



## Dalmia Cement elevates its commitment to home builders with a bold new brand positioning as the Roof Column Foundation

**Pune (Voice news service):-** Taking the onus of guiding and assisting customers with right usage of cement in the most critical part of the house i.e. Roof Column Foundation, Dalmia Cement is making a tectonic shift in its brand focus with its new campaign "RCF Strong to Ghar Strong". The new customer-centric messaging is aimed at creating awareness amongst the home builders and contractors in choosing the right cement, using it in the right way and following best construction practices to build their dream homes.

The campaign that would consolidate Dalmia Cement as the "RCF Expert" will feature Superstar Ranveer Singh. It will be launched through a comprehensive multimedia approach with Superstar Ranveer adding much efficacy to the brand's message of predominant technical knowledge, and peerless service, as amplified by the slogan, "RCF Strong to Ghar Strong".

Commenting on the initiative, Shri Puneet Dalmia, MD & CEO, Dalmia Bharat Limited, said, "During our illustrious journey over the last eight decades, Dalmia Cement has stood shoulder to shoulder to build our nation from its roots,

contributing to create iconic national landmarks as well as happy homes for millions. As individuals, we cherish our homes which hold a profound value and place in our lives. Thus, constructing such a generational asset with the proper application of cement and technical expertise not only ensures structural integrity, but also represents an investment for life."

"Our new brand campaign manifests not just an eminent legacy, but also a commitment to consumer centricity – it conveys a core message that building a home with due care means building it for generations to come," he said.

Commenting on his collaboration Superstar Ranveer Singh shared, "I have always admired Dalmia Cement for contributing to the construction sector for over 80 years. I am happy to partner with the company & advocate for the vital importance of Roof Column and Foundation in home construction. Together, we aim to educate individuals to make informed choices, ensuring that every structure stands the test of time."

Mr. Sameer Nagpal, COO, Dalmia Cement (Bharat) Ltd. shared, "We believe that the brand must play a vital role in consumer's lives so that they



**Onboards superstar Ranveer Singh as the Brand Ambassador**

can make informed choices. Dalmia Cement has over the years developed proprietary know-how of optimising cement recipe that makes it most suitable for Roof Column and Foundation. These are the most critical elements in the structure of the house and are responsible for its strength and longevity. In addition to providing the right cement for RCF, we also have a strong on-the-ground technical workforce which assists home builders and contractors in using the cement in the right way. The RCF campaign brings to fore this value proposition."

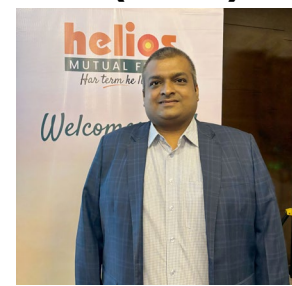
## Helios Mutual Fund Launches Helios Balanced Advantage Fund (BAF)

**Pune (Voice news service):-** Helios Mutual Fund has announced the launch of Helios Balanced Advantage Fund (BAF), an open-ended dynamic asset allocation fund. NFO will open for subscription on March 11, 2024 and close on March 20, 2024. The fund aims to capitalize on the potential upside of equities while attempting to limit the downside through dynamic portfolio management. This will be done by investing in equity & equity related instruments and active use of debt, money market instruments and derivatives. The equity portfolio will be built basis Helios's Elimination Investing (EITM) philosophy - based on eight fundamental screening factors that have repeatedly proven to be effective in weeding out poor performers, gravitating towards winners, and creating a sustainable outperformance profile.

The investment strategy will be to normally maintain gross equity and equity-related exposure between 65%-100% and the net equity exposure between 30% to 80%. Various derivative strategies would be used for hedging against market headwinds. Helios Balanced Advantage Fund (BAF) will be benchmarked against CRISIL Hy-

brid 50+50 – Moderate Total Return Index (TRI). The scheme will be managed by Mr. Alok Bahl and Mr. Pratik Singh for equity investments and Mr. Uttasvi Modi for debt portfolio management. The mutual fund industry is showing strong growth across India, and Pune is one of the city's leading the charge. Pune's mutual fund growth isn't just driven by individual investors. The city's strong economic base also attracts businesses and high-net-worth individuals seeking investment opportunities. As Pune's economy continues to flourish, and financial literacy expands, the city's mutual fund industry is poised for even greater growth. As of January 2024, the Balanced Advantage Fund (BAF) category registered an AUM of approximately INR 11,937 crores in Pune city. (Source: MFDEX).

Speaking on the launch, Mr. Deviprasad Nair, Head of Business, Helios Capital, said, India is witnessing a large participation of retail investors including from smaller towns and cities. This is attributed to rising financial literacy, digital penetration and the increasing reach of AMC's. With the launch of Helios Balanced Advantage Fund, our



endeavour is to provide investors with a scheme that combines growth potential, risk alleviation, and tax efficiency. Managed by experienced professionals, the fund provides an opportunity for long-term wealth creation.

Why should you invest in Helios Balanced Advantage Fund?

- Growth Potential with balanced allocation
- Attempts to limit downside risk by hedging, tweaking debt
- Endeavors to allocate => 65% into equities, which will provide the Scheme with Equity Fund taxation
- Units can be redeemed on any Business Day at NAV based price
- Risk Mitigation and Rigorous Screening
- Fund Managers with more than 25 years of combined experience
- Consistency and Disciplined Investing

The Minimum application amount will be Rs 5000 and in multiples of Re 1 thereafter.

## Amway India dedicates International Women's Day to Women's Wellbeing with #HerHealthFirst Campaign



**Pune (Voice news service):-** Amidst the resounding global call for #InspireInclusion, Amway India, one of the leading Health and Well-being companies, stood at the forefront on International Women's Day with an unwavering commitment to prioritize women's health through the powerful #HerHealthFirst approach. The initiative aimed at inspiring and amplifying the crucial discourse on women's health. By organizing a series of events, the company articulated a powerful message to all aspiring women to take charge of their health goals and persist in pushing their boundaries to accomplish their dreams.

Commenting on the occasion, Rajneesh Chopra, Head, Amway India, emphasized, "At Amway, we believe that women are the driving force be-

hind transformative change. In our steadfast commitment to building a healthier India, we recognize the pivotal role women play in their families' wellbeing. Empowered women are key to fostering better health outcomes at every stage of life. Furthermore, by promoting diversity and inclusion for women, there can be a positive ripple effect that reshapes the society for the better."

He further added, "This year's International Women's Day theme, #InspireInclusion, resonates perfectly with Amway's commitment to celebrating women's holistic wellbeing. We focus on empowering women to make informed choices regarding their health and that of their families. We encourage women to embrace self-care, healthy lifestyles, and wellness pursuits.

**Pune (Voice news service):-** Realatte, a leading real estate marketing agency, successfully hosted its highly anticipated Realty Check 3.0 summit in Pune at JW Marriott on the 13th of March 2024. Building on the momentum of the previous editions, the event brought together industry leaders, developers, and marketing professionals for a day of insightful discussions and knowledge sharing. This remarkable event captivated industry enthusiasts, in turn sparking thought-provoking conversations with a spectacular showcase of cutting-edge presentations on the real estate sector.

This exclusive summit went beyond a typical conference, transforming into a powerhouse of real estate expertise. It brought together industry giants – Google, Meta, and Taboola – alongside prominent real estate developers, fostering a collaborative environment teeming with insightful presentations and dynamic discussions.

The summit engaged the Pune real estate fraternity, attracting about 100+ unique leading developers and stakeholders. The room was jam-packed with attendees who were actively engaged with curated content, from 10 a.m. to 4 p.m., thereby gaining valuable knowledge on the latest trends, fostering collaboration within the industry.

This focus on knowledge sharing and collaborative problem-solving positioned Realty Check 3.0 as a center of attention and a one-stop hub for real estate discussions in Pune.

Speaking about the event, Mr. Mayank Vora, Co-founder,

## Realty Check 3.0 by Realatte unveils the Power of Digital Marketing in Real Estate



er, Realatte, shared "We are humbled to have received such an enthusiastic response for this event and are happy to have been able to share insights that helped our attendees immensely. We are also grateful to industry experts from Google, Meta, and Taboola who spent their valuable time and shared their learnings with us. Overall, the event was a success and we are aiming to take this event to various other cities in India and encourage conversations around current and future trends in the Indian real estate market.

Realty Check is a think tank of sorts where we discuss the impact of innovative tech platforms that can help real estate stakeholders to make the most of diverse opportunities and channels in a dynamic future."

The first topic was 'Strategizing to Monetizing: Exploring ROI-Centric Approaches to Real Estate Marketing' followed by the next session on 'The Transformation of Real Estate Marketing from Traditional to Trailblazing'. The power-packed panelists included Ms. Sonia Kulkarni, Co-founder of Hunk Golden,

as the moderator, Mr. Harish Shroff, Director Sales and Marketing, Nyati Group, Mr. Arvind Jain, Managing Director, Pride Group, Mr. Akash Pharanade, Managing Director, Pharanade Spaces, Ms. Gunjan Goel, Director Media & Marketing Communications, Goel Ganga Developments, and Mr. Ranjit Naiknavare, Director, Naiknavare Developers.

