Power and Voice

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Power of Voice / POVNews

Envy onboards Bollywood's youth icon **Varun Dhawan** as its brand ambassador

YouTube Page 1

Sunday Date 31st March 2024

E- Luna is an instant hit as a Preferred Vehicle for E-commerce Deliveries

vice):- Kinetic Green, a leading Indian electric vehicle manufacturer, marks a significant milestone with the delivery of a 130-strong fleet of its highly anticipated E-Luna electric scooters to Safe and Secure Delivery Solutions, the official delivery partner of India's leading online grocery store, Big Basket. This landmark collaboration signifies not just the growing adoption of electric mobility, but also the E-Luna's resounding success across various customer segments, both as personal mobility vehicle and as a preferred vehicle for the growing gig-economy. This grand event was held

at Chinchwad, Pune, championed by Kinetic Green's leading channel partner, Jai Mata Di Green and in special presence of Ms. Sulajja Firodia Motwani, Founder and CFO of Kinetic Green, Fazal Shaikh - Founder Safe and Secure Delivery Solutions, Mr. Shrirang Barne -Member of the Lok Sabha, Chinchwad, Mr Pankai Sharma - President two-wheeler. Kinetic Green and Mr. Manish Mohite - Dealer Principal, Jai Mata Di Green.

The E-Luna's robust design and practical features are proving to be a perfect fit for E-commerce delivery businesses like Safe and Secure Delivery Solutions. Built with a strong metal body and a heavy-duty chassis, the E-Luna is engineered for strength and durability. Its large 16inch wheels ensure a comfortable ride on diverse terrains.



allowing delivery personnel to navigate city streets with ease. Additionally, the E-Luna boasts an impressive payload capacity, making it ideal for carrying groceries and other essential goods.

Beyond its robust build, the E-Luna's true strength lies in its exceptional efficiency. With significantly lower running costs compared to traditional petrol-powered scooters, the E-Luna empowers businesses like Safe and Secure Delivery Solutions to optimize operational costs and boost profitability. The long-range capabilities of the E-Luna further enhance its practicality, ensuring deliveries can be completed efficiently. As in Electric vehicle, its running cost of only Rs. 10 paise per Kilometer, also is a great USP, leading to great savings in the E-commerce delivery eco-system, where transport and delivery cost are a significant cost element. Ms. Sulaiia Firodia Motwani. Founder and CEO of Kinetic Green, expressed her delight, stating: "We are thrilled that our E-Luna has been well received for personal mobility and also as a suitable and preferred partner for the gig economy and e-commerce deliveries. This collaboration with Safe and Secure Delivery Solutions is a testament the E-Luna's versatility and its ability to cater to diverse needs. We are excited to be a part of Big Basket's sustainable delivery journey, and this landmark delivery to

Big Basket's partner demonstrates the E-Luna's ability to empower businesses with a powerful and eco-friendly solution for urban deliveries. We are confident that the E-Luna will play a pivotal role in shaping a greener future for city logistics. We are working on many similar opportunities, and we expect an order book of around 50.000 e-Luna to be deployed for the last mile delivery segment during 2024-25.

The E-Luna has captured the imagination of the nation with its perfect blend of design, functionality, and environmental responsibility. Its growing popularity signifies a shift in consumer and business mindsets, paving the way for a more sustainable urban eco-

performance and commitment to eco-friendliness, the E-Luna is poised to become the preferred choice for businesses and individuals alike.

Kinetic Green has a vision to offer E-Luna to its E-commerce delivery partners as a complete Solution" under its Corporate Program called "E-Luna Fleets. This includes a vast network of over 350 dealerships for its E-Luna, which will ensure excellent service and spares support to its customers. Further, the Company has established various partnerships for value-added services like a complete IT platform called KG Konnect for services like real-time GPS tracking and vehicle performance diagnostics. Extended Warranty solutions for a 5-year warranty, and partnerships for financing, fast charging and battery swapping.

Fazal Shaikh, Founder of Safe and Secure Delivery Solutions, commented "We, at Safe and Secure Delivery Solutions are committed to providing the best possible service to our customers while also being mindful of the environment.

The E-Luna fleet is a game-changer for our operations. Not only are we significantly reducing our environmental footprint, but the E-Luna's low running cost, durability and efficiency are allowing us to streamline deliveries and enhance our profitability. This is a win-win for both the environment and our

Fast-Track Your Future Aakash Educational Services Limited announces Educational Scholarships for April 2024 Admissions



Pune (Voice news service):- Aakash Educational Services Limited (AESL), a national leader in test preparatory services, has announced various scholarships prior to the commencement of its new session scheduled to begin in April 2024 to enable students to realise their dream of becoming doctors and engineers.

The first scholarship is the Instant Admission Cum Scholarship Test (iACST), offering up to 90% scholarship for admission into Medical, Engineering, and Foundation courses. Additionally, Aakash will provide special discounts to children of martyrs, defense personnel and terrorism-affected individuals.

Mr. Anup Agarwal, Chief Business Officer at Aakash Educational Services Limited, stated, "We are dedicated to providing accessible and impactful educational opportunities for students across India. Through initiatives like iACST and our scholarship programmes, we aim to empower deserving students to achieve their academic and career aspirations.

We are proud to continue our tradition of supporting the education of children of our brave Armed Forces personnel and are committed to fostering excellence and in-

clusivity in education." The Instant Admission Cum Scholarship Test (iACST) offers students immediate scholarship awards and opportunities for instant admission. Students can take the exam online and receive details of their earned scholarships instantly, enabling them under the expert guidance of Aakash faculty.

The online iACST, lasting 60 minutes, can be taken between 10 AM and 8 PM on designated exam days.

Catering to students in Class VIII to XII, iACST serves as a platform for them to showcase their potential for careers in Medicine or Engineering

Scholarships awarded through iACST are applicable for admission into Medical. Engineering, and Foundation classroom courses. iACST is conducted via the Aakash Computer-Based Test (CBT) platform, as well as through the Aakash website and dedicated mobile applications for both Android and Apple platforms.

In addition to its scholarship initiatives. AESL is committed to social responsibility by supporting the education of wards of Defence Personnel. Aakash will provide tuition fee waivers of up to 100% to the children of martyrs. Similarly, an additional dis-

count of 10% will be given to the children of defense personnel and terrorism-affected individuals over and above their iACST scores.

This initiative till date has benefited over 75,000 students since 2014.

Aakash also celebrates its success in the recent JEE Mains 2024, where 41,263 students qualified the examination. Noteworthy achievements include 4,198 students attaining a percentile score of 95 and above, while 939 students secured a percentile score of 99 and above. Rishi

Samsung Announces Roll out of Galaxy AI on More

Flagship Devices; Democratising Mobile AI Experience

Shekhar Shukla from Hvder abad achieved a perfect 100 percentile, with Abhiraj Singh from Karnal, Sri Ram A from Trinulveli, and Viswanath K S from Hyderabad securing an exceptional percentile of 99.99, among others.

Apart from the classroom

students, students from Aakash's digital program scored tremendously in JEE Mains 2024 (Session-01), with toppers including Ritam Banerjee attaining a percentile score of 99.96 with a 100 in Mathematics; Arha Sahoo scoring 99.91 with 100 in Chemistry; Dhritishman Dutta at 99.87; Harish Kumar at 99.86; Eshwaranth at 99.86 percentile with a 100 percentile in Chemistry; Ishant Patel at 99.85 percentile; Sayan Mandal at 99.82; Jane Jones at 99.78; Srajan Gupta 99.74; Dilipkumar A 99.70, Rakshit Modi 99.67 among others. An impressive 26 students scored 99+ percentile NTA score. Also, In JEE (Adv) 2023, Aakash Digital Program student Maynak Soni has secured AIR-26 (OBC category Rank 2) proving that the digital mode of learning is indeed a great solution for cracking the India's toughest exams with top ranks.

In the NEET UG Examination 2023, an impressive 1,06,870 students from Aakash qualified, with 17 emerging as State/UT Toppers. Notable performers included Kaustav Bauri securing AIR 03. Dhruv Advani securing AIR 05, Surya Siddharth Nagarajan securing AIR 06, Swayam Shakti Tripathy securing AIR 08. and Parth Khandelwal securing AIR 10.

Nalco Water's Innovative Water Management Solutions Help Reduce Freshwater Usage For The Lindstrom Group In India

vice):- Nalco Water, an Ecolab company, a global sustainability leader offering water solutions and services based in Pune, has achieved remarkable success in helping to reduce freshwater usage through its innovative water management solutions for the global leader in textile services, Lindström Group in India. The partnership has resulted in the implementation of the Aquaest water recycling project, marking a significant milestone in sustainable water management.

India, being the largest user of groundwater and one of the most water-stressed countries in the world, requires immediate action to preserve this precious resource. Recognizing this, Nalco Water and Lindstrom Group have significantly progressed in reducing freshwater usage as a result of the Aquaest project. Within just over a year, Lindström has recovered a noteable74% of water at the Chennai plant and reduced its total freshwater usage in the city by 56%. The impressive results from the Aquaest project translate to potential annual water savings of 330 million litres in our workwear and cleanroom operations. This is equivalent to the drinking water needs of approximately 300,000 people per year.

The collaboration between Nalco Water and Lindström Group is a commitment to innovation, sustainability, and environmental responsibility. By leveraging innovative technologies and fostering a culture of collaboration, the Aquaest project has achieved substantial water savings and helped to improve wash quality, reduce operational costs. and extend the lifecycle of garments. Murli Iyer, Head of Light Business at Nalco Water, India, underscores the mutual commitment and shared values between the

Pune (Voice news ser-

vice):- India's first sustain-

able luxury ground transporta-

tion provider has inducted 32

Pune (Voice news ser- two companies: "Lindström's steadfast dedication to sustainability, innovation, and the circular economy, coupled with their deeply ingrained 'We Care' culture, aligns with Ecolab's overarching mission to help protect the resources vital to life and our robust sustainability strategy focused on advancing the well-being of people, the planet, and businesses globally, thereby supporting our customers' success.

