



Mahindra Powerall launches state of the art CPCB 4 generators To be manufactured in Khed Shivapur plant of Shyam Global

Pune (Voice news service):- The Ministry of Environment has recently announced an important decision in respect of use of generators. As per this decision use of generators which comply with the CPCB-4 norms has been made mandatory. Keeping this in mind Mahindra Powerall has launched CPCB -4 generators.

Manufacturing of these generators has already commenced at the Khed Shivapur plant of the world renowned company Shyam Global Techno Ventures Pvt Ltd.

In addition to manufacturing these generators, Shyam Global is also engaged as the principal distributor of the generators for the states of Maharashtra and Goa.

A meet of dealers from Maharashtra and Goa was organised to mark the sixth anniversary of Shyam Global. Business Head of Mahindra Powerall Mr Sanjay Jain was present for the meet as the chief guest.



Other dignitaries present included Directors of Shyam Global Narendra Goyal and Ruchi Goyal, Quaiser Khalid (Additional Director General of Police, Maharashtra), Vijay Bhandari (CMD of B J Bhandari Papers Pvt Ltd), P Palaniappan (Whole time director, Mahindra Waste to Energy Solutions), Director of Tria Housing Shyam Goyal and Amit Kothari (CMD Associated Dairyfab Pvt Ltd). Mahindra Powerall, Add Sumit Gupta Retail sales head, Mahesh & Prakash for sales department were present. Dealers from Maharashtra and Goa attended the meet in large number.

Announcing the launch of the generators Mr Sanjay Jain said that the Central Government has mandated use of CPCB-4 generators in future. Mahindra Powerall has launched these CPCB-4 compliant generators keeping in mind this mandate. Manufacturing of these generators has already commenced at the Khed Shivapur plant of Shyam Global. These generators consume much lesser fuel to produce good quality power. These generators will bring major savings in fuel and thereby contribute significantly to the country's development.

Director of Shyam Global Narendra Goyal said the company Shyam Global Techno Ventures Pvt Ltd. was started in 2018. "Today is the sixth anniversary of the company. In these six years we have made strong strides on the path of progress on the strength of our efforts and modern technology.

The plant has the capacity to manufacture 6500 generators annually and the generators will be sold both in the different states of India as well as in export markets. We are committed to increase the company's turnover to Rs 300 in the next three years."

Director of Shyam Global Ruchi Goyal said the company has recorded very good success in the last six years. We have now entered high tech manufacturing. The state of the art generators of Mahindra Powerall have proved useful for real estate sector, educational institutions, manufacturing sector, textiles sector, SMEs and Information Technology companies.

GERA DEVELOPMENTS PRIVATE LIMITED ANNOUNCES GERA'S ISLAND OF JOY IN EAST KHARADI[^], AND CELEBRATES 10 YEARS OF GERA'S CHILDCENTRIC[®] HOMES

Pune (Voice news service):- Gera Developments Private Limited, renowned pioneers in Real Estate, and recipients of multiple awards for their premium residential and commercial projects across Pune, Goa, and Bengaluru, are excited to introduce their latest project, Gera's Island of Joy.

Gera has been at the forefront of innovation, having launched ChildCentric[®] Homes in 2014, tailored to the needs of modern families. Projects like Song of Joy and River of Joy have set new benchmarks in understanding and responding to the needs of parents in raising their children, and ensuring families spend quality time with one another, over and above comprehensive child development, bolstered by partnerships with esteemed academies.

With a portfolio that has brought joy to over 3,500 satisfied families, and won numerous accolades, including the prestigious "Themed Project Of The Year" award, Gera continues to raise the standards of Real Estate in the country.

The introduction of Gera's Island of Joy in East Kharadi[^] marks the latest chapter in

Gera Developments' illustrious journey. Encompassing 12.5 acres, with 9 towers, and over 1,800 homes, Gera's Island of Joy offers unparalleled leisure amenities, including three clubhouses, private Go-Kart racing, a wave pool, and a bowling alley. Nestled along the riverbanks, it also features 9 celebrity-led learning academies focused on sports, performing arts, and personal