When asked about the experience of attending such an event, Mr. Harish Shroff, Director Sales and Marketing, Nyati Group, said, "What an amazing experience by Realatte, who got the biggest players, Google, Meta and Taboola. An excellent platform for communications across the table for all the aggregators and stakeholders to give a better experience to developers as well as the consumer. An exceptional insight about the market and some revelations about YouTube percentages, Google ads, Taboola performance. We truly resonate with this particular event and look forward to many more to come."

Mr. Akash Pharanade, Managing Director, Pharanade Spaces, shared "It gives a newer

perspective in terms of how to digitally position the brand and at the same time you get to meet aggregators and various marketers. Realatte has done good efforts to arrange industry experts from digital space and at the same time the developers. Such an event should happen more often."

Talking about the event, Mr. Prasad Sangameshwaram, Editor, Brand Equity, The Economic Times shared "We are extremely passionate about marketing and advertising, hence when I heard about this summit, I was energized to see the amount of involvement right from top down in the digital journey of Real Estate companies. The discussion was extremely enriching as topics like performance marketing was adequately covered"

Ms. Gunjan Goel, Director Media & Marketing Communications at Goel and Ganga Development, here's what she had to say about the event: "Digital Marketing is the need of the hour and Realatte has wonderfully initiated and organized such an event which was extremely informative. Having aggregators and the

real estate representatives in the same room has given a balanced and great mix of marketing insights on how to create and execute marketing strategies."

Mr. Amit Paranjape, Head Business Development at Paranjape Schemes, said "I want to thank Realatte for having me over as a panelist. Beyond the panel discussion, the event was extremely educational and personally, a lot of learning to take back which will help me to get a better ROI on the spends. I would love to attend more and more such events in the future."

"Realty Check 3.0 was a remarkably well-curated event. The selection of topics was highly relevant, and the keynote speakers provided insightful information that can be directly applied to our marketing strategies. The event offered valuable resources for the entire real estate industry, and I believe it will significantly contribute to expanding our collective understanding of effective marketing practices in today's digital landscape for real estate," said one of the attendees at the event.

The event was well-received by the real estate fraternity, highlighting the success of Realty Check 3.0 in fostering valuable discussions and equipping industry professionals with the knowledge needed to navigate through the digital marketing landscape.

"We are committed to equipping our clients with the latest insights and strategies to thrive in a digital-first world," said Rohan Shah, CEO of Realatte. "Realty Check 3.0 was indeed a testament to our dedication to excel in the real estate marketing domain."

## Government of India's 'My Pride, My Handloom' initiative encourages handloom weavers Prof. Dr. Medha Kulkarni



**Pune (Voice news service):-** The Ministry of Textiles & Ministry of Micro, Small and Medium Enterprises (MSME) of the Government of India has lauded various schemes for weavers, handloom professionals under the guidance of Prime Minister Narendra Modi. 'My Pride, My Handloom', an initiative of Government of India encouraging the handloom weavers, says Prof. Dr. Medha Kulkarni, Rajya Sabha MP.

She was addressing the media after inaugurating 'My Pride My Handloom', a grand handloom exhibition organized by the Indian Silk Gallery at Mahalaxmi Lawns, DP Road, near Rajaram Bridge, Karvenagar, Pune. Srinivas Rao, Deputy Director (Retd) of the Central Silk Board of the Union Ministry of Textiles & other dignitaries were present at the occasion.

"This exhibition will be useful to make the consumers aware of silk fabrics. It is an attempt to bring Pune-kars to the fore-



front through handloom, cotton, silk, and linen fabrics from different parts of the country. There are many options available for upcoming festivals, including sarees for wedding ceremonies," mentioned Prof. Dr. Medha Kulkarni.

The Indian Silk Gallery has organized this exhibition to promote weavers, handloom traders, and handloom garments.

The exhibition is being held under one roof in collaboration with the Handloom Development Commissionerate, India Handloom, and Handloom Mark. More than 60 handloom traders and weavers from Maharashtra and 15 other states have participated in the exhibition.

This exhibition is open to all free of cost till 24th March 2024 from 11 am to 8 pm, informed Srinivasa Rao.

Rao said, "We are happy to present the craftsmanship of weavers from all over the country to the people of Pune. Handloom Products strives to



elicit the Beauty and Charm of the women's fraternity. Beautiful and elegant embroidery work has been done on the hand-woven fabrics of skilled craftsmen. Silk consumers are ignorant and unaware of the duplicate materials available in the market. By taking advantage of this, the unscrupulous Manufacturers and Traders sell synthetic materials such as Silk."

Boutique sarees of West Bengal, Printed, Chanderi, Paithani, Maheshwari, Banarasi, Garhwal, Kalamkari, Kanchipuram, and Karvathi are some of the well-known sarees of various states. There are stalls of sarees, dress materials, and other materials from Maharashtra, Uttar Pradesh, Bihar, Karnataka, Gujarat, Jharkhand, West Bengal, Rajasthan, and Madhya Pradesh. More and more Pune-kars should take advantage of this exhibition and also encourage weavers, he added.

## Rasna, ropes in actress Tamannaah Bhatia as new brand ambassador

**Pune (Voice news service):-** Summer is here, we know it Coz Rasna's New Campaign is out! This year like every year Rasna has come out with a fresh new campaign that not only highlights their 21 Vitamins and Minerals that energise us but also highlights the emotions it stirs up that of Vitamins of Love, Happiness, Josh and Success.

On the basis of deep market research and blind product taste results, Rasna is reformulated as a vitamin, mineral, and glucose drink with real fruit extracts. The new ad is a result of extensive market research done Pan India to help us understand our customers and their evolving needs. It focuses on the natural, healthier, and great taste aspects targeted towards SEC A and B households and repositions it as a tastier, thicker, and healthier drink that satisfy rational aspects as well as working as a catalyst in providing energy, Josh, happiness, and the most important vitamin, Vitamin Love.

This year's highlight of the campaign of course is the onboarding of the sensational Tamannaah Bhatia, the face of youth and the heartbeat of many. In fact, Tamannaah has been a fan of Rasna and consuming Rasna since childhood, and has a distinct memory of herself as a kid saying Love You Rasna in actual life and that is why having her on-board was only natural. In fact, in the ad she herself has brought in the emotional situations of Rasna being the happiness giver, the



success giver and of course Rasna highlighting the Love between family. This emotional magic of the ad could not have come about without Tamannaah's creditable acting on the emotional front, only seeing the ad will prove the same. Commenting on the unveiling of Rasna's new brand campaign and repositioning Mr. Piruz Khambatta, Group Chairman of Rasna Group states, "We are very proud that even a celebrity like Tamannaah Bhatia was so keen to endorse Rasna being her childhood favourite. Today Rasna does not only stand for the Love of the generations like celebrity's but also of the common person, we are very proud that Rasna today is not only consumed by the super-rich, but also consumed by the real masses of India living in the villages. So Rasna today with its offerings ranging from Rs. 1/- a glass to Rs. 10/- a glass touches all walks of life. We are also very proud of the fact that Rasna with its direct inroads into supply chain especially in rural areas is ensuring that the farmers get double the value of their crops, in line with our Prime Minister's vision of doubling their income. Rasna is a

proud Make in India brand which is made with only locally sourced products as Rasna is one of the only companies using only Indian fruits and raw materials compared to competition in the sector which imports most of the fruits and ingredients. We have taken the lead, to develop better quality, value added natural products with vitamins and minerals meeting the ever-dynamic requirements of the customers."

Speaking on the partnership, Tamannaah Bhatia commented "There are brands and then there are legacies. Rasna is one such fine example from the heart of India. I take great pride in being associated with the most reputable beverage brand in the country. I understand now Rasna is fully formulated as a health drink with vitamins, minerals and glucose. I couldn't be more excited to be a part of this campaign, as it will bring nutrition to millions. It is the first love of every child and embedded in my heart as my first love as well. I have never seen another FMCG brand with such a strong emotional connection. It is hands down the national beverage of the country."

## Kotak Organises 'Sehat Ka Safar' Nationwide Health Checkup Drive for Truck Drivers

**Pune (Voice news service):-** Kotak Mahindra Bank ("KMBL" / "Kotak") has unveiled the 2nd edition of 'Sehat Ka Safar', a Kotak Karma initiative, dedicated to prioritizing the physical well-being of truck drivers nationwide.

Under this initiative, Kotak is hosting complimentary health check-up camps tailored specifically for this vital workforce. These camps will offer free medical consultations and a range of tests, addressing the health and wellness needs of around 3,000 truck drivers across the country through 'Sehat Ka Safar'. Services such as eye check-ups, assessments by physiotherapists/orthopedic specialists for posture evaluation, dental checks for initial screenings of oral cancer, and an overall health check covering blood pressure, blood sugar among others, will be provided. Alongside providing

medications at no cost, Kotak is conducting awareness sessions on government welfare schemes aimed at enhancing the well-being of the drivers. Amit Mohan, President – Logistics & Infrastructure at Kotak Mahindra Bank, said, "Truck drivers, often unsung heroes form the backbone of our economy, tirelessly transporting goods across the country. Unfortunately, their demanding schedules often leave little time for prioritising their own health. Our health check-up camps aim to promote a healthy lifestyle and offer essential guidance to these drivers. Building on the success of previous camps, we are optimistic that 'Sehat Ka Safar' will touch even more lives."