> Anantharaman Venkataraj Laguduva, Head of Continuous Service. Asia at Lindström, highlighted the significance of the water recycling initiative, stating, "We already have a system for reusing water at our laundries, but we wanted to take it further to recycle the water so that we could reduce the amount of freshwater we use." Lindström Group operates 13 laundries across India, washing thousands of kilograms of uniforms and workwear daily for various industries. With 45% of the company's water consumption in Asia attributed to workwear and cleanroom services, Lindström has long been committed to optimizing water usage and caring for wastewater. "The water recycling project promotes the safe reuse of wastewater and water conservation to create a more sustainable water future for everyone.

This project is a green solution for grey water pollution," commented Sabarinathan Muthukumarasamy, duction Manager, Lindström Chennai. India Unit.

"Lindström is setting the stage for other companies to do the same and be ahead of the times. The regulations for freshwater consumption in India and around the world are becoming increasingly strict, and companies might find themselves in a position where they suddenly need to lower the amount of

water they use," remarked Gowtham Raj, Area Manager South at Nalco Water India. Looking ahead, Lindström Group plans to further enhance its water recycling capabilities by implementing fully automated systems and expanding the Aquaest project to other laundries across India and Asia. Additionally. the company aims to leverage solutions powered by Nalco Water's Al-driven analytics olatform. ECOLAB3D™ advance performance and achieve even better results in

water recycling.

"The wastewater treatment plant, managed by Nalco Water has effectively recycled the designated percentage of water, thereby significantly decreasing the reliance on freshwater resources. Moreover, the treated water discharged into the environment meets the legal compliance standards of the region, reflecting the commitment to environmental responsibility." says Nikhil Shirsat, Process Specialist at Lindström, Asia. As the leader in water management and solutions. Nalco Water, an Ecolab company recognizes the integral role of businesses in shaping a safer, more prosperous future. The company collaborates closely with its clientele to propel the advancement of a more water-secure tomorrow for future generations. Accelerating change through the power of water is core to Ecolab's purpose to improve the health of people, the planet, and businesses worldwide. Ecolab shares its expertise in smart water use with customers to help them reduce, reuse, and recycle water in their operations. In addition to supporting effective water use, Ecolab's solutions help customers use energy more efficiently, reduce waste, and cut greenhouse gas emissions to advance a more sustainable future.

Samsung Launches **Galaxy Book4 in India** Starting INR 74990



Pune (Voice news service):-Samsung, India's largest consumer electronics brand, today announced the launch of Galaxy Book4, bringing next level connectivity, mobility and productivity for customers.

Featuring a large 39.62 cm Full HD display, Galaxy Book4 is encased in a metal body that weighs just 1.55 kg, making it one of the sleekest devices in the segment. Galaxy Book4 is available in two vibrant colours - Gray &

Galaxy Book4 comes with Al-Powered Photo Remaster tool, allowing users to breathe new life in to old photos as well as low-quality images, while making edits such as removing unwanted light and shade from photos. It also comes with Galaxy Video Editor, allowing users to unleash their creativity.

Powered by One UI Book ver.6, Galaxy Book4 provides a crisp and vibrant display. It has a RJ45 LAN Port and Stereo Speakers with Dolby Atmos®.

Galaxy Book4 is powered by the latest Intel® Core™ 5/7 processor and integrated Intel® graphics, delivering super-smooth performance for streaming and seamless

multi-tasking. Galaxy Book4 comes with up to 1TB expandable SSD storage.

Galaxy Book4 allows users to upgrade video calls from standard laptop webcam to stunning clarity using their Samsung Galaxy smartphone as a connected camera.

Offers: Consumers can avail bank cashback worth INR 5000 or upgrade bonus up to INR 4000 on purchase of Galaxy Book4. Consumers can also opt for No-cost EMI of up to 24 months. Students can also avail additional 10% discount on the purchase of Galaxy Book4.

The device is available for purchase on Samsung.com, leading online stores and select retail stores.

Samsung recently launched the Galaxy Book4 series in India. The most intelligent Galaxy Book4 PC line-up includes Galaxy Book4 Pro 360 (starting INR 163990), Galaxy Book4 Pro (starting INR 131990) and Galaxy Book4 360 (starting INR 114990). A testament to Samsung's vision of Al-powered innovation, the Galaxy Book4 series is designed to empower people with higher levels of productivity while exploring new possibilities to enhance their quality of life.

Pune (Voice news service):- Samsung, India's

largest consumer electronics brand, today announced the roll out of Galaxy AI features on more Galaxy flagship devices engineered to further the democratization of mobile Al. The roll out is set to commence starting today and will be available across the Galaxy S23 series, S23 FE, Z Fold5, Z Flip5 and Tab S9 series. Aligning with the recently launched Galaxy S24 series, the update elevates the standard of users' mobile Al experience.

With the roll out of the Galaxy Al features, users of Galaxy S23 series, S23 FE, Z Fold5. Z Flip5 and Tab S9 series will now be able to take advantage of several features including Circle to Search, Live Translate and Note Assist amongst others. The broader integration of Galaxy Al across the Galaxy ecosystem also enables a seamless user experience in day-to-day tasks on Al-supported models, driving new levels of efficiency.

Circle to Search with Google generates insightful, high-quality Google search results when you simply circle, highlight or tap any image on your display. Live Translate produces two-

way, real-time voice and text translations of phone calls, making it easier than ever to book reservations while traveling or chat with your grandparents in their native language.

Note Assist can create Al-generated summaries. templates

pre-formatted and cover pages, elevating your day-to-day productivity. Chat Assist can help perfect conversational tones by generating context-aware



suggestions to ensure communication sounds as it was intended, whether it is a polite message to a coworker or a short catchy phrase for a social media caption.

Interpreter can instantly translate live conversations through a user-friendly splitscreen view, allowing people standing opposite each other to read a text translation of what the other person is saying. Transcript Assist uses Al and Speech-to-Text technology to transcribe, summarize and even translate voice recordings. Browsing Assist helps you stay up to speed on what is happening around the world while saving time by generating concise summaries of news articles or web pages

Generative Edit gives you even more creative freedom to resize position and align objects even after the photo is taken. Edit Suggestion gives vou vour own personal photo editor that uses AI to suggest perfectly suitable tweaks for each photo.

Customers can purchase Galaxy S23 Ultra at an effective price of just INR 99999. which includes a HDFC Bank cashback of INR 5000 and an additional upgrade bonus of INR 5000. Galaxy S23 is available at an effective price of INR 55999 with INR 5000 HDFC Bank cashback and an additional upgrade bonus of INR 4000. Similarly, Galaxy S23 FE is now available at only INR 44999 after a HDFC Bank cash back of INR 5000 and an additional upgrade bonus of INR. 5000.

Galaxy Z Fold5 is available at an effective price of INR 138999, which includes an HDFC Bank cashback of INR 7000 and an additional upgrade bonus of INR 9000. Galaxy Flip5 can now be owned at an effective price of INR 85999 with an HDFC bank cash back of INR 7000 and an upgrade bonus of INR

Galaxy Tab S9 series is available at an effective starting price of INR 60999, which includes a HDFC Bank Cashback of INR 9000 and an additional upgrade bonus of INR 3000.

Consumers can now experience the Galaxy AI features at an EMI starting at just INR 2292 per month through Samsung Finance+ and all leading NBFC partners with No-cost EMI of up to 24 months.

a significant milestone as we PepsiCo India's vision to champion water sustainability

Pune: Guided by PepsiCo positive. PepsiCo India aims at supporting water security for its business, natural ecosystems, and local communities by- improving water use efficiency in operations, providing safe water access to people, replenishing more than 100% of water used and adopting the Alliance for Water

Stewardship (AWS) standard in high water-risk areas where PepsiCo operates.

BMW India, underscoring its commitment towards fostering sustainable mobility. Mr. Vikram Pawah. President. BMW Group India handed

BMW iX electric vehicle into its Training Centre exclusive fleet. This significant acquisition marks the largest single order of BMW iX for

The BMW iX effortlessly combines premium mobility with zero-emissions, sporting agility and a long operating range with luxurious spaciousness. Reduction of carbon footprint is achieved throughout the value chain and all stages of lifecycle

Mann, Managing Director,

Leap at a special ceremo-

ny held at BMW Group India

by making comprehensive use of natural and recyclable materials and production with 100% green electricity. The BMW iX remains India's top top selling

Luxury Electric Vehicle. Mr. Vikram Pawah, President, BMW Group India said, "The BMW iX. with its unmatched sales performance, solidifies its status as the leading electric luxury vehicle in India. This impressive achievement forefront of the luxury electric vehicle segment. Today marks proudly deliver 32 BMW iX electric vehicles to Leap for induction into their all-electric fleet. This delivery is not just a fulfilment of the largest single order of BMW iX vehicles for BMW India, but it symbolizes our shared commitment to

ling BMW Group India to the

Joy of Sustainable Mobility, Leap welcomes 32 BMW iX in its exclusive fleet out (Voice news ser- over the cars to Mr. Robin by making comprehensive use plays a crucial role in propel- sustainable mobility and luxusustainable mobility and luxury. Leap's pioneering vision of an all-electric luxury ground transportation network in India perfectly aligns with BMW Group India's dedication to innovation and environmental responsibility.

