



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



**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 distinguished line-up of key dignitaries 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 Brahma (Director of Suma Soft) and Mr. Shrikant Acharya (Advisor, End Mile Federation). 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 Brahma, Director at Suma Soft said, "Suma Soft believes in developing best-in-class solutions that ensure enduring growth and shared prosperity for all the stakeholders and the ecosystem at large. 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

that direction." 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 families." 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. 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 experience. 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 loyal 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.

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



**Pune (Voice news service):-** 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," gathered esteemed speakers and participants at the Majestic 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 challenges. 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, reflecting their innovative approaches to education.

Dr. Viswanathan, Chief Patron of EPSI, highlighted challenges, 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 change. The conference also featured Dr. Abhay Jere, Vice Chairman of AICTE, as the Guest of Honor, who shared initiatives 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.

## 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 (AUCL), 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 malpractices, 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 development, 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 economic body upright and moving forward.

## 14th convocation ceremony of PIBM held at Pune



**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 and come up with their own enterprises and startups and contribute in this transition. Chief Guest Shri. Ramesh Bais, Hon. Governor of Maharashtra, He was speaking at the 14th convocation ceremony of Pune Institute of Business Management (PIBM) at its Pirangut campus. 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 Ltd were present on the occasion.

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 Biseri 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

## Emotional Harmony coach Shalaka Tambe turns author with book 'Birth of a Mother: Re-Birth of a Woman'

**Pune (Voice news service):-** Commemorating 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 spiritual dimensions of this nine-month 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

threshold of being reborn as a 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 into motherhood," said Sheetal Pavar. The event saw an engaging discussion between Shalaka Tambe and Shital Pavar, where they spoke about the inspiration behind the book and delved into its key themes and messages. Guests had the opportunity to interact with Tambe and Pavar, gaining deeper insights into their respective perspectives on motherhood and emotional well-being. The event concluded with a book signing session by Shalaka Tambe.

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

## Six Pune Students Ranked in 'Cost and Management Accountant' Exam

**Pune (Voice news service):-** Six students from Pune appeared for the 'Cost and Management Accountants' (CMA) Intermediate and Final Examination, conducted 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 established under an Act of Parliament, have been recently declared. Six students from Pune have secured their positions in the National Merit List (AIR) in this examination. In the Intermediate, under the 2016 syllabus, 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-

labus. Shabbir Vakil secured the 36th rank, while Manmohan Kabra secured the 47th position, and Vishal Zambare secured the 50th position in the National Merit List; they had appeared for the final examination conducted under the 2016 syllabus. Out of 1061 students who appeared for the intermediate exam from the Pune Center under the 2016 syllabus, 101 passed, and out of 985 students 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 appeared under the 2022 syllabus have passed. All ICMAI officials have stated that clearing the 'CMA' exam is a significant achievement.

## 'Conclave & Startup Expo 2024' inaugurated in the city



**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 JIFF has been inaugurated in the city. Dr. Sudhir Mehta (Chairman - Pinnacle Industries Ltd. & Eka Mobility), Lt. Gen. Rajendra Nimborkar (Retd), Ajay Bhagwat

(President TIE Pune), Dr. Rashmi Urdhwaresh (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 JIFF), Aniruddha Jog of Arthayan 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, Relatent, BAc 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

Bhatevara (Rohan Builders), Umesh Bora (Makwana & Tanmay Constructions), Shri Vijay Bhandari (BJB Papers) were also shown the interest to invest. Dr. Sudhir Mehta said, "India is growing fastly & 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, Social Innovation, EV, Automotive, Agriculture & Food, IT, IOT & Automation, Construction Technology, Manufacturing & Engineering presented their scope. This conclave will help to create wealth from innovation done by youngsters. We are running several initiatives at the university level to give scope to these innovations among the students, mentioned Bharat Agrawal. Lt. Gen. Rajendra Nimborkar emphasized research and innovations in the field of the defense sector. Rashmi Urdhwaresh spoke about the automotive sector and its challenges.





## 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 Boost 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 an industry-first 90° angle uni-

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 AI-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. 2,000/- 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 lifestyles. 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, Mynta, Croma and Vijay Sales.

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

**Pune (Voice news service):-** 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 have emerged as a strong

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-benefit, 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 hyaluronate 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. 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 e-commerce 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, OPTIFAST, RESOURCE Diabetic, RESOURCE Fiber Choice, THICKEN UP CLEAR, RESOURCE Renal and RESOURCE Dialysis. Nestlé Health Science also has a dedicated team of clinical experts who engage with healthcare professionals across India for awareness and education.

## 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

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

and instill the confidence they need to navigate the corporate 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 team has many women who don the hats of mothers, wives, and daughters - all the while being supremely talented individuals. At InsuranceDekho, 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."

## BENGALURU GEARS UP FOR FIRST 'TOYOTA GREATER BENGALURU BIDADI HALF MARATHON 2024'

**Pune (Voice news service):-** 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,

sustainability, and community development. We are proud to support the Foundation in their commendable efforts to bring about positive change in Ramanagara district. Together, 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 citizen. We invite participants from all walks of life, including seasoned athletes, amateur runners, enthusiastic beginners, and industry employees to join us for this exhilarating event." Toyota is committed to supporting initiatives that align with our core values of community development and looks forward to an impactful Toyota Greater Bengaluru Bidadi Half Marathon 2024. With over 2 lakhs in total prize money to be won, prizes trophies 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-certificate in recognition of their participation.

## 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% cash-back 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 Wallia, Vice President, D2C Business, Samsung India.

## Charged by Thums Up unveils its new campaign featuring Aamir Khan and Darsheel Safary

**Pune (Voice news service):-** Charged by Thums Up, the all-new beverage brand from The Coca-Cola Company, has unveiled its new campaign "Mind Charged, Body Charged," featuring Aamir Khan and Darsheel Safary. Talking about the campaign, Tish Condono, 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

campaign, we are thrilled to 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

on the association said, "It's an absolute honour to be associated with the legendary Aamir Khan and reuniting on the screen with him after 17 years post 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.



Aamir was a delight to partner 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 Advait 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."

## On Women's Day, Aviva's CFO Sonali Advises on Long-Term Wealth Creation for Women

**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 self-care and financial planning amid societal pressures and 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 issues. "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 futures. The CFO highlights the importance of financial independence and long-term 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 out-of-pocket, early diagnosis can prevent financial ca-

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.