Up to 30 health camps will be organised across Transport Hubs frequented by truck drivers. Each camp will be staffed by six members comprising doctors and nursing



staff from Doctors4You. This initiative is set to extend its reach up to 30 cities, including locations such as Nashik, Moradabad, Kanpur, Rohtak, Faridabad, Bikaner, Bhilwara, Jaipur, Jodhpur, Bathinda, Jalandhar, Ludhiana, Chandigarh, Vellore, Sankari, Calicut, Hyderabad - Auto Nagar, Hubli, Jorhat, Dhanbad, Bhubaneswar, Patna, Pune, Aurangabad, Nashik, Raipur, Gandhidham, Indore, Gwalior, and Surendranagar – Halvad.

'Sehat Ka Safar' began in the year 2023. In its 1st edition, Kotak had organized 30 'Sehat Ka Safar' medical camps which benefited close to 3,000 truck drivers, nationwide.

## Jaideep Hansraj Appointed as Group President - One Kotak



**Pune (Voice news service):-** Kotak Mahindra Bank Ltd. ("KMBL" / "Bank") announced the appointment of Jaideep Hansraj as Group President - One Kotak. This marks a pivotal move towards leveraging the Group's financial conglomerate model and delivering holistic propositions to customers. Jaideep will spearhead a cultural shift towards driving collaboration to unlock internal synergies across the Bank and its subsidiaries.

Shripal Shah, currently President and COO at Kotak Securities will take over from Jaideep as the new Managing Director & CEO for Kotak Securities, subject to receipt of necessary approvals. Jaideep will move into the new role on receipt of such approvals or April 1, 2024, whichever is later.

Ashok Vaswani, Managing Director & CEO, Kotak Mahindra Bank said, "Jaideep's appointment underlines the faith in and the importance of driving a One Kotak mindset in the way we think for our customers. With his rich experience amassed over three decades, through building and scaling various businesses of Kotak in a collaborative manner Jaideep is poised to lead this transformative journey for Kotak to identify and execute the opportunities available to us as a Group. I am also thrilled to welcome Shripal as the new leader for Kotak Securities, further highlighting the deep talent pool within the organization."

Jaideep Hansraj said, "This is an exciting opportunity to build upon our legacy of innovation and growth across the group. I look forward to pursuing new avenues of growth and collaboration across our businesses. This will not only elevate our propositions but also help create lasting value for our customers, stakeholders and communities."



**Youth icon Ravi Chaudhary honored the "National Fame Award" by Ameesha Patel in Mumbai**

**Pune (Voice news service):-** Ravi Chaudhary is a student leader of Indore. Who works for the welfare of students every moment. Ravi Chaudhary's love towards students is well known. Chief guest Ameesha Patel honored Ravi Chaudhary with the award at the 3rd edition National Fame Award held in Mumbai on March 15. When Ameesha Patel came to know that Ravi Chaudhary works for the students all the time, she was shocked. She was very happy, so the same Ravi Choudhary invited Ameesha ji to Mahakal Ujjain,



many big celebrities of Bollywood attended, including Udit Narayan, Alka Yagnik, Gaurav Chopra, Divyanka Tripathi, Rahul Dev, Parul, Manish Paul, Sikandar Kher. Apart from this, many Bollywood and TV stars participated.

Ravi Chaudhary has also been the President of IPS College, Indore from 2018 to 2022. And he opposes the atrocities happening in Indore and elsewhere. Ravi Choudhary says, I will never tolerate that parents face such difficult dilemmas that they educate their children, send them to college and then the same student gets exploited at the doors of the college. Therefore, wherever there is injustice to students, I will leave all my work and go there. And I will end that problem quickly.

**Paritosh Painter's 'The Defective Detectives' Drops Its First Motion Poster & It's Sure To Be A Perfect Entertainment Package**

**Pune (Voice news service):-** Writer-Director Paritosh Painter is thrilled to launch the first official motion poster of his upcoming entertainer, "The Defective Detectives." The upcoming English movie is produced by Rajeev Kuumar Saha under the banner of Saha & Sons Studios and Ideas The Entertainment Co. "The Defective Detectives" promises to be a perfect entertainment package for the audience with its unique storyline and stellar cast. The film that is set to release

in English, has already garnered acclaim and won awards at various international film festivals, earning praise for its refreshing storyline and stellar performances. Starring renowned actors Johnny Lever, Vijay Patkar, Siddharth Jadhav, and Shweta Gulati, the film follows the misadventures of three friends - Shree, Aditya, and Manav - who embark on a comical journey to start a detective agency despite their physical disabilities. The motion poster offers a sneak peek into

the world of "The Defective Detectives," teasing audiences with glimpses of the film's quirky characters and humorous situations. With its vibrant visuals and catchy tagline, the poster sets the stage for an entertaining cinematic experience. The highly anticipated movie boasts a talented ensemble cast, including Jesse Lever, Bharat Dabholkar, Tejaswini Lonari, and Jayesh Thakkar, who bring their characters to life with their impeccable performances.

**Aswani Cricket Cup Season-3 to kick off on 23rd April 2024**

**Pune (Voice news service):-** The third season of the Aswani Cricket Cup (ACC) will start on 23rd April 2024. This tournament will continue for 28 days at the Mrunal Cricket Ground in Pimpri-Chinchwad. A total of 16 teams will participate in this tournament which will be played in T-10 format with the tagline 'Ye Hai Pimpri Ka Tyohar'. This information was given by Shrichand Aswani, Chief Organizer and Owner of Aswani Promoters & Builders in the press conference after the grand auction of the ACC Season 3.



Further, he said that the winning team will be felicitated with a cash award of Rs. 5,55,555/- and the runner-up will be given a prize of Rs. 3,33,333/-. Man of the Series will get a car, Rs. 2,51,000/- for 6 Sixes in an over, Rs. 1,01,000/- for a hattrick wicket, Rs. 51,000/- for hattrick sixes, Rs. 10,000/- for Man of the match, Rs. 1000/- for every six and Rs. 500/- for every boundary will be awarded. The tournament is an effort to create interest amongst Sindhi youth in sports and health and also unite the Sindhi community. It will also lead to the en-

hancement of the community in sports. The first & second seasons had a grand response. 362 players registered for season 3 and 192 players sold in the auction. Teams from Thane, Kalyan, Baranati, Satara, Karnataka, Gujarat along with Pune & Pimpri-Chinchwad participated in the first season, said Aswani. The following 16 teams will participate in the third season, Pimpri Indians, Ratnani Knight Riders, Mangtani Titans, Tilwani Chargers, Friends Warriors, Royal Challengers Varun, Keswani Kings Eleven, Wadhvani Sunris-

ers, Motwani Royals, Aswani Daredevils, Sant Kanwarraam Lions, Dev Tuskers, Diamond Superkings, Ramchandani SuperGiants, Sindh Blasters and Chhabria Rising Stars. Along with the chief sponsor Aswani Promoters & Builders, Media sponsor PCMC Cables, FNB Partner Rangla Punjab, Toss Sponsor City Cars, Jersey Sponsor Shagun Textiles, Strategic Partner Gogia Group, Fairplay aware sponsor Aum Constructions, Kit Sponsor RK Polymers and Event Sponsor Thought Wise are other sponsors. The organizing committee includes Vijay Aswani, Hitesh Batwa, Avinash Israni, Shail Kukreja, Rahul Tejwani, Sunit Sonwani, Jacky Dasani, Dinesh Moolchandani, Rishi Ubrani, Neeraj Kruplani, Pan-kaj Mangtani, Vicky Chanchlani, Sumit Kataria, Rocky Sewani.

**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 artists. 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, Verrandah, Shweta Kapoor, Taniya Khanuja and Niti 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: WANDERLUXE, representing influence of luxury in holiday wear; GLOSS & GLAM, representing modern glamour in high fashion; and INTERGLAMATIC, representing fashion inspired by futurism. The festival also featured 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, MyGlam 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 eve-

ning. 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, celebrities and lifestyle brands, that share our vision in becoming an immersive gateway into the world of style and glamour." Talking about the Fashion NXT Festival, Couturier Varun Bahl said "Blenders Pride Fashion NXT Festival has created an immersive, first-of-its-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 glamorous 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 fashion, glamorous style & an exciting festival experience to newer audiences, like it has never been done before." Commenting on their 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 India."

**Win 5-a-side tournament and play at Old Trafford - The Theatre of Dreams**

**Pune (Voice news service):-** Leading tyre maker Apollo Tyres today announced the launch of the second edition of Road to Old Trafford, a unique five-a-side football tournament supported by Manchester United, to be held across India with the Pune leg scheduled on 17th March at Hotuff, Bavdhan. Apollo Tyres is all about performance, and the talented footballers displaying their best performance, will earn themselves an unparalleled and once-in-a-lifetime opportunity to travel to Manchester, UK for an all-expenses paid trip and play in the legendary Old Trafford stadium, home of Manchester United FC. The Grand Finale of the Apollo Tyres 'Road To Old Trafford' to choose the Global Winner will be held at the iconic stadium on May 31, 2024.