We are thrilled to see our BMW iX vehicles become a cornerstone of Leap's fleet, propelling forward the transformation towards a greener,

With a vision to become net water positive by 2030

PepsiCo India's water initiatives aim to drive positive change and exemplify the company's commitment to sustainability

Date 31st March 2024

T.O. Power and Voice

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Cinépolis India Elevates **Devang Sampat to Managing Director**

vice):- Cinépolis India, the first international cinema exhibitor in India and the country's leading multiplex chain, is pleased to announce the promotion of Mr. Devang Sampat to the role of Managing Director. Mr. Sampat, who previously served as the Chief Executive Officer, brings over two decades of invaluable experience in the entertainment and retail industries to his new position

Mr. Devang Sampat has been an integral part of Cinépolis India since its inception 14 years ago. Throughout his tenure, he has demonstrated exceptional leadership skills, driving the company's growth and success. In his previous role as CEO, Devang focused on leveraging Cinépolis's infor the Indian landscape and spearheaded development plans tailored to the Indian market

Under his guidance, Cinépolis India has experienced remarkable expansion nationwide while consistently delivering unparalleled customer experiences through innovative offerings and worldclass facilities. Devang's deep understanding of the evolving demands of Indian consumers and their impact on the retail industry has been instrumental in shaping Cinépolis's strategic direction

Devang Sampat holds an MBA degree from ITM Mumbai and is a proud graduate of Mithibai College, Mumbai University. His profound insights and strategic acumen have been pivotal in positioning Cinépolis India as a market leader in the multiplex segment. "I am truly honoured to take on the role of Managing Director at Cinépolis India. I look forward to continuing our journey of excellence, innovation, and growth, as we strive to exceed the expectations of our customers and stakeholders." Said Devang Sampat. "I'd like to Congratulate Devang on his promotion to Managing Director, Cinépolis India. His dedication, strategic vision, and unwavering commitment to excellence have been instrumental in driving our success. We are confident that under his leadership, Cinépolis India will continue to thrive and innovate in delivering exceptional cinematic experiences to our audiences." Said Miguel Mier, Chief Operating Officer,



Mr. Devang Sampat's promotion to Managing Director is a testament to his outstanding contributions and unwavering dedication to Cinépolis India. His vision, leadership, and expertise will continue to drive our company forward as we embark on the next phase of growth and innovation.

Thums Up launches TOOFAN: Flies cricket fans on an exclusive chartered plane & Toofani tour of the ICC T20 Men's World Cup

Pune (Voice news service):- Thums Up, India's homegrown beverage brand from The Coca-Cola Company, is thrilled to launch Toofan: the Thums up branded exclusive chartered plane as part of its latest campaign, 'World Cup ka Toofani Tour' to the ICC T20 World Cup. As the official beverage partner of ICC T20 World Cup, Thums Up continues to redefine fan engagement, setting new benchmarks for fan experiences in the realm of sports. This year, Thums Up is taking cricket enthusiasts on a once in a lifetime adventure to West Indies on an exclusive Thums Up plane, promising an electrifying experience like never before. The campaign features India's loved Cricket-duo: Yuvraj Singh and Virender Sehwag, encouraging consumers to scan a Thums up pack and get a chance to win a seat on Toofan. From 01st March to 30th April, consumers can stand a chance to win a trip to the ICC T20 World Cup in the West Indies by registering at https://tu-icc24.coke2home. com/. Available behind select Thums Up packs that earn

chance to enter a 2 month long daily lucky draw, with one seat being given away every

In pursuit to further build on its long-standing association with sporting events like Olympics. Paralympics. ICC Men's Cricket World Cup, the tour represents the brand's dedication to championing the spirit of cricket. Alongside the Toofani tour,

Thums Up will engage fans cheering for Team India at home by giving away Indian jerseys every hour, plus other exciting prizes. The campaign will be featured prominently on all packs sized 500 ml and above, offering meticulously curated experiences beyond live cricket action. Talking about the campaign,

Tish Condeno, Senior Category Director, Sparkling Coca-Cola India Flavors, and South-West Asia said, "We are thrilled to unveil the 'World Cup ka Toofani Tour' campaign, to elevate fan experiences at the upcoming ICC T20 World Cup in West Indies With the launch of the exclusive Thums Up branded plane, we're furthering our endeavour to redefine sports excitement and engagement



crafting unparalleled memories for cricket lovers."

Commenting on the campaign Virender Sehwag said, "I am delighted to extend my partnership with Thums Up. With each passing year, Thums Up is setting a new benchmark in fan engagement, demonstrating its unwavering commitment to fueling the fervor of cricket enthusiasts. The 'World Cup ka Toofani Tour' offers fans an unparalleled experience to the West Indies, in a Thums Up Chartered plane, to immerse themselves in the excitement of the ICC T20 World Cup all the way to West Indies.'

Commenting the campaign, Yuvraj Singh said, "I am thrilled to continue my association with Thums Up. the brand which has a longstanding commitment to sports This year, the 'World Cup ka Toofani Tour', offers an electrifying experience for fans, with a chance to fly to the West Indies on an exclusive Thums Up Chartered plane. I'm excited to witness the excitement and energy, this journey will bring to cricket fans around the world, for the ICC T20 World Cup."

The campaign celebrates India's passion for cricket, fostering connection, empowerment, and collective joy throughout the tournament. With a legacy of memorable, innovative campaigns like Thums Fan Pusle and Stump Cam. Thums Up is poised to elevate the ICC experience to new heights, ensuring an enduring impact on cricket enthusiasts worldwide.

Envy onboards Bollywood's youth icon Varun Dhawan as its brand ambassador



Pune (Voice news service):- Envy, one of India's leading premium fragrance brands, ropes in Bollywood celebrity Varun Dhawan as its brand ambassador. His bold and dynamic personality and adventurous spirit mirror the brand's 'let them envy' ap-

Envy is known for its deodorants and perfumes with ex-

intends to scale further and strengthen its position as a vouth-favorite brand. Roping in Varun Dhawan as its brand ambassador is a part of its long-term expansion plan. Through this strategic move, Envy intends to bolster its brand promotion initiatives. As a part of this association, Varun Dhawan will feature in the brand's upcoming multi-chan-

initiatives, including TVCs and social media campaigns. Varun Dhawan is a youth icon, and his 'no compromising' attitude perfectly aligns with Envy's DNA, making him the right fit as a brand ambassador. His style and boundless

energy complement Envy's

nel campaigns and marketing

and mission of providing exceptional fragrance to its cus-

tomers. Mr. Saurabh Gupta, MD, Hamilton Sciences Pvt. Ltd., said, "At Envy, we believe fragrances can impact positively on one's confidence leaving others envious. Varun Dhawan is a perfect fit for our brand as our products appeal to the youth, and who better than Varun to represent today's youth and their attitude. His energy, ambition, and unwavering confidence perfectly align with our brand values. The script demanded someone with a good sense of humor and vitality, and Varun effortlessly brings dynamism

and energy to the brand. We

clusive French fragrances. It commitment to youthfulness are confident that this association will be a game-changer, propelling Envy to new heights.'

> Envy is committed to expanding its product portfolio, backed by extensive R&D efforts. We are looking to double our market share within this year. Its parent company, Hamilton Sciences Pvt. Ltd., is growing significantly and supporting Envy's vision of providing Indian consumers with superior products.

> Through this association with Varun Dhawan, the brand aims to amplify its brand visibility and engagement initiatives. Additionally, it intends to increase sales, expand its customer base, and solidify its market positioning

Pune Metropolitan District Tennis Association ties up with Tennis Premier League Team with to Help Bolster Grassroot Programmes

Pune (Voice news service):- Pune Metropolitan District Tennis Association (PMDTA) has tied up with Tennis Premier League (TPL), to help grassroot programmes in tennis, locally.

miles, consumers can win a

The TPL announced this move as part of the nationwide Race to Gold (RTG) initiative. which is aimed at unearthing India's tennis gems and providing them with scholarships to help further their careers. This groundbreaking program aims not just to discover talent but to nurture it, year after year, creating a legacy of excellence in Indian tennis.

The TPL and PMDTA will work together and support young aspiring tennis players from Pune along with helping organise tennis tournaments at various age-groups.

The year-long programmes of the PMDTA have been quite good, and have produced some fantastic players, and this drive aligns perfectly with the TPL's ideology, which no disruption in the pipeline.

Pune (Voice news

service):- 1983 World

Cup winner Sandeep Patil

event here on Monday.

Veer Kharkhanis (U-14).

Ajun Sonar (U-14, U-16

Yash Adhikari (U-16), and

Atharv Nimje (U-16) were

given scholarships. Amey

Deshpande was also rec-

ognised for his outstanding

Maharashtra U-14).

Now, the team of TPL and PMDTA aims to further up the ante in terms of creating a competitive but healthy environment for the young play-

Thetournaments, which will be organised by TPL and PMDTA together, will also benefit young players in their district rankings and it will also eventually lead up to the RTG scholarship. To be a part of the special

group who are awarded the scholarship, the young players go through intense district-level tournaments through the year, before forming a batch of 72 players. These players will be awarded scholarship worth INR

The scholarship includes an advanced tennis racquet, a professional kit bag, a pair of shoes amongst other tennis equipment and a live TPL experience.

