate life's uncertainties with confidence.