The tournament is coming back in a bigger format and will be kicked off in six cities - Delhi, Pune, Kolkata, Bangalore, Chennai and Kochi wherein the city leg winners will face each other in the national finale to be held in Chennai. Vikram Garga, Group Head, Marketing, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd, said "Playing at Old Trafford is a significant milestone and a prestigious opportunity due to the stadium's rich history, the passionate fanbase, and the grandeur associated with Manchester United, one of the most successful football clubs globally. With the 'Road To Old Trafford' initiative, we aim to celebrate the passion for football in India and give talented footballers a platform to

showcase their performance. We hope that this small step goes a long way in motivating and propelling young Indian footballers to take their game to the next level." The last edition of the initiative was won by Kalina Rangers of Mumbai, who won the India leg of the tournament as well, showcasing their exceptional football skills. Playing against them was a legends team comprising former Manchester United star Dimitar Berbatov, treble winners Wes Brown and Andy Cole besides Indian footballing heroes Renedy Singh, Jeje Lalpekhlua, Robin Singh and Tanvie Hans. "We are thrilled to have won the grand finale of the Apollo Tyres Road To Old Trafford tournament. It was an incredible experience to compete against the Manchester Uni-



ed legends and former Indian players, and we are honoured to get this chance to play at the legendary Old Trafford stadium. We thank Apollo Tyres for providing us with this opportunity to prove ourselves and fulfill our dreams.", Prithvi Victor, manager and coach of the Kalina Rangers team had earlier said when they won the 2023 edition.

**Over 6000 participants for Apla Pune Cyclothon**

**Pune (Voice news service):-** Over 6000 cyclists from all over Pune have registered for the Season 3 of the Punit Balan Group Apla Pune Cyclothon, proudly powered by Finolux Pipes & Fittings. The races will be organised in the professional and amateur categories. This premier cycling event will be organised and flagged off at the Shiv Chhatrapati Sports Complex in Mahalunge, Balewadi, Pune, on March 17, 2024. Krishna Prakash, IPS the Honorary Race Director, said event has seen an overwhelming response with 6000 participants registered, embodying the spirit of cycling from various walks of life including cycling groups from across Maharashtra, PCPC, Pune Police, PMC, PCMC, Southern Command, Rotary

Pune District, NDRF, Indian Navy, Bombay Sappers, AFMC & Many corporates. The cyclothon is being organised by Champ Endurance to promote cycling culture in the region. promises a day filled with energy, enthusiasm, and the shared passion for cycling, commencing at 4 AM and concluding by 10 AM. "In our journey towards becoming a developed nation, adopting cycling as a primary mode of transport is essential. Developed countries, despite owning expensive cars, prefer cycling for most of their travel needs." Mr Krishna Prakash added. Ravindra Wani, the race organizer said that the Apla Pune cyclothon Will offer a prize pool of Rs 10 lakh complemented by additional gift hampers and sponsor gifts,

highlighting the support and encouragement for the cycling community. He added the Apla Pune cyclothon will be divided into two main categories to cater to different skill levels and interests: Elite Race: Managed under the auspices of the Cycling Association of Maharashtra & the Cycling Federation of India, this race features a challenging 60km course for Men's Elite and a 30km course for Women's and Women's Master Elite categories. Amateur Cyclist Ride: Open to cycling enthusiasts of all levels, this segment offers various distances - 10km (Joy Ride), 25km, 50km, and 100km. Timings will be measured with chip technology, ensuring accurate and fair results.

The cyclothon route has been meticulously planned to cover iconic and scenic parts of Pune and PCMC, including Baner, High Street, Jupiter Hospital, Aundh, and more, aiming to inspire not just the participants but also the local residents to embrace cycling. Mr Wani added Punit Balan, the main sponsor, expressed his pride in associating with the event, stating, "I am delighted to support the Apla Pune Cyclothon. It's an initiative close to my heart, aiming to re-establish Pune as a city that embraces cycling." Finolux Pipes & Fittings, MD Shri Ajit Venkataraman, said "The Apla Pune Cyclothon Season 3 is not just a race; it's a movement towards a healthier, more sustainable future, inviting everyone to pedal towards change."

**Cheers To Another Successful Season Of Red FM's Marathi Film Festival**



**Pune:** India's leading private radio and entertainment network, Red FM successfully concluded Season 5 of the 3 Day Superhits Marathi Film Festival at NFAI Law College Road, Lokshaheer Annabhau Sathé Sabhagruha, and Yashwantrao Chavan Natyagruha from 8th - 10th March 2024. The inauguration ceremony at Yashwantrao Chavan Natyagruha, Kothrud on Friday 8th March was graced by Ex MLA Shri. Jagdish Mulik, President Akhil Bhartiya Marathi Chitrapat Mahamandal, Shri. Meghraj Rajje Bhosale, and Vice president - BJP Films & Drama, Ms Henal Mehta, representing Shri. Sudhir Mungatkar, Minister of State for Cultural Affairs. Legendary actor Dr Mohan

Agashe was felicitated at the Marathi Film Festival with a Lifetime Achievement Award for contributing to Indian cinema. Several National Award winners were also honoured for their contributions to the industry. For instance, the receiver of the National Award for the best short film 'Rekha' fame - Shekhar Babu Rankhambhe. Along with him, Pratima Joshi of the National Award for Best Family Value Film, Dr Saleel Kulkarni, National Award for Best Film - Ekda Kaay Zala, and Nikhil Mahajan, the receiver of the Best Director National Award were also felicitated. Moreover, Sonalee Kulkarni, the receiver of the Acko Change Maker Award, Guru Thakur for the Viral Song of the

Year - Baharia ha Madhumas Nava, and Vikram Gaikwad for Makeup Maestro Award were appreciated on the Marathi Film Festival stage. A special award for the short film competition was presented to the director of 'Bhagwan' - Trushant Ingle. With a theme of 'Charcha Tar Honarch' (Going Gaga over It), the event showcased 26 films, including 13 feature films, 10 short films, and 3 premieres. Jayant Somalkar's Sthal, which premiered at the Toronto International Film Festival and won the NETPAC award, was the opening film for the event on the 8th of March. The next two days saw the screening of popular films like Baipan Bhari Deva,

Jhimma 2, Ekda Kay Zhala, and Panchak along with acclaimed films like Sarvanik Kaur's documentary Against the Tide, and Zende on Madhukar Zhende the renowned cop who arrested Charles Shobhraj in the presence of cast and crew members from these films. Aankhi Ek Mohenjo Daro, directed by national award-winning film critic Ashok Rane, started its journey with a world premiere at the festival, along with Kurla Te Vengurla and Dharmasya. A special screening of Dhada-kebaaz at NFAI enthralled all on the last day. The renowned director Mahesh Kothare and two of its cast members Deepak Shirke and Prajakta Dighe brought some nostalgic moments.

**Celebrating the incredible women record holders featured in the prestigious Limca Book of Records 2024**



the ingenuity, talents, and achievements of Indians from all walks of life. Among these winners, women have led from the front, driven by unusual ambition and outstanding dedication, shining as tenacious champions of excellence, both inspired and inspiring. We extend our heartfelt congratulations and gratitude to all the women recordholders who have pushed boundaries and displayed an exceptional range of achievements," said, Vatsala Kaul Banerjee, Consulting Editor, Limca Book of Records, and Publisher, Hachette India. Ruchira Bhattacharya, Senior Director, Marketing - Hydration, Sports and Tea Category, India and South-West Asia Operating Unit at The Coca-Cola Company, said, "We salute the women recordholders who have pride of place in the Limca Book of Records for their unwavering commitment to passion, and offer our heartfelt congratulations to laureates across domains for their towering achievements. I must also take this opportunity to acknowledge how these women underscore the importance of breaking barriers and creating pathways for all women to succeed." Along with the women recordholders, Limca values and acknowledges the pivotal contributions of its women leaders - Ruchira Bhattacharya who is the Senior Director, Marketing for their Hydration, Sports and Tea Category, Ankita G Mahana, Senior Manager, Marketing - Brand Limca and the Limca Book of Records team at Hachette India. They have been instrumental in curating the edition, all through their dedication, expertise, and leadership.

**Pune (Voice news service):-** Limca Book of Records proudly presents its top women achievers and their exceptional accomplishments. These women have defied conventional expectations, pushed boundaries and set new standards of excellence. In sports, particularly, they've made history, inspiring others to dream big and break barriers. The Limca Book of Records honours their pioneering spirit, showcasing their remarkable triumphs. Their stories serve as beacons of hope and empowerment, reminding us that there are no frontiers when it comes to pursuing one's passions and making a difference in the world. Here is a glimpse of a few incredible women whose names will forever be etched in the Limca Book of Records, exemplifying the spirit of courage, perseverance, and excellence -

- Jyothi Yarraji became the first Indian 100m hurdler to win a medal at the 2022 Asian Games. The national record holder took the silver medal with a timing of 12 minutes and 91 seconds.
- CA Bhavani Devi became the first Indian fencer to win a medal at the Asian Fencing Championships by winning the bronze medal in 2023. In the quarter-finals, Devi set a remarkable score of 15-10 against Misaki Emura from Japan to move to the semi-finals against Zaynab Dayibekova from Uzbekistan.
- The Indian Women's kabaddi team became the first team to win the gold medal thrice in their discipline at the Asian Games after defeating Chinese Taipei in the final. The team had previously won the medals in 2010 and 2014.
- Sukraty Saxena, Rupam Devedi, Swarnjali Saxena, and Apala Rajvanshi achieved the fastest Golden Quadrilateral (GQ) expedition in a four-wheeler by a group of women. They covered a distance of 6,263 km in 6 days, 14 hours, and 5 minutes. The expedition began at 1:35 a.m. on May 10, 2023, from India Gate, New Delhi, and concluded at 4:30 p.m. on May 16, 2023, at Subroto Park Air Force Station, New Delhi.
- "For more than 30 years, the Limca Book of Records has been a fascinating chronicle of

the inaugural 1951 Asian Games.