As a part of the the tie up PMDTA and TPL will launch The first event will be a Men's and Women's Sin-

performances in the debut

season. The nature of the

scholarship is ₹25,000 and

Pacer Pradeep Dadhe,

who played for Maharash-

tra in all three formats in

the domestic season was

awarded with a special

Present at the function

were Kumar Tamhane.

president of the PYC Hin-

du Gymkhana, Sarang

Lagu, Hon. secretary of

the club, Vinayak Dravid,

memento and ₹11,000.

memento.

from the 5th - 7th April 2024 at SP College followed by a junior category tournament for, Boys and Girls Under 16 and 18 on 13th & 14th April at the same venue Meanwhile, the TPL also launched their own Mobile App last year, and it is an innovative venture that is helping the league organise many grassroots tournaments across the country.

ales and Doubles tournament

The TPL App connects the tennis community across India and allows them to interact with each other, and lets tennis players track their progress. It is associated with over 100 academies from various regions of India. Mr Abhishek Tamhane, Sec-

retary of PMDTA added, "The association between the PM-DTA and TPL is great news for the junior circuits in and around Pune, as it encourages competition, which can only help raise the standard of the sport in Pune district This partnership has the in-

cessful one, and we hope it

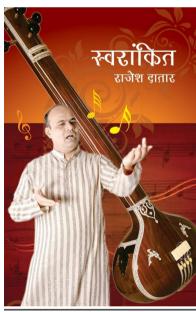
stands the test of time, and more importantly produces a few good players, who will go on to make India proud."

In the last half-decade, we have seen plenty of interest and good young players in Pune, and it gives us great joy to be in a position to help them, and hopefully open a few doors for them through this collaboration."

Kunal Thakkur, Co-Founder, Tennis Premier League was elated about this partnership. and said, "At TPL, nurturing talent and providing opportunities for upcoming players is high on the agenda and through this partnership we want to see the best of the best make it to the top."

Highlighting the transformative nature of the initiative, Mrunal Jain Co-Founder. Tennis Premier League, added, "This partnership with the PMDTA will go a long way in bolstering the grassroot structures in tennis in Pune, and we are confident sooner than

National award winning famous playback singer Rajesh Datar song Samarasata Release



Pune (Voice news service):- Devoted to Mother India, Patriotic Samarasata is an inspiring song for every class and has come to the hearts of fans. The song is sung and composed by the well-known Pune-based singer and composer Rajesh Datar, lyricist Mahendra Wagh penned the lyrics, "Ek Sanskriti Ek Rashtra Hain ! Dharti Ek Ye Suvahan Hai ! Samarasata Bhar Acharo Me, hoat Samashti Pawan Hai!" are written This song will serve to unite the nation and unite its citizens. He has presented the importance of India as

Rajesh Datar is born in Pune. Datar, who was fond of music since his childhood, inherited music from his mother and studied classical music under the eminent Guru of Gwalior Gharana, Pt. Mr. Dattopant Agashe, Pt. Mr. Manoharpant Dabake, Pt. Mr. Ram Mate, and Pt. Mr. Madhusudan Patwardhan. In the year 1992, he won the gold medal simultaneously at the All India level in classical music and light

well as the diversity of India.

music competition organized by Akashvani. He has presented his art in musical programs organized by many renowned institutions in Pune. Maharashtra. India and abroad

He has done more than 2500 cultural pro-

grams. Many T.V. On the channel as well as F.T.I And has presented his art in many programs of Akashvani. Among them are Surtal, Geet Gopal, Geet Ramayana, Nakshatra che Dene, Jeevan Gand, maze Gane and Saptasur. He has sung for more than 150 Marathi, Hindi, Bhakti Geet. Bhay Geet and non-film albums and has sung playback for more than 10 Marathi films. In the year 2011, he received the best 'playback singer' award from the Maharashtra Government for the movie Samudra. The 'Bhajan Bhushan' award was received by senior musician Mani in 2012 in Chennai. His Samarasata song has come to the attention of fans. This information was given by Rajesh

awarded budding cricketers from the PYC Hindu Gymkhana with Prof. D. B. Smartsters amps up expansion with the launch of Deodhar scholarship at an

a shop-in-shop store at Crossword, Tribeca High Street, Pune! Pune (Voice news service):- Smartsters, a leading name in the realm of children's furniture is making new waves with the recently launched allnew shop-in-shop outlet in the bustling store of Crossword in

Pune Tribeca High Street With a mission to spread more joy and comfort, and expand its presence with exciting new store openings across India, Smartsters plans to open up to 10+ Shop-in-Shop locations in PAN India across major cities like Delhi, Mumbai, Chennai, Goa, Pune, Ahmedabad, and Noida. The new shopin-shop launch of Smartsters in Crossword, Pune marks a significant milestone for the brand's expansion efforts and takes them a step closer to achieving their dream.

Located in the busy commercial district of Tribeca High Street in Pune. Smartsters has made quite a name for itself in the hearts of Pune people. The newly opened store promises an enchanting shopping experience, inviting



The role of Chartered Accountants in Banking Audits is important

parents and children alike to explore a captivating array of furniture designed specifically for little ones. From whimsical bunk beds, study desks, fun prints beddings & linens to versatile storage solutions. Smartsters offers a diverse range of products tailored to meet the unique needs of families, crafted with utmost care and attention to detail to nurture creativity, comfort and safety for children of all ages. "We are thrilled by the overwhelmingly positive response to our new shop-in-shop outlet in Pune." said Ashni Bivani. Founder and Director of Smartsters. "The support and enthusiasm from the community reaffirm our commitment to providing innovative, safe, and stylish furniture solutions for children. We aim to create spaces where imagination knows no bounds and where families can create lasting memories together", she further adds.

Smartsters Design Head, Bikram Mittra, added, "We are very glad with the positive response the new shop-

tants of India (ICAI) and host-

in-shop is receiving. The new Smartsters outlet is a dedicated space for all parents looking to create fun and creative environments for their kids. We've meticulously crafted each piece to reflect not just functionality but also the imaginative spirit of childhood." Whether it's designing a cosy nursery for a newborn or revamping a playroom for growing toddlers, Smartsters aims to be the go-to destination for parents seeking innovative and reliable furniture solutions, catering to the needs of families in Pune, providing them with furniture solutions that combine functionality, durability, and aesthetic appeal. This expansion not only underscores Smartsters' dedication to nationwide accessibility but also positions them as a frontrunner in the evolving children's furniture market. Visit the new Smartsers store in Pune's Tribeca High Street to discover a world of imagination, functionality and style

ference on Cyber Security was organized by the Suryadatta International Institute Suryadatta Education Foun-'Internet World, Cyber Attacks and Cyber Security' during this conference held at Bavadhan

ak Shikarpur, Founder President of Suryadatta Education Chordia, International Cyber Security Consultant Adv. RK Pillai, Deputy Commissioner of Police of Pimpri-Chinchwad Cybercrime Division Sagar Panmand, Senior Correspondent of 'Sakal' Anil Savale, Director of Survadatta Prof.

"Website hacking is now outdated. No social media is completely safe today. So, if you want to keep yourself safe in this world, first of all, you need to take care and put some restrictions on yourself. Students also have a lot of opportunities in this field. Many students today are building their careers as cybersecurity consultants. Educational institutions should create courses on cyber security like 'Sury-

Prof. Dr. Sanjay B. Chordia said, "Internet access for everyone is the goal of the Government of India. Today, when

adatta'.'

club cricket secretary, and other managing committee members. Aditya Pavanaadkar from the Deodhar family was also present at the ceremony. Niranjan

Godbole hosted the event Before the event prominent sports journalist Sunandan Lele interviewed Sandeep Patil in a free-flowing conversation.

Every student must be taught cybersecurity lessons

PYC felicitates budding cricketers

with Prof D. B. Deodhar scholarship

Pune: "Cyber security has become the need of the hour due to the increasing use of the internet. Be it financial transactions or entertainment options, people today are so dependent on the cyber world. Enemy countries and criminals are switching to cyber attacks more than traditional warfare. So, every person in the country should be cyber-literate to keep the country truly safe. Experts in the field of cyber security expressed the opinion that it is necessary to be educated.

The Third International Conof Cyber Security, run by the dation. Experts deliberated on

Foundation Prof. Dr. Sanjay B.

everyone is connected to the Internet world, it should also be kept in mind that there's a possibility that anyone in the country can fall victim to cyber-attacks. Being aware of this, 'Sury-

Dr. Pratishka Vable, Head of the county to design cyber se-Department Prof. Dr. Manisha curity-based courses. 'Sury-Kumbhar, etc. participated in adatta' is the first institution in this conference. the country to offer a degree in Dr Deepak Shikarpur said, B.Sc in Cyber Security." Ad Rajas Pingle said, "Though artificial intelligence has made

internet usage easy, it has also increased the risk. Even educated citizens are falling victim to cyber-attacks, so there is a need to create more awareness about cyber security. In the goal of 'Cyber for All' set by the central government, 'Suryadutta' has taken an important step to participate." Akshav Mandale said, "Today,

adatta' is the first institute in

only the Information and Technology Act exists to provide compensation to the common man for damages caused by cyber-attacks. Many people are not even aware of this Act

So once they are cheated online, most of the people in the country do not know what to

There is a need to strengthen other laws under the Information and Technology Act, and efforts should be made to see how the common people will benefit from it."

RK Pillai said, "Suryadatta Institute has given importance to this course because of the full awareness of how in the future cyber world can attack and destroy man.

Today wherever computers and the internet are used, we can become victims of cvber-attacks. Everyone should be aware of cyber security."

Dr Navin Chaudhary said, "It is the responsibility of educational institutions to make students cyber literate. Just as students are given knowledge of traditional subjects, they need to be informed about how we can stay safe in the cvber world and what kind of education should be taken for

in a big way.

Pune: "In the month of March-April, the audit work was done harashtra.