## Bank of Baroda Launches bob Earth Green Deposits

**Pune (Voice news service):-** Bank of Baroda (Bank), one of India's leading public sector banks, today announced the launch of the bob Earth Green Term Deposit Scheme, with the aim to raise deposits that will be deployed towards financing eligible environment-friendly projects and sectors.

The bob Earth Green Term Deposits offer depositors the opportunity to earn attractive interest rates on a range of tenors and participate in India's transition to a green and sustainable economy. The Bank is offering interest rates of up to 7.15% p.a.

The General Public/Resident Indians, NRIs and High Net worth Individual (HNI) investors are all eligible to invest in the bob Earth Green Term Deposit scheme.

Shri Debadatta Chand, Managing Director & CEO, Bank of Baroda said, "The Bank has taken great strides in embedding sustainability into its operations, including our approach to risk management, governance, social responsibility and environmental impact. The launch of the bob Earth

Green Term Deposit Scheme offers depositors dual benefits of stable & secure financial returns and the opportunity to contribute to a greener planet. As one of India's leading banks, Bank of Baroda is committed to furthering its ESG mandate and enhancing its green financing portfolio."

Under the bob Earth Green Term Deposit Scheme, Bank of Baroda has introduced some innovative tenures that act as a reminder of the planet's Climate & Sustainability goals, such as Tenure 1.5 years – signifying the aim to limit global temperature rise to 1.5 degrees Celsius above pre-industrial levels and Tenure 1717 days – doubly emphasising the United Nations' 17 Sustainable Development Goals.

The funds raised through bob Earth Green Term Deposits will be allocated to eligible green projects/sectors such as Renewable Energy, Clean Transportation, Sustainable Water and Waste Management, Energy Efficiency, Climate Change Adaptation, Pollution Prevention and Control, Green Buildings, Biodiversity Conservation etc.

## Phoenix Mall of the Millennium announces the "Opening of Eclectic Village" at Wakad



**Pune (Voice news service):-** The Phoenix Mills Limited (PML), India's leading destination retail mall developer and operator, opens doors to its first immersive food & nightlife hub called Eclectic Village at its second mall in Pune, "Phoenix Mall of the Millennium" at Wakad, Pune on March 15, 2024. This destination is spread across 35,000 sq ft.

The mall has been developed by PML under its joint venture with Canada Pension Plan Investment Board ("CPP Investments"). PML today has an operational retail portfolio of over 8.82MSF of leasable area across 13 retail consumption hubs in 8 major cities of India.

With almost over 75 F&B outlets like Copper Chimney, Si Nonna's, Pret A Manger, Tim Hortons, Third Wave



Coffee, Starbucks including the Eclectic Village, Phoenix Mall of Millennium is now a culinary aficionado's delight. It houses open-plan restaurants, premium restaurants, and bars from across India. Saunter through this zone and get transported to a European street complete with cobbled stones, structured poetic wrought iron lampposts, seating suitable for people watching like a true Parisian, quaint but melodic music playing in the background and an eclectic mix of flavours from across continents.

Much like Las Ramblas in Barcelona or the English Promenade in Nice, this zone allows you to engage with street performers like live painters, clairvoyants, murals and more. Eclectic Village will house Eight, You Mee, Asia Kitchen by Mainland China,



Caffe Allora, Ishaara, Punjab Grill, Poult, Irish House, Piz-za Express and Aromas Café and more to follow. Quote from Spokesperson: "Today marks a pivotal moment in Pune's culinary landscape as we unveil the biggest dining haven at the Phoenix Mall of the Millennium. Eclectic Village, a remarkable destination poised to redefine the city's dining experience. With its expansive array of fine-dining restaurants and bars, Eclectic Village is not merely a place to eat, but a vibrant hub where gastronomy meets innovation.

Our vision extends beyond mere dining; we aspire to create unforgettable moments, be it through lavish corporate luncheons, rejuvenating R&R events or intimate family gatherings. Eclectic Village isn't just a venue; it's a testament



to our commitment to setting new standards and creating lasting memories for our patrons." – Vikram Pai (Centre Director – Phoenix Mall of the Millennium)

Come visit us at Eclectic Village at the Phoenix Mall of Millennium, this culinary haven offers you food for your soul and an experience like no other.

This luxurious experiential food hub is poised to become Pune's biggest dining and entertainment destination for food, beverages and recreational activities. Set on the third level of an extensive, stylish and luxurious shopping destination, the Eclectic Village at Phoenix Mall of the Millennium promises to become a wholesome dining and entertainment experience for city dwellers and inbound travellers.

## Mumbai-based CA Amber Dalal absconds as 100s of investors through Oshiwara Police Station

**Pune (Voice news service):-** In a shocking turn of events in the city, CA Amber Dalal of Ritz Consultancy has absconded, leaving hundreds of investors through the Oshiwara Police Station as a Ponzi fraud of over Rs 1000 crores comes to light.

The fraud, involving over 900 investors, came to light last evening after an FIR was filed against Chartered Accountant Amber Dalal under his company name Ritz Consultancy.

His modus operandi was to lure investors by promising a 2% return per month with a legal guarantee of capital safety, resulting in large numbers of investors and senior citizens in-



vesting in his company. The matter came to light after investors did not receive their payment for March and started inquiring about the same.

They were then informed by Amber Dalal's family that he has been missing since March 14th, 10 am, and they had already filed a missing report with the Oshiwara Police Station.

The case is being investigated by Sr PI Mohan Patil.

## Jaypore's New SS'24 Collection Redefines Spring/Summer Fashion with Timeless Artistry



**Pune (Voice news service):-** Jaypore, the artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Ltd., launches its Spring Summer '24 collection – amalgamating ease and elegance.

With classic hues and breezy silhouettes crafted from airy cotton fabrics, each piece is perfect for a graceful summer ensemble. From flowing floral dresses to sartorial kurtis and tunics and relaxed trousers, every piece exudes effortless style and breathability – ideal for the sunny days and balmy nights ahead.

One of India's leading destination brands for all artisanal finds, Jaypore's range extends across apparel, jewellery, home accents, and accessories. India's heritage of handmade crafts and traditional finds is honoured with the brand's commitment to designing, sourcing, and retailing authentic Indian products suited for a contemporary lifestyle.

Sooraj Bhat, CEO, Ethnic Business, Aditya Birla Fashion and Retail Ltd. said, "The



SS'24 collection highlights Jaypore's steadfast commitment to harmonizing traditional craftsmanship with contemporary aesthetics.

It reflects our firm dedication to providing customers with timeless apparel, jewellery and home accents that pays homage to our rich historical legacy while embracing modernity. The new SS'24 collection embodies a timeless elegance while prioritizing the comfort and crafts this season needs. The light fabrics, chic silhouettes, and crafts such as block prints, Ajrakh, Hand-embroidery, Chikankari, Ikat textiles, Tribal silver, Temple, and Filigree jewellery, and many more make a perfect addition to any summer wardrobe and home."

Jaypore's SS'24 collection curates authentic Indian crafts like block prints, ajrakh, hand embroidery, Chikankari, ikat, and more.

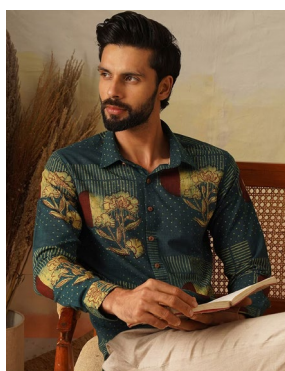
Drawing inspiration from the sleek geometry emblematic of Bauhaus aesthetics, is the 'Lagom' range which seamlessly blends modernistic influences with traditional craft.



This unique collection harmonizes angular and abstract design cues with the heritage of Ajrakh, adorning contemporary cotton separates with a fusion of artistry and modern sophistication.

Envisioning a canvas where line-drawn floral motifs waltz in harmony with the rich heritage of block printing is the Kaashni collection, resembling a vibrant tapestry of spring blooms adorned in mesmerizing reds and blues. Each cotton separate has a touch of carved wooden blocks, bearing witness to the age-old craft.

Jaypore's SS'24 Gauri range is an epithet to Goddess Parvati who signifies purity and sheer brilliance. This white-on-white collection celebrates classic ethnic silhouettes with the regal heritage craft of khadi block prints. The blossoming floral fluencies, traditional motifs, and tessellations are in a celebration on the splendid canvas of cotton. Casting a dreamy summer spell, the floral motif language of Camilla collection is reminiscent of a verdant



oasis, brimming with vitality. Each contemporary piece is variegated with lush botanical prints that breathe life into your summer silhouette, set against the backdrop of breezy linen blend textures. Naisha plays with a medley of sorbet-dipped hues, hand-embroidered nuances and block-printed spells for spring and summer. Crafted from cotton silk, these separates bloom with efflorescent motifs resembling a vibrant flowerbed, exuding a fresh and breezy vibe, delicately accentuated with skillful embroidery.