The role of chartered accountants is important in making the audit of banks quality and transparent. Such conferences are helpful to upgrade the knowledge of new people in the banking sector," men-

tioned Ashish Pandey, Executive Director of Bank of Ma-

Ashish Pandey was speaking at the inauguration of a twoday national conference on 'Bank Branch Audit' organized by the Auditing and Assurance Standards Board of The Institute of Chartered Accouned by the ICAI Pune Branch. Central Council Member CA Chandrashekhar Chitale, ICAI Pune chairperson CA Amruta Kulkarni, Vice-Chairman CA Sachin Miniyar, Secretary CA Hrishikesh Badave. Treasurer CA Moshmi Shah. Committee Members CA Ajinkya Ranpresent on the occasion. Ashish Pandey said, "Audit includes visible and invisible things. There should be coordination between bank staff and accounting staff for quick and accurate audits. If the branch manager is new or coming from another branch

dive, CA Rajesh Agrawal were

for your little ones!

Campus of Suryadatta. Renowned IT Expert Dr. Deep-

Medicover Hospital Bhosari

Introduces Robotic-Assisted

Surgeries for Knee, Replacements

Page 3

KEM Hospital, Pune to organise awareness rally to mark World **Autism Awareness Month**

service):- In an effort to create awareness about Autism Spectrum Disorder, as Autism Awareness dispel myths, and promote inclusivity and understanding KEM Hospital, Pune is organising a rally on Monday, 1 April 2024. The rally will include doctors, KEM Hospital, Pune staff members along with parents of children with autism. The rally will be flagged off at Good Luck Chowk at 7.00 AM and will travel through FC Road, JM Road and

back. World Autism Awareness

(Voice news Day is observed every year on 2 April and the month of April is observed Month.

> The aim is to raise awareness about this neurodevelopmental condition that can affect the ability of an individual to communicate or interact socially.

The main aim of this initiative is to spread awareness, create a supportive environment where individuals with Autism and their families feel understood, valued and accepted.

Lexicon Kids Empower Women to Prioritize Wellness Through **Health-Care Session**



Pune: Lexicon Kids Kharadi organized a transformative health-care session for teachers and mothers Led by Mrs. Palbhavi, Executive Nurse, Manipal Hospital, the session aimed to empower women to prioritize their health and well-being in today's demanding world.

Mrs. Palbhavi addressed the critical issue of breast cancer, highlighting the staggering statistic, "Breast cancer caused 6,85,000 deaths globally in 2020." She stressed the importance of early detection and cancer prevention through informative discussions.

Attendees gained insights into cancer risk factors, preventive measures, and available diagnostic options, including breast self-examination and mammography.

Mr. Pankaj Sharma, President, The Lexicon Group of Institutes, underscored the importance of prioritizing women's health and stated, "When we prioritize women's health, we are not just securing a healthier future for women: we are laving the foundation for healthier generations to come. Investing in women's health s an investment in the future of humanity. The health-care session organized by Lexicon Kids is a significant step towards empowering women to take charge of their health and become active participants in their healthcare journey."

The session further explored common cervical health conditions and underscored the importance of maintaining menstrual hygiene. Mrs. Palbhavi

emphasized the crucial role of HPV vaccination in preventing cervical cancer, stressing that HPV vaccines should be administered to all girls aged 9-14 years before they become sexually active. She detailed treatment options for cancer, including hormonal therapies, chemotherapy, targeted biological therapies. and medications. She also discussed radiation therapy, a treatment method utilizing ionizing radiation generally

administered as part of cancer therapy to control the growth of malignant cells Mrs. Vinitha Malvalli, Princi-

pal. Lexicon Kids Kharadi. expressed her enthusiasm for the initiative, stating, "Mothers are the first teachers for their children; by educating and raising awareness among them, we are educating the children. By prioritizing their health and well-being, mothers can be the strongest foundation for nurturing and educating their children.

The health-care session by Lexicon Kids provided valuable resources to empower mothers to take charge of their health and create a positive ripple effect within their families.'

Through interactive dialogue and expert guidance, mothers left the session equipped with understanding, knowledge. and a renewed commitment to their health and well-being. This initiative exemplifies Lexicon Kids steadfast mission to champion women's empowerment and foster holistic wellness within communities.

'Hum Alard Hai, Hum Alag Hai'

Alard University Pune starts admissions for the year 2024

Pune (Voice news service):- Alard University Pune is coming up with many new changes in the system and new programs in different fields. In this sequence, in the session starting from the academic year 2024-25, Alard University Pune is starting new and innovative graduate, post graduate and PhD (various subjects) programs keeping in mind the bright future of the stu-

'Hum Alard Hai, Hum Alag Hai' with this thought, Alard University Pune will now promote academic excellence on the basis of five pillars - Attitude, Leadership, Alertness, Readiness and Dedication.

Students will get 70% learning, 30% theory and



100% internship quarantee. This information was given by the founder and Chancellor of the University, Dr. L. R. Yadav, in a press conference.

Only those students who score high in the Alard entrance exam will get the benefit of Alard University Scholarship 2024-25. In which students here

will be entitled to 100, 75, 50 and 25 % scholarship.

be online on the last Sunday of every month. The exam will be based on intelligence.

Dr. L.R. Yadav said that various scholarships will be provided to the parents of those who have served the country and have worked for the upliftment of the society.

In which, Rakshak Scholarship: 50% to Seva Medal winner, 100% to Gallantry Medal winner, 15% to Any Defence Service Honour, 100% to Life Sacrifice on Duty.

Sports Scholarship (Government Recognized): International Medal Winners 100% National Medal Winners 75%, State Medal Winners 25%, District Medal Winners 15 percent.

Dhanyawad Scholarship: 50% scholarship to Employees of Alard Group, 25% to former Alard Group Employees, 25% to existing students siblings, 50% to Alumni Wards, 25% to Alumni Extended Family, 25% to all print and electronic media, 25% to freedom fighter families and 50% scholarship will be given to orphans.

amalgamation of parties

representing the Bahujan

Samaj is possible if they

remove the main hurdles

namely, ego of leaders,

selfishness, and lack of

5. Regarding the Possi-

bility of their Unity: 61

percent participants feel

that in the present circum-

stances in Maharashtra,

BSP and VBA can unite

in one party. 59 percent

expressed desire of such

unity between VBA and

RPI (A). However, 54

percent participants see

no possibility of all three

major parties, i.e., BSP,

VBA and RPI (A) uniting

presently. 60 percent par-

ticipants have no hope of

unity between the BSP

6. Regarding Political

Scenario: The Survey

shows that even though

the Bahujan Samaj con-

stitutes more than 80 per-

cent of India's population,

no political party repre-

senting them will form the

government at the Center

or in Maharashtra due

to divisions in their votes

7. Regarding Preference

for Voting Medium: The

survey shows that 95 per-

cent people have no trust

on EVMs as tool or medi-

um for voting and desire

to opt traditional ballot

papers over EVMs for fair

and transparent election

and RPI (A).

mutual trust.

precision and patient care. Medicover Hospital Bhosari has unveiled the introduction of robotic-assisted surgeries for knee replacements. This innovative approach marks a significant milestone in the field of orthopedic surgery, promising improved outcomes and quicker recovery times for patients. Robotic-assisted surgery

(RAS) is one such advancement that provides surgeons with the ability to perform complex surgical procedures, and yet achieve highest possible precision.

Pune: In an effort to move

towards enhancing surgical

Robotic intervention gives more flexibility and control than it was possible in traditional techniques like open surgery.

Robotic-assisted surgery offers unmatched precision and personalized treatment plans for knee replacements. By combining technology with expertise, we minimize complications and optimize outcomes. - Dr. Rahul D Gagare, Consultant Orthopaedic. Robotic Joint Replacement Arthroscopy and sports medicine surgeon, Medicover Hospital Bhosari

The process of RAS combines artificial intelligence, augmented reality, and the surgeon's mind to achieve near perfect results. The surgeon creates a 3D representation of the unique anatomy of a knee with a pre-operative CT scan. The surgeon uses knee anatomy information to determine the correct size and position of the implant and creates a surgery plan unique to the anatomy of the patient.

The Robotic system does not perform the procedure by itself, but it has a robotic arm that is controlled by the surgeon and it assists the surgeon by providing accuracy and precision in performing bone cuts which is crucial to the success of the surgery and longevity of the implants. The extra layer of planning and precision provided with the help of the Robotic surgical system aims to ensure there is reduced blood loss and bone loss keeping the bone and soft tissues of the knee joint in a good condition. This ultimately results in less post-operative pain and faster recovery with shorter hospital-

Indian healthcare setup wil progress with the adoption of innovative solutions like RAS: techniques and technologies that enable superior medical care to achieve better outcome. The fraternity of robotic surgeons in the country is increasing, and it is believed that there are hundreds of specialist surgeons who use robotic tools to operate and treat their patients

Results of Survey undertaken to invite attention of the political parties primarily representing Bahujan Samaj survey indicates that such



(Voice news Pune service):-'Parivartan', an informal association of self-motivated social activists from the Bahujan Samaj constituted by the SCs, STs and OBCs, conducted an online survey aimed at inviting attention of the political parties primarily representing Bahujan Samaj to the expectations of the Bahujan Samaj, ahead of the 2024 Lok Sabha and Vidhan Sabha elections in Maharashtra. 50 questions were asked in 5 sections in the questionnaire prepared for the survey.

Considering the urgency caused by the forthcoming elections, the Parivartan now publishes the conclusions of the 14 questions which are directly related to the political aspects, such as alliances, unity amongst the political parties representing the Bahujan Samaj, EVMs, etc. The SC. ST & OBCs. constituting more than 80 percent of India's total population remains marginalized in the political front. Despite the significant presence of Bahujan Samaj in India's demography, the political parties

primarily representing the Bahujan Samaj in Maharashtra, including the major parties, namely, Bahujan Samaj Party (BSP), Vanchit Bahujan Aghadi (VBA), and Republican Party of India (Athavale) [RPI(A)], find it extremely difficult to address the concerns of the underprivileged sections. The findings of the survey can be helpful for BSP, VBA, [RPI (A)] parties to plan appropriate strategies in the up-

This information is being given in the Press Conference by Mr. Pankaj Jadhav of Incraft Technologies Pvt. Ltd., Mr. Dattatray Gorse and Advocate Arun Dolas.

coming elections that will

address the issues raised

in the survey.