For men, Jaypore's SS'24 range offers Chippa and Aadir collections. Chippa is a modern translation of the craft with sublime silhouettes in cotton for men to define elegance. Carrying the earthy essence of hand-pressed block prints, dabu is an 8th century A.D. mud-resist technique from Akola in Rajasthan, that has been brought back from time. Aadir is a menswear range showcasing a tapestry adorned with the celestial dance of striped block prints.



Each piece is a vivid canvas painted with lines reminiscent of sun-kissed horizons, mirroring the serene patterns of wind-swept sand dunes. Feel the harmonious symphony of earthy tones and lines that narrate stories of summer's blissful essence.

Every style from Jaypore tells a story that will make your summer more memorable than ever. It's true, no ensemble is truly tied together without the right accessories, hence, the brand has launched artisanal accessories as part of the SS'24 collection. Ornate tribal silver earrings and rings, Jodhpuri filigree necklaces, Ghungroo-adorned jhumkas, gilded temple jewelry, from Jaypore's SS'24 collection make for the perfect addition to every look.

With prices ranging from INR 3,000 onwards, Jaypore's SS'24 collection invites crafts and fashion enthusiasts to explore and embrace the rich heritage of Indian artistry. The new SS'24 collection is now available at Jaypore stores across the country and on the brand's website.

## Louis Philippe Launches the Exquisite 'Royal Indian Wedding' Collection



**Pune (Voice news service):-** Louis Philippe, India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., is delighted to unveil its latest offering, the 'Royal Indian Wedding' collection, a celebration of magnificence and luxury.

This exclusive range is beautifully designed to elevate every groom to regal heights on his special day, epitomising timeless elegance and contemporary flair.

The 'Royal Indian Wedding' collection by Louis Philippe caters to every significant moment of the wedding journey, from pre-wedding photoshoots to grand reception ceremonies.

Featuring impeccable three-piece suits, mesmerising bundis, refined bandhgallas, and glam tuxedos, each ensemble is curated in rich black tones with specially stylised lapels, comple-



mented by satin shirts boasting concealed pockets and embellished collars.

Crafted from the finest materials, the collection showcases a diverse colour palette, including opulent jewel tones like blue, maroon, wine, and teal, as well as subtle hues such as cream and quartz pink, lending a majestic charm to any occasion.

Farida Kaliyadan, COO, Louis Philippe, stated, "As we embrace the joyous wedding season, we are thrilled to introduce our 'Royal Indian Wedding' collection, designed to make grooms feel truly regal on their special day. Each piece is meticulously crafted to ensure the wearer exudes royal elegance.

With this collection, Louis Philippe reaffirms its position as the brand of choice for wedding attire, offering unparalleled quality and design." What distinguishes Louis



Philippe's 'Royal Indian Wedding' collection is the use of super-premium fabrics, ranging from sumptuous silk blends and luxurious velvets to exquisite woollen textiles. The meticulous craftsmanship is evident in the delicate details, including jacquards, intricately hand-embroidered with shimmering accents, the artistry of 'zari' work, and delicately interwoven pearls.

Every ensemble radiates matchless elegance and grace, establishing Louis Philippe as the premier choice for wedding attire. Louis Philippe's 'Royal Indian Wedding' collection is now available in 12 Louis Philippe flagship stores in Pune, authorised retailers, online at www.louisphilippe.com, and the brand's mobile app.

Make your wedding day truly memorable with Louis Philippe's Royal Indian Wedding collection!

## SANY India partners with J&K Bank to provide financial solutions to its customers

**Pune (Voice news service):-** SANY India, a leading manufacturer of construction equipment, has taken a significant stride towards offering improved financial solutions to its customers. The company has formalized a Memorandum of Understanding (MoU) with J&K Bank, aiming to stimulate substantial growth and development opportunities within the region, while facilitating easier access to SANY India's advanced product line along with readily available financial solutions. The MoU was signed in the presence of Mr Nishikant Sharma, Deputy General Manager of J&K Bank, and Mr Sanjay Saxena,



COO of SANY India, accompanied by senior officers from both organizations. This collaboration between SANY India and J&K Bank is strategically designed to leverage the strengths of both entities, providing comprehensive financial solutions to customers, including competitive interest rates and flexible repayment

plans, to support the procurement of essential machinery for infrastructure projects. Mr. Sanjay Saxena, COO of SANY INDIA, stated, "We are delighted to partner with J&K Bank, a leading institution of economic well-being within its operational areas. This collaboration signifies our commitment to delivering

exceptional financial services alongside our cutting-edge products, empowering customers across Jammu and Kashmir and Ladakh."

Mr Nishikant Sharma, Deputy General Manager of J&K Bank, echoed these sentiments, stating, "We continuously strive to provide beneficial opportunities for our customers. With construction activities thriving in J&K and Ladakh, the demand for earth-moving and construction equipment is on the rise. Through our Construction Equipment Finance scheme, prospective buyers of SANY equipment can easily avail finance tailored to meet their financial requirements."

## 'Punyadham Humanitarian Service' award bestowed upon Bharat Gaurav Chandrakant Sompura, Chief Architect of Shree Ram Mandir Ayodhya, by Punyadham Ashram



**Pune (Voice news service):-** It was indeed a joyous moment when the 'Punyadham Humanitarian Service' award was bestowed upon Bharat Gaurav Chandrakant Sompura (Chief Architect of Shree Ram Mandir Ayodhya), at Punyadham Ashram on 5th March 2024.

The date holds a special significance for Punyadham Ashram as 5th March is the birthday of their chairperson, Maa Krishna Kashyap. The day is celebrated as 'Punyadham Ashram

Day'. This is the fifth consecutive year of this celebration. Chandrakant Sompura a distinguished personality was chosen for this award in recognition of his selfless service which has made a profound impact on our society. Esteemed personalities like Padmabhusan Dr. Vijay Bhatkar, Nikhil Sompura, Mr & Mrs G.B.Deglurkar (Renowned Archaeologist) Shashikant Page (Trustee), Sadananda Shetty, Mataji alongwith other trustees graced the occasion.

Mr Ramesh Grover gave a brief introduction of dignitaries present followed by a heartfelt felicitation ceremony where their contributions were acknowledged and lauded. Nikhil Sompura, son of Chandrakant Sompura, humbly accepted the honour on behalf of his father, who could not be present for the occasion. As a token of appreciation – he was presented with a cheque of Rs.1 lakh, a shawl, coconut, bouquet, a citation and a majestic trophy.



The dignitaries on the dais shared their valuable ideas and expressed gratitude to Punyadham and Mataji for giving them the opportunity to visit the ashram and being honoured. The program reached its crescendo with a profound message by Mataji, leaving souls uplifted and spirits renewed. The whole program was meticulously organised by Ramesh Grover. The momentous day came to a befitting end after delicious prasadam was enjoyed by one and all.

## Capri Global Capital slashes Gold Loan interest rate by 100 bps\* in a limited period offer

**Pune (Voice news service):-** Capri Global Capital Ltd, a leading non-banking financial company, today announced a reduction in its gold loan interest rates by 100 bps. This exclusive offer is available for a limited time until March 31, 2024. With this reduction in interest rate, customers may now have to pay as low as Rs. 0.83 per Rs. 100 per month as interest rate. Starting from 9.96% p.a., gold loans offer can be

availed by both new and existing customers, who can seize this opportunity, with zero processing fees". This offer not only ensures prompt financial assistance through quick disbursement, but also allows customers to access funds swiftly during urgent times. The scheme offers flexible repayments. Customers will benefit with minimal documentation, complete digital applications, and no income proof requisite.

Mr. Rajesh Sharma, Managing Director of Capri Global Capital Ltd, said that "At Capri Global Capital, our primary focus is to enhance customer satisfaction through persistent quality service. This scheme allows us to broaden our reach and cater to an even larger audience. With a presence in 9 states and over 750 branches dedicated to gold loans, we aim to provide our borrowers with the advantage of reduced interest

est rates, leading to overall cost savings. We strictly adhere to RBI regulations and compliance frameworks, ensuring our sustained growth while delivering exceptional services to our valued customers. By making gold loans more affordable, we empower a wider customer base, and ease financial burdens." Under this offer, customers could avail a loan amount of up to 75% of the total collateral value.



## Introducing the Performance Inspired SUV – Hyundai CRETA N Line



**Pune (Voice news service):-** Hyundai Motor India Ltd. (HML) launched the sporty and exhilarating performance-inspired SUV, Hyundai CRETA N Line. Building on the success & legacy of the brand CRETA, Hyundai CRETA N Line, will break the monotony in the mid-size

SUV segment with its track inspired aesthetics and dynamic driving experience for the thrill-seekers. The Hyundai N Line portfolio signifies a perfect balance of distinctive N Line design language, tuned dynamics and state-of-the-art technology, promising a compelling journey every time you take the wheel.

Speaking at the launch of the Hyundai CRETA N Line, Mr. Un Soo Kim, MD & CEO, Hyundai Motor India Ltd., said, "Hyundai Motor India has cemented its position as a pioneer in futuristic technology, revolutionizing the Indian automobile industry. With benchmark products, we are continuously working towards

amplifying the mobility experience and delighting customers with exceptional offerings. The launch of sporty and performance oriented Hyundai CRETA N Line aims to fuel dreams and aspirations of customers who wish to stand out from the crowd and 'Live unleashed'. Capitalizing on the popularity and legacy of the brand CRETA, The Hyundai CRETA N Line will strengthen Hyundai's N line portfolio and profoundly resonate with the ambitions of new age Indian buyers. We are confident that with the launch of Hyundai CRETA N Line, we will further elevate fun driving experiences and fulfill requirements of thrill-seeking-adventure enthusiasts."

## Samsung Launches New Range of 11 Kg AI Ecobubble Fully Automatic Front Load Washing Machines

**Pune (Voice news service):-** Samsung, India's largest consumer electronics brand, today unveiled a new range of AI Ecobubble™ fully automatic front load washing machines.

This new range of washing machines is the first in the 11 kg segment to come with advanced features like AI Wash, Q-Drive™ and Auto Dispense that let you do your laundry 50% faster, offer 45.5% better fabric care and are up to 70% more energy-efficient.

AI Ecobubble™ is a perfect blend of Samsung's Q-Bubble™ and QuickDrive™ technologies that make washing more intuitive and less time consuming. While Q-Bubble™ technology combines dynamic drum rotation with additional water shots to create more abundant and powerful bubbles for faster detergent penetration, QuickDrive™ reduces wash time by up to 50%.

These features make the performance of AI Ecobubble™ improved and sustainable

since it contributes significantly to water and energy conservation.

The new range, with Auto Dispense and AI Wash, is highly intuitive and smart. The AI Wash feature senses the weight of the load and optimizes the amount of water and detergent required. It detects the softness of the fabric and adjusts the wash and spin times to protect it.

"At Samsung, we focus on introducing technology that is not only intuitive but also sustainable. We have designed the new range keeping in mind the evolving needs of diverse consumers. Our first range in the 11 kg fully automatic front load washing machines segment is highly energy-efficient. Features like auto dispense, AI wash and Q-Drive™, contribute in making washing an easier and simpler chore," said Pushp Baishakhia, Senior Director, Digital Appliances Business, Samsung India.

"We are confident that through our new range of AI Ecobubble™ washing ma-



chines, Samsung will elevate the lifestyle and add value to lives of today's consumers," he said.

Modern Indian consumers are seeking laundry solutions that would reduce number of washing cycles, save water and have sufficient space for heavy laundry like beddings/curtains etc. The newly launched AI Ecobubble™ range of washing machines will provide consumers the convenience and wash care they need for the laundry. The new range of AI Ecobubble™ washing machines can be monitored and controlled anytime and anywhere through the Samsung Smart-

Things App on your smartphone.

These come with personalized features such as Habit Learning and Informative Display that remember a consumer's usage habits, suggest cycles and display timely information. Samsung SmartThings offers additional wash programmes including advice on cycles, planning and troubleshooting. It also automatically selects the perfect drying course". The new line-up also comes equipped with a unique SpaceMax™ technology that creates more space inside without increasing external dimensions.

## Samsung Announces its Holi Sale with Mega Offers on Samsung.com, Samsung Shop App and Samsung Exclusive Stores

**Pune (Voice news service):-** Samsung, India's largest consumer electronics brand, has launched its exclusive Holi Sale with bumper offers and cashback on a variety of Samsung products such as Galaxy Smartphones, laptops, tablets, accessories & wearables, Samsung TVs, and other digital appliances. These offers will be available on Samsung.com, Samsung Shop App, and Samsung Exclusive Stores.

Consumers will get up to 22.5% cashback (Up to INR 25000) on leading Bank Debit and Credit Cards.

During the Holi extravaganza which will begin from March 15th and extend till March 26th, select models of Galaxy

S series, Galaxy A series, and flagship models of Galaxy Z Series will be available at up to 60% off. Consumers can also avail up to 45% off on purchasing Galaxy laptops such as Galaxy Book4 360, Galaxy Book4 Pro, Galaxy Book4 Pro 360, Galaxy Book Go, Galaxy Book3 Ultra, and Galaxy Book3. Consumers buying select models of Galaxy tablets, wearables and accessories can get up to 55% off.

Consumers purchasing premium and lifestyle models of Samsung televisions can avail up to 48% off with an additional exchange benefit of up to INR 15250. Consumers buying select models of Neo QLED will also get an assured

special gift of a 50" Serif television.

During the sale, consumers buying Samsung digital appliances such as refrigerators will get up to 49% off, on select models and may also get exchange benefits up to INR 15125. Select models of Samsung Windfree™ AC will be available at up to 39% off with an additional 5% off on purchase of two or more ACs. Under the festive sale offer, consumers also get a free installation worth INR 1415. Consumers purchasing select models of Ecobubble™ range of fully automatic washing machines will get up to 50% off with exchange benefits up to INR 15125. On purchase of microwaves

such as 28 litre SlimFry Microwave and 32 litre Wi-Fi enabled Bespoke Microwave, consumers can avail up to 45% off. On purchase of smart monitors and gaming monitors, consumers can also avail up to 59% off, with bank cashback up to 20%, and cart discount up to INR 3000.

With such enticing offers on a wide range of Samsung digital appliances, this Holi sale promises to be an opportunity for consumers to not only add colour to their festivities but also elevate their everyday lives with cutting-edge technology. Don't miss out on these exclusive deals to bring home the perfect blend of innovation and celebration this Holi season!

## Samsung Launches Galaxy A55 5G and Galaxy A35 5G with Flagship-Like Camera Innovations and Samsung Knox Vault Protection



**Pune (Voice news service):-** Samsung, India's largest consumer electronics brand, today announced the launch of Galaxy A55 5G and Galaxy A35 5G with awesome innovations. The

new A series devices have multiple flagship-like features including Gorilla Glass Victus+ protection, camera features enhanced by AI, and a tamper-resistant security solution, the Samsung Knox Vault, amongst many other new features.

Flagship like Design and Durability, The Samsung Galaxy A55 5G and Galaxy A35 5G feature several design innovations.

Galaxy A55 5G: Gets a metal frame for the first time. Galaxy A35 5G: Gets premium glass back for the first time.

These phones have a flagship-inspired floating camera design along with a linear layout. These premium and

sturdy phones are available in three trendy colours - Awesome Lilac, Awesome Iceblue, and Awesome Navy. Durability is a key strength of these smartphones. These devices are rated IP67, which means they can withstand up to 30 minutes in 1 meter of fresh water. They are also built to resist dust and sand, making them ideal for any situation. The Galaxy A55 5G and Galaxy A35 5G are additionally designed to withstand slips and falls due to the Gorilla Glass Victus+ protection on the front and back.

Camera Features: Enhanced by AI These new A series smartphones come with multiple innovative AI-enhanced

camera features to take the user's content game to the next level. Once a picture is captured, AI-suggested edits like photo remaster lets the user glam up their images, portrait effect helps focus on what is truly important and the object eraser feature can be used to remove all the photo bombers and reflections that you just cannot escape.

The extremely popular image clipper lets one clip the subject of any image and use it as a sticker. The adjust speed feature is also phenomenal since it helps dynamically change the speed of the videos and create dramatic outputs similar to professionally shot clips.

## CREDAI's Roadmap to Viksit Bharat: Indian Real Estate's Contribution to GDP Projected to be \$5.17 Trillion by 2047

**Pune (Voice news service):-** The Confederation of Real Estate Developers' Association of India (CREDAI) today released a report on Indian Real Estate's contribution towards Viksit Bharat at its annual conference YouthCon organised by CREDAI's Youth Wing - a leading industry platform designed to bring together the next generation of real estate developers with the aim of cultivating and mentoring them, fostering growth into proficient professionals, principled entrepreneurs, and authentic leaders within the real estate sector.

CREDAI President Boman R Irani shares his thoughts "Indian Real Estate today stands

at an extremely important juncture amidst India's journey to become a developed economy by 2047.

Due to its strong multiplier effect coupled with robust real estate demand - for both housing and commercial - the sector is bound to play a critical role in multiplying GDP value and increasing revenues, per capita incomes that will aid further growth as a part of a self-sustaining cycle due to ever increasing consumption.

As India's leading real estate body, we look forward to working closely with all stakeholders involved to ensure a seamless path towards achieving our collective mission of becoming a fully de-

veloped economy." CREDAI Chairman Manoj Gaur shares his remarks "As the premier body of Indian Real Estate, we feel extremely proud at what we've achieved as an industry - and are even more excited at the potential that this sector currently holds as the primary economic engine of this country.

To achieve Viksit Bharat, Real Estate is going to be at the nucleus of growth which is also validated by the recent sheer volume that has coincided with strong QoQ GDP numbers. Moving forward - real estate again is going to play a pivotal role as India strives to multiply its economy."

CREDAI President Elect Shekhar G Patel says "Currently, India is witnessing significant GDP growth despite global headwinds which is a testament to our economic and sectoral resilience. The entire real estate industry is extremely excited to build on this strong platform and re-emphasizes the importance of a facilitating eco-system that supports all concerned stakeholders, for not just the sustained and sustainable growth of the industry but the entire economy. Through our findings, we have devised a roadmap of Indian Real Estate's contribution towards Viksit Bharat as we jointly work towards achieving the feat."