Key Results of the Survey: 1. Regarding Alliance strategy: The Survey indicates that the Bahujan Samaj expects the VBA, BSP and RPI(I) to form alliances with INDIA. 63 percent participants feel that an alliance should be formed between VBA and INDIA. 62 percent expect such alliance between BSP and INDIA; and 52 percent expect such alli-

ance between RPI(A) and

2. Regarding preferences of the voters of the Bahujan Samaj: 49 percent (highest) participants indicated that VBA will be their most preferred party while voting if political parties representing the Bahujan Samaj did not form an alliance with either the NDA or INDIA. Whereas 31 percent of the participants indicated to vote for the INDIA alliance in such a scenario. This reflects the growing popularity of VBA among the Bahujan Samaj as well as the need for an alliance between INDIA and VBA in Maharashtra.

Regarding Unity

Among Political Parties Representing Bahujan Samaj: A huge group constituting 77 percent of the Bahujan Samaj survey participants feels necessity of these parties amalgamating into one strong political party. The majority, i.e., 55 percent participants of the survey believe that all political parties representing the Bahujan Samaj can unite amongst various political despite disagreements parties. amongst them and despite failure of past efforts to unite them. The youths, i.e. 65 percent females and 62 percent males upto the age of 38 years is more optimistic about happening their unity.

4. Regarding Hurdles in forming their Unity: The

26 wheelchairs for disabled by Lions Clu

Under the 'Haak Divvanganchi, Saath Lionschi' initiative organized by Lions Club International 3234 D-2, 26 wheelchairs were distributed to disabled persons at the hands of Prof. Dr. Medha Kulkarni, Member of Parliament, Rajya Sabha.

Lions Club former Governor Ramesh Shah, Deepak Shah. General Secretary of Seva Sadan School, Chintamani Patwardhan, Head of Disability Wing Seema Dabke, and Lions Club members and disabled students were present in large numbers in the program organized in the auditorium of Seva Sadan



School, Erandwane. The work being done by

the Lions Club for the disabled in the spirit of social responsibility is commendable. Government schemes made for the disabled should reach them. Prof. Dr. Medha Kulkarni expressed such expectations. Ramesh Shah and Deepak Shah expressed their feelings and Seema Dabke explained about the initiative.

NSDC International partners with SASASNET to develop skill ecosystem across Sub-Saharan Africa

Pune (Voice news service):- NSDC International, a wholly owned subsidiary of National Skill Development Corporation (NSDC), signed a Memorandum of Understanding (MoU) with Sub – Saharan African Skills & Apprenticeship Stakeholders Network (SASASNET) to develop the skill ecosystem across Sub-Saharan Africa countries. The partnership aims to address skill gap, promote workforce mobility, and propel economic growth in the region through collaborative initiatives and by facilitating the establishment of new Sector Skill Councils (SSCs), and sharing best practices of NSDC International on skills development strategies and lifelong learning initiatives.

The MoU was exchanged between Mr. Ved Mani Tiwari, CEO, NSDC and MD, NSDC International and Hon. Ousman Sillah, Secretary General. SASASNET.

Dr. Ashwani Aggarwal, Global Lead (Skills Policy, Systems and Digitization), International Labour Organization (ILO), Prof. Indris M. Bugaje, Chairperson, SASASNET and Ajay Raina, Group General Counsel, NSDC & COO, NSDC International were also present during the announcement of the partnership.

Speaking on the occasion, Mr. Ved Mani Tiwari, CEO, NSDC and MD, NSDC Inter-

share age old common historical and cultural connections which lavs the groundwork for exchanging expertise in skill development, fostering international cooperation and sustainable growth across Sub-Saharan Africa

At NSDC, we are committed

to steadily embracing smart, digitally driven technologies to nurture the next generation of skilled vouth and our partnership with SASASNET will prove a game changer in bridging skill gap, enhancing industry readiness and making youth future ready. It enhances social and economic growth, foster self-reliance and paves the way for a resilient and an inclusive future for all"

The partnership aims to drive skill harmonization and bench marking of qualifications, quality standardization, scaling technological advancements and bolstering digital public infrastructure to promote job readiness and employability skills among the youth.

To fuel further growth, the collaborative efforts will be made to digitalize the Technical and Vocational Education and Training (TVET) systems across Sub-Saharan Africa to open avenues for youth to access top-tier educational resources, enabling remote assessments and certifica-

national said, "India and Africa tions and fostering a culture of entrepreneurship, innovation and lifelong learning.

Speaking on the occasion. Professor Indris M. Bugaje, Chairperson, SASASNET said, "This is a great opportunity for Africa to collaborate with a similar skills development body from the Indian sub-continent for mutual ben-

Dr. Ashwani Aggarwal, Global Lead (Skills Policy, Systems and Digitization), ILO said, This MoU is a testament to India's and Africa's shared vision, setting the stage for a future where everyone is included in pursuing professional excellence.

It promises to bridge the skills gap, enhance cultural understanding, and create new opportunities for millions, empowering them to thrive in the global economy. The International Labour Organization (ILO) will continue to facilitate the strengthening of the partnership and provide technical support and expertise to develop policies and programs that promote decent work and social justice".

To streamline and expedite mobility, the partnership envisages on mapping of sector specific skills and assessing the demand for skilled workforce across sectors to strengthen the interface between industry and academia. In addition NSDC International will share the best practices and lessons learned from the development of the Skill India Digital Hub (SIDH) and other Digital Public Infrastructure (DPI) with SASASNET for enhancing the TVET systems through digital platforms in the member countries. Furthermore, the delegates

discussed how Sector Skill

Councils (SSCs) have played a vital role in developing competency-based standards. standardized skill certification process and fostering industry collaborations to address the demand for skilled workforce. With this, the establishment of the Sector Skill Councils (SSCs) in the member countries will open pathways for youth to gain academic knowledge combining industry exposure in line with National Skill Qualifications Framework (NSQF).

The multifaceted approach leverages innovative technologies, establishes a robust Recognition of Prior Learning (RPL) framework, and promotes a "earn while you learn" model for youth, facilitating their smooth transition from school to employment.

The collaboration focuses on strengthening the industry connect to comprehend the evolving skill requirements, emerging trends and job roles line with equipping the youth with industry relevant

(ASI) in New Delhi, Furthering its presence in India Pune (Voice news ser-

vice):- Israel Aerospace Industries (IAI), a world-class aerospace and defense company, has opened AeroSpace Services India (ASI) its Indian subsidiary in New Delhi. The opening of ASI is a strong demonstration of IAI's strong collaboration with the Indian government's 'Atmanirbhar Bharat'- MAKE IN INDIA vi-

This also shows the commitment to the strong partnership between IAI and DRDO in developing and supporting advanced systems for the Indian armed forces.

ASI trades in Indian Rupees and is the sole authorized OEM's Technical Representative for the entire Medium Range Surface-to-Air Missile (MRSAM) system. MRSAM is an advanced and innovative air and missile defense system that provides ultimate protection against a variety of aerial platforms. It is used by



Israel Aerospace Industries Launches AeroSpace Services India

the Indian army, air force and navy. The system includes an advanced phased array radar, command and control, mobile launchers, and interceptors with advanced RF seeker. MRSAM is jointly developed by IAI and DRDO for the Indian forces.

IAI's President and CEO, Boaz Levy: "IAI proudly presents ASI as our first major milestone towards India's ATMANIRBHAR BHARAT vision on self-reliance. INDIA & ISRAEL's partnership has

state-of-the-art witnessed achievement. This growth and development will create history when our two nations will foster IAI's technology and India's talent and expertise in the Defence sector. Together we will make Bharat ATMANIRBHAR" "Over the past 30 years, IAI

has worked closely with our Indian partners collaborating on some of the latest technologies. Our new ASI office will allow us to further that commitment," said Danny

Lauber, CEO Aerospace Services India (ASI). "We have a fabulous team of local professionals, and we are working together with our partners in the public and private sectors on the ground. ASI boasts a workforce of

approximately 50 employees, with 97% being Indian nationals. Headquartered in Delhi. ASI's strategically located branches extend its services across the entirety of the Indian subcontinent, reaffirming its commitment to nationwide coverage and customer satis-

With its new facilities on the ground, ASI can significantly reduce turnaround times for repairs and service operations, ensuring swift and efficient support to our esteemed customers. Additionally, by operating locally, ASI is committed to reducing the cost of services and repairs, thereby providing tangible benefits to its valued customers.

National Stock Exchange's MD & CEO Ashishkumar Chauhan was honored with the Survadatta National Award 2024

Pune (Voice news service):- Ashishkumar Chauhan, Managing Director and CEO of the National Stock Exchange of India was honored with the Suryadatta National Award 2024. He is an Indian business leader and administrator whom Professor Dr. Sanjay B. Chordiya, Founder President, and Chairman of Suryadatta Education Foundation, Pune

In a program held at the National Stock Exchange, Bandra Kurla Complex, Mumbai, the Suryadatta National Award was conferred upon Chouhan by Professor Dr Sanjay B. Chordiya for excellence in the field of Finance.

Ashish is a technocrat from IIT Bombay and IIM Calcutta. He is one of the founders of the National Stock Exchange of India (NSE). He set up NSE's screenbased trading and also created the NIFTY index and handled many activities during NSE's formative years. He is considered the father of modern financial derivatives due to his work at NSE from 1993-2000. He has served on and is part of several policy committees of the Government including the Ministry of Finance, Education, MSME, CBDT as well as regulators such as RBI and SEBI.