## Turkish Airlines Offers a Free Mini-Vacation for Indian Travelers with "Stopover in Istanbul"

**Pune (Voice news service):-** Turkish Airlines, one of the leading airlines in the world, announced the launch of its Stopover in Istanbul program in India, providing passengers with the opportunity to explore the fascinating city during layovers. Passengers flying with Turkish Airlines can now enjoy free accommodation and immerse themselves in the rich history, culture, and shopping experiences that Istanbul has to offer. Travelers will benefit from free accommodation in select partner hotels, allowing them to make the most of their time in the city.

Turkish Airlines Director of Sales, Mahmut Yayla, said "We are dedicated to enhancing the travel experiences of our Indian passengers. Our 'Stopover in Istanbul' program underscores our commitment

to providing exceptional services. Through complimentary stays in our partner hotels, we invite Indian travelers to discover the vibrant charm of Istanbul during their layovers, enriching their journey with cultural immersion and memorable moments." The surge in travel interest among Indians after the pandemic has resulted in a significant uptick in visits to European destinations, attributed to evolving travel preferences, improved connectivity, and enticing bundled travel packages. Recognized as one of the best airlines in the world, Turkish Airlines stands out as the most preferred choice for seamless journeys worldwide. Moreover, the "Stopover in Istanbul" program in India provides an additional perk, offering passengers traveling to Europe a complimentary

stopover in Istanbul. Passengers with a layover period of at least 20 hours are eligible to participate in the Stopover in Istanbul program. Vouchers for the free stay are issued upon completion of the application process. Travelers can now make a reservation by providing the necessary details, including name, reservation code (PNR), ticket number, preferred accommodation dates, room type, telephone number, and email address.

As an additional complimentary service, Turkish Airlines offers Touristanbul, a free layover service for all international transfer passengers with a layover time of 6-24 hours. Travelers can choose from a selection of tours tailored to their flight schedule, exploring the iconic historical sites of Istanbul,



and savoring authentic Turkish cuisine.

Turkish Airlines' Stopover Accommodation service is available at 108 destinations across 42 countries including India. Business Class passengers enjoy a two-night stay in a 5-star hotel, while Economy Class passengers are offered one night in a 4-star hotel.

## Coca-Cola brings 'Coca-Cola Foodmarks,' a unique global property in India with the magic of Raj Kapoor's legacy



**Pune (Voice news service):-** Coca-Cola India is thrilled to announce the launch of Coca-Cola Foodmarks in India, under its 'A Recipe for Magic' global campaign. Inspired by culture and created with the Real Magic of Coca-Cola, 'Coca-Cola Foodmarks' celebrates global "food landmarks".

These are destinations and experiences with a recipe of three key ingredients: the per-

fect moment, the perfect meal and an ice-cold Coca-Cola. Coca-Cola is embarking on a journey to cherish the perfect moments, meals, and the refreshing taste of Coca-Cola, which will be soon enjoyed in more Indian cities and neighborhoods.

As its global rollout, the launch event in India was held at Embassy restaurant, an iconic landmark in Connaught Place in Delhi which brought the attendees back to the pivotal time of Hindi Cinema. It was graced by renowned Bollywood personalities, Janhvi Kapoor, Karisma Kapoor, who honored the legendary Raj Kapoor.

The highlight was the timeless photograph of two icons, Raj Kapoor and bottle of Coke, both in one frame!

The experience recreated Raj Kapoor's on-set meal moments, inviting people to enter the golden age of Bolly-

wood, the 1950s, through an immersive film set with tech forward interactive moments using A.I. From filmy decor to special photo backdrops, stardom posters to a musical staircase, guests were treated to an interactive Coca-Cola experience. A regal entry by the Kapoor stars in vintage cars added to the overall charm of the evening. Local influencers and dignitaries were also present to experience the magic of Coca-Cola Foodmarks.

The event spotlighted Raj Kapoor's beloved Dal Makhani paired with ice-cold Coca-Cola, paying homage to his timeless tastes and traditions. This pairing will live on as part of the menu at The Embassy in New Delhi and guests coming to restaurant can try this as an offering.

"We are thrilled to introduce Coca-Cola Foodmarks in India, a country known for its

rich culinary heritage and vibrant food culture," said Kaushik Prasad, Senior Director - Marketing, Coca-Cola INSWA. "Coca-Cola Foodmarks embodies the essence of Coke that is to spread Real Magic of shared moments, cultural nuances and culinary excellence. We are excited to bring this experience offering patrons an opportunity to savor flavors while creating lasting memories."

As part of the campaign, Coca-Cola will debut immersive, in-person experiences around the world, showcasing unique experiences, each inspired by an iconic cultural moment. From the time Marilyn Monroe was photographed enjoying a hot dog and a Coca-Cola from a New York City food cart to scenes captured in the Hong Kong film The God of Cookery, Coca-Cola will bring to life the diversity—and unity—of their Recipes for Magic.

## Skilling initiatives and partnerships will prepare our population for 21st century job markets: Dharmendra Pradhan

**Pune (Voice news service):-** Adding more vigour to India's skilling efforts, Shri Dharmendra Pradhan, Hon'ble Minister of Education, Skill Development and Entrepreneurship, Government of India announced several strategic partnerships to bring scale and speed to the country's skill ecosystem. The key announcements included strategic collaborations with the industry partners, academia and government departments, inauguration of two Centres of Excellence (CoE) in media and electronics sector at Skill Development Institute (SDI) in Bhubaneswar, launch of Mock Test Application 2.0 by NIMI and introduction of four new-age courses for ITI and NSTI candidates. The aim is to bridge the gap between industry requirements and skill development initiatives, ensuring that India's young



workforce remains competitive and are adaptable to emerging trends.

Congratulations all the stakeholders for coming together to create futuristic instruments to further the skilling, re-skilling and up-skilling agenda, Shri. Dharmendra Pradhan, Hon'ble Union Minister of Education and Skill Development & Entrepreneurship said, "These skilling initiatives and partnerships will prepare our population for 21st century job markets, help them thrive as innovators and en-

trepreneurs and also contribute to driving economic growth. Meanwhile, the two COEs will equip youth with industry-ready skills, making them employable, enhance livelihoods and enable the enterprising ones into becoming entrepreneurs.

During the event, the minister also launched Mock Test 2.0 by NIMI in 12 languages and four New Age courses under the Craftsmen Training Scheme (CTS) in Artificial Intelligence and Cyber Security which will prepare India's

youth for the technology-driven market.

The event witnessed the launch of two CoEs— Media and HVAC (Heating, Ventilation, and Air Conditioning) at the SDI in Bhubaneswar to elevate the capabilities of India's youth population in the fields of Media & Entertainment and Electronics. By leveraging the new-age technologies like Apple Studio Workstation, digital cameras, and latest HP workstations, the centres will deliver cutting-edge training programs in courses like Graphic Design, Social Media Manager, Digital Marketing Manager, Video Editing, and Digital Marketing Manager.

These courses are meticulously crafted based on extensive research and market mapping of the Media and Entertainment industry to make the sector aspirational in Odisha.

## Toyota Kirloskar Motor Commits to Significant Increase in Women Workforce

**Pune (Voice news service):-** In alignment with its dedication to cultivating a more inclusive and dynamic workforce, Toyota Kirloskar Motor (TKM) announced focused efforts to enhance gender diversity and inclusion in its operations. Contributing to the larger goal of "Skill India Mission", the company is also implementing a series of innovative initiatives aimed at not only enhancing the skillset of women but also empowering their holistic development. While celebrating International Women's Day, TKM announced the induction of 124 female team members and 55 female leaders into its manufacturing operations. These skilled individuals will play an integral role in driving the company's operations while exemplifying its commitment towards fostering a culture marked by diversity, equality, and inclusion. Furthermore, TKM also organized skill contest for female members thus marking a significant new milestone. The contest encompassed a diverse array of skill categories, enabling participants



to showcase their expertise across various manufacturing processes.

A panel of industry experts from Toyota India evaluated participants based on criteria such as problem solving, creativity, and technical skill. Commenting on this development, Mr. G. Shankara, Executive Vice President and Director for Finance and Administration said, "At TKM we are committed to contributing positively towards strengthening the Indian auto industry with a highly skilled, diverse, and globally competitive workforce. We believe that the vision of gender inclusivity extends beyond the organization's borders, encompassing the

entire value chain and society at large. We are thrilled to welcome our new female team members and leaders into the manufacturing line. This resonates with our core belief that diversity and inclusion are not seen just as a corporate responsibility but reflects TKM's strong commitment towards developing rural talent into world-class competitive technicians. We believe that this approach will not only offer them enhanced opportunities in both domestic and international markets but also contribute to producing mass happiness in the society."

TKM has also established a Business Reform Team on Diversity, Equity, and Inclu-

sion (DEI) to spearhead these efforts. Following extensive benchmarking and leadership engagement, TKM has achieved significant progress thanks to the progressive and supportive measures by the State Government in facilitating the inclusion of women to work in shifts.

Furthermore, these efforts are also well complemented by a comprehensive ecosystem assessment through an unconscious bias survey, leading to targeted sensitization programs.

As a strong step in the direction of supporting "Skill India Mission," Toyota Kirloskar Motor (TKM) recently announced the expansion of its Toyota Technical Training Institute (TTTI) in Bidadi. As a part of this expansion, the company announced doubling its intake from 600 to 1200 students which included up to 600 female students, providing opportunities for students from economically challenging backgrounds and rural areas in Karnataka, with a steadfast focus on enhancing gender diversity as a pivotal component of its expansion.