Toyota Kirloskar Motor Honoured with 'Commendation for Significant Achievement'

vice):- Recently, Toyota Kirloskar Motor (TKM) was recognised for its best CSR (Corporate Social Responsibility) practices under the category 'Commendation for Significant Achievement' presented at the 18th CII-ITC Sustainability Awards. This is a testament to the company's relentless social efforts and the robust framework for CSR governance and its successful implementation.

For this award, the TKM CSR activities were evaluated by the CII-ITC assessors under the defined parameters that included Learning & Innovation adopted across all its CSR projects.

The company's social initiatives demonstrated strong alignment with these parameters. Furthermore, as a part of its CSR implementation process, TKM conducts periodic internal assessment overseen by a board-level CSR committee, to actively monitor and comprehensively measure the impacts, ensuring objectivity, credibility, and commitment to compliance. Over the years, the company



sessment tools and systems to evaluate its performance and bolster community enhancement and environmental stewardship through sustained initiatives

Notably, TKM's CSR strategy embodies a dual focus on "Empowering Communities" and "Enriching Environment". Driven by innovation and guided by the principle of Kaizen (continuous improvement), TKM's CSR projects are organized into six key pillars: Skill Development, Road Safety, Education, Environment, Health & Hygiene, and Disaster Management. Additionally, its sustainable CSR model emphasizes community ownership, unified interventions, behaviour change, and

stakeholder engagement. Sharing his thoughts, Mr. Vikram Gulati, Country Head and Executive Vice President for Corporate Affairs and Governance, TKM, said, "At TKM, we are honoured to receive the 18th CII-ITC Sustainability Award. We firmly believe in the strong connect and the inclusivity that lies between business growth and societal progress. With a keen eye on enduring interventions we are focused on catalysing positive behavioural changes especially through our child to community approach. Our continuous efforts are to actively engage with communities, understand their unique needs, aspirations, and chal-

cific issues faced by them with sustainability at the core.

TKM has been successful in attaining sustainability in CSR by incorporating long-term strategic planning, engaging stakeholders to collaborate & support, timely project executions, implementing effective monitoring and evaluation mechanisms to track the project progressions, thereby aid the absolute community necessities.

This award reaffirms Toyota's commitment to driving positive change and making a meaninaful difference in the lives of people and the community. So far, we have achieved an outreach of over 2.3 million beneficiaries through our various social interventions.

As we continue to evolve and adapt, we remain committed to optimal resource allocation and gauging effectiveness of all our CSR projects to enable stronger and meaningful interventions for the societal development."

Rooted in Toyota's global vision, TKM's CSR programs are dedicated to fostering a resilient and sustainable so-

DEFENDER OCTA: A NEW HIGH-PERFORMANCE HERO

Pune (Voice news service):- Original British adventure brand Defender will introduce a new high-performance, all-terrain hero in 2024: New Defender OCTA. The new flagship Defender will be the toughest, most capable and luxurious model in the line-up, charting new territory for the brand.

Mark Cameron, Managing Director, Defender, said: "Defender has been synonymous with all-terrain capability with a bloodline tracing back to the Series 1 in 1948

New Defender OCTA will take this to another level, with a dramatic stance, innovative technology and unparalleled attention to detail. With astounding performance and a bold new attitude, it will enable our clients to master epic adventures in heightened lux-

Defender OCTA will feature V8 Twin Turbo mild-hybrid petrol power and class-leading 6D Dynamics air suspension, enabling extreme perfor-



mance across all terrains. Available for the first time on Defender, 6D Dynamics will give Defender OCTA an unparalleled breadth of capability, comfort and composure, whether on-road or off-road. The hydraulic interlinked 6D Dynamics technology features an innovative pitch and roll control system that will enable Defender OCTA to maintain a near-level stance during acceleration, braking and cornering on-road, while also maximising independent wheel travel and articulation across the most demanding off-road terrain resilience to the elements in

Reflecting the vehicle's luxury credentials, a diamond's octahedron shape inspires the new OCTA name - diamond being the hardest naturally occurring substance on Earth, renowned for its rarity. A new encircled diamond graphic symbolizes the flagship Defender model. It features on a number of interior and exterior components, including as a gloss black diamond within a machined and sandblasted titanium disc on each Signature Graphic panel. Titanium has also been chosen for its robustness and Mark Cameron added: "The Defender OCTA name and signature graphic are representative of the vehicle's strength, resilience and desirability - inspired by the vehicle's diamond-like tough luxury credentials. The new signature graphic is particularly significant as it will be the first time it is seen on a Defender - and it will identify all flagship Defender models in the future."

Defender OCTA is undergoing the most exhaustive development regime in Defender history, from the snow and ice of Sweden to Dubai desert, Nürburgring tarmac and Moab rock crawls.

Ahead of its full reveal later this year, prospective clients will be invited to attend exclusive previews as part of a new global Defender Elements series. Clients interested in registering for the first release of Defender OCTA are invited to contact their Defender retailer

ZF rebrands its Passive Safety Systems division to ZF LIFETEC



Pune (Voice news service):- ZF Group has announced the rebranding of its Passive Safety Systems division to "ZF LIFETEC". The new branding is part of the current legal separation of the Passive Safety Systems division within the ZF Group, In 2023, ZF Passive Safety Systems achieved sales of around €4.7 billion. As a leading passive safety system provider, ZF LIFE-TEC pursues a well-defined strategy to further increase sales and profitability as a standalone business driven by megatrends in the automotive industry and increasingly stringent safety regulations.

division has developed excellently. As a standalone brand. ZF LIFETEC gains the strategic scope to further accelerate sales growth and profitability," said Dr. Holger Klein, CEO of the ZF Group. "The carve-out is progressing well and we continue to explore options to further develop ZF LIFETEC in the future.

"Today's announcement of the new brand ZF LIFETEC is a visible signal, both internally and externally, of the independent positioning and aspirations of the Passive Safety Systems division," added Dr. Martin Fischer, Member of the Board of Management of the ZF Group responsible for the Passive Safety Systems

Rudolf Stark, Head of ZF Passive Safety Systems, added: "Our new ZF LIFETEC brand combines our mission of sav-

gy driven approach. We are aiming for growth, driven by automotive megatrends and globally rising levels of safety regulations. Our new brand stands for an extraordinary level of safety for vehicle occupants.

In October 2022, ZF Group initiated the carve-out of its Passive Safety Systems division, giving it more strategic options for its future development with a view to enabling higher growth in sales and profitability. With the new brand, ZF LIFETEC now starts a journey towards a standalone company, leveraging the robust position in a structural growth market less affected by automotive industry shifts.

ZF LIFETEC is one of the leading passive safety equipment providers with a global presence of 46 locations



across 18 countries and a market share of more than 20 percent of global sales in its core product categories. The comprehensive product portfolio covers inflatable restraint systems, steering wheel systems and seat belt systems, ranging from small vehicles in the volume segment to the most sophisticated luxury vehicles. Based on strong relationships with a diversified customer base of global OEMs driven by outstanding quality and R&D collaborations as well as a strong global innovation platform, ZF LIFFTEC is well positioned for future growth opportunities.

Kinetic Green Zooms Ahead as a Great Place to Work®, Attracting Top Young Talent in the EV Industry ering women in manufactur-

Pune (Voice news service):- Kinetic Green Energy & Power Solutions Ltd. (Kinetic Green), a pioneer in the Indian electric vehicle industry, proudly announces its recent certification as a Great Place to Work® by the esteemed Great Place to Work Institute® India

This accolade solidifies Kinetic Green's position as a forward-thinking, progressive, and professional organization dedicated to fostering an inclusive and dynamic workplace environment.

The certification underscores Kinetic Green's commitment to attracting young talent and standing out as a modern, professional and vibrant workplace.

By achieving certification in the dimensions of credibility, respect, fairness, pride, and camaraderie, Kinetic Green demonstrates its dedication to building a workplace culture that prioritizes trust, support, inclusivity, diversity, employee satisfaction, and team cohesion.

With an impressive response rate of 86%, far exceeding the benchmark set by India's Top 100 Great Mid-Sized Workplaces, Kinetic Green exemplifies its dedication to its employees' well-being and engagement.

Sulaiia Firodia Motwani. Founder and CEO of Kinetic Green, expressed her enthusiasm, stating, "We are thrilled to receive the 'Great Place to Work' certification, which underscores our firm belief that our employees are our most valuable asset.

At Kinetic Green, we strive to create an environment where every individual feels valued, respected, and empowered to contribute their best. This recognition reaffirms our commitment to fostering a workplace culture that encourages collaboration, innovation, and personal growth."

Kinetic Green stands apart from the competition by actively championing diversity and inclusion. Leading the way in empow-

ing, they have a bold pledge to maintain a minimum of 25% female representation on their two-wheeler assembly line. This commitment extends to leadership roles, ensuring women have a strong voice in shaping the company's future. Kinetic Green's dedication to excellence extends far beyond its industry-leading EVs. By prioritizing employee engagement, professional development, and work-life balance, they're creating a win-win situation.

Ranjit Kondeshan, CHRO of Kinetic Green Energy & Power Solutions Ltd. commented, "We are thrilled to announce our certification as a Great Place to Work! This recognition is a testament to our unwavering commitment to fostering a supportive and rewarding environment for our employees.

It acknowledges the dedication of our entire team and our relentless pursuit of excellence in both employ-

Skoda Auto India announces the next leg of the

Name Your Skoda campaign for its all-new compact SUV

ee well-being and reliability. This achievement reflects the positive inclusive culture we've fostered together, driving us to continuously enhance our workplace experience.

The 'Great Place to Work' certification is a result of a rigorous assessment process that evaluates organizational culture through employee surveys and comprehensive workforce questionnaires. By prioritizing employee satisfaction, professional development, and work-life balance. Kinetic Green aims not only to empower its team members and enhance the company's success but also to contribute to India's adoption of electric mobility.

As a leading authority on workplace culture, Great Place To Work is dedicated to transforming every workplace into an environment where all employees thrive. and Kinetic Green is proud to be part of this transformative

Enlite and Clairco announced as the winners of Panasonic Ignition, first cohort

Panasonic Life vice):-Solutions India (PLSIND), a leading diversified technology company, today announced Enlite and Clairco as the winners of its first cohort of Panasonic Ignition program.

Enlite focusing on Al-enabled wireless building management system and Clairco that develops IoT-based smart air purification devices & space optimization solutions will receive strategic funding and an opportunity to work with Panasonic business teams for development and implementation.

Ignition program in partnership with 100x.VC is a corporate innovation initiative that was introduced last year to develop solutions for real-life challenges focused around Energy Management Systems for Commercial Spaces.

The two Ignition winners will receive Corporate Venture Capital (CVC) funding and business collaborations, while the four Accelerate winners - Sustlabs, Quebec Ventures. Sensiable and Blaze will get an opportunity for business collaborations and get to implement solutions in partnership with Panasonic companies.

The 12 start-ups who were shortlisted last year were SustLabs, MinionLabs, Clairco, Enlite, Zodhya, Living Things, Sensiable, Carbon Minus, Nebeskie, Quebeq Ventures, Blaze and Cymbeline. They pitched their ideas, GTM strategy, commercial plans today to a panel of judges from Panasonic and 100X.VC

Mr. Manish Sharma, Chairman, Panasonic Life Solu-



tions India & South Asia, "India has emerged as the world's third largest startup ecosystem with over 1.25 lakh startups and 110 unicorns and Panasonic is looking forward to be part of this journey through our initiatives like Ignition. Panasonic established India Innovation Centre (IIC) in 2017 with an initial investment of Rs 240 crores. The objective of IIC is to drive tech-based innovation and deliver growth for business.

Today, we're pleased to state that the investments are bearing fruits. Miraie Panasonic's IoT & AI enabled platform, Miraie Profactory, India's first Matter-enabled RACs are all a result of timely innovative interventions driven through India Innovation Centre. And I am confident that this strategic endeavour undertaken through the Ignition program will address the larger issue of energy management for commercial spaces.'

Expressing his enthusiasm on the program's success Mr. Kunio Gohara, Chief Transformation Officer (CTRO) and Head of the CVC office, Panasonic Corporation said. "Panasonic Kurashi Visionary Fund (PKVF) was established by the Corporation to tackle social and global problems of the world, aimed at enriching, and transforming people's lives. Panasonic is committed to investing a total of Yen 8 billion (~ INR 450 cr) which will be invested across in the mid to long term, across startups in Japan, Europe and India. It is exciting to meet the young, talented Indian start-ups and witness the innovation firsthand. They are leveraging some of the most advanced new-age technologies in the field of AI, IoT, data analytics to name a few, to solve complex energy management issues. Ignition program in India will definitely set new benchmarks for the world, encouraging start-ups to drive sustainable economic growth."

Sharing his experience Mr. Manish Misra, Chief Innovation Officer, Panasonic Life Solutions India, said, "Innovation is at the heart of solving customer issues. The ideas shared by Ignite award winners Enlite and Clairco were not only innovative but also unique to provide significant differentiation for B2B customers. We look forward to collaborating with Enlite and Clairco to introduce these game-changing solutions to the market. In addition, the next set of 4 Accelerate award winners: Sustlabs, Quebec Ventures, Sensiable and Blaze will

also collaborate with Pana-

bring unique energy management offerings. Panasonic will continue to engage with other class of cohort 1 startup based on different business requirements and common synergies." "Panasonic Ignition program

has been an enriching journey. For last six months, we have been working closely with Panasonic to look for startups who were genuinely interested to solve. real-world problems and we are glad to see the outcomes achieved. Our hearty congratulations to the winners of Ignite and Accelerate awards. We wish them success in their engagements with different teams from Panasonic. Through such corporate initiatives, we can look at bridging the gap between industry and startups. We hope to partner with Panasonic in future editions of Ignition," said, Mr. Yagnesh Sanghrajka, Founder and CFO at 100X.VC. Panasonic Ignition is an in-

tegral part of the Panasonic Kurashi Visionary Fund (PKVF), a pioneering Corporate Venture Capital fund designed to invest in early to mid-stage startups spanning Japan, Europe, and India. The primary focus areas of the fund include well-being, decarbonization. energy, food infrastructure, spatial infrastructure, and emerging lifestyle domains. To date, significant global investments have been made in various companies such as Mode, Ubiden, Daybreak, R8 Tech, Neautech, and Zene. underscoring Panasonic's commitment towards fostering innovative solutions across diverse sectors.

Pune (Voice news ser- 'Name Your Škoda' we want point expansion to be closer names. vice):- Škoda Auto India has to extend this tradition to our already ushered in the New upcoming all-new SUV and tomers. Era with the announcement want the people, customers The naming tradition: It site, nameyourskoda.com and of the all-new compact SUV. and fans to be involved in is a tradition going back to cast votes for the shortlisted Taking a stride further into the New Era with user engagement and involvement, the company has also announced 'Name Your Škoda', a campaign where participants contribute to what the name of Škoda's all-new compact

SUV will be. Speaking at the announcement, Petr Janeba, Brand Director. Škoda Auto India. said: "India is driving growth for Škoda Auto globally. The key enablers of this so far have been the first products specifically developed for India the Kushaq and the Slavia. These cars, apart from being built on an India-specific platform, have also been named keeping legacy, heritage and culture in mind. Kushaq, for instance, is from the Sanskrit word for an emperor.

Slavia is the name of Škoda's first ever product, a bicvcle. The naming process of a car is important for us. With

the naming process of their new car. We look forward to people across India embracing our new family member. which is locally developed, locally engineered and locally manufactured."

The initiative: 'Name Your Škoda' is a campaign that enables the involvement and engagement of users, customers and the Fans of Škoda in picking the name for a car that will hit the roads in 2025 This is a step further in Škoda Auto India's endeavour for listening to people, fans and customers.

An endeavour that began with the MQB-A0-IN platform - that is developed with a focus on safety (developed with a 5 star Global NCAP rating in mind), on reasonable cost of ownership (including insurance) while retaining the Škoda DNA of design, agility and dynamics --and Škoda Auto India's customer touch-

to the growth in the region.

and more accessible to cus-

the company's first ever fullfledged 7-seater luxury 4x4, the Kodiaq, in 2017. The name reflects the qualities of both, the Kodiak bear and the Kodiak Archipelago to the south of Alaska, USA that it inhabits

The nomenclature is a reflection of the beauty, grandeur and toughness of both the bear and the terrain it calls home. The Škoda Kushaq takes this legacy forward and the all-new compact SUV, that will make its world debut in India in March 2025 will also follow Škoda's SUV family naming tradition.

The next leg - Polling contest: Through 'Name Your Škoda', participants have suggested names for the compact SUV that begins with the letter 'K' and ends with the letter 'Q' with one or two syllables. The campaign resulted in over 1,30,000 names with close to 20,000 unique

can visit the campaign micronames and also suggest new ones if not done already. Participants can also share their favourite name with #NameYourSkoda on Facebook. Instagram or X (formerly Twitter)

channels. The winner of this naming contest stands the opportunity of owning this all-new Škoda compact SUV - being one of the first owners when it hits roads in the first half of 2025. Another 10 winners will get to visit Škoda Auto in Mlada Boleslav including the very impressive Škoda Museum, and also a tour of Prague, one of the most attractive cities in Europe.

The next leg of the campaign starts from March 28, 2024 and runs till April 12, 2024. The 'Name Your Škoda' aims at inculcating a sense of pride and belonging among participants whenever they see this all-new SUV on the roads after its world debut in India.

ZF Rane Automotive India Acquires TRW Sun Steering Wheels

Pune (Voice news service):- ZF Rane Automotive India Private Limited, a joint venture between ZF Group in India and Rane Group acquires 100% of the steering wheels manufacturer TRW Sun Steering Wheels Private Limited (TSSW).

ZF Rane Automotive India manufactures hydraulic steering gear system, seat belts, and airbags for automotive industry. With the acquisition of the domestic steering wheels and occupant safety manufacturer- TRW Sun Steering Wheels Private Limited, this joint venture is now more strongly committed

Headquartered in Gurugram, TSSW manufactures various types of steering wheels for the Indian market. TSSW is a JV between the Sun Group and ZF Group globally and has been in the business of designing, developing, and manufacturing steering wheels since 1994. TSSW supplies steering wheels to diverse set of passenger vehicle customers from its manufacturing plants in Gurugram and Pune.

This move places ZF Rane Automotive India in a strong position to provide comprehensive solutions covering occupant safety and system integration services to domestic customers.

Commenting on the acquisition, Mr. Harish Lakshman, Vice Chairman, Rane Group & Managing Director, ZF Rane Automotive India Pvt. Ltd. said, "This acquisition will seamlessly integrate and enable ZF Rane Automotive India to deliver exceptional value to existing and new customers with enhanced capabilities. With TSSW's extensive presence in west and north India, this acquisition will strategically strengthen our position to serve the customers."

Mr. Akash Passey, Pres-

ident, ZF Group India expressed his enthusiasm about this strategic move, stating, "The acquisition of TSSW is a move that consolidates our leadership in the domestic market, building on the technological competence of the ZF Group with the manufacturing prowess of the Rane Group. Now with the TSSW acquisition, we will be able to support more customers, across the region with a comprehensive portfolio. This acquisition enables us to pool in our specific strengths and create a stronger brand that adds immense value to the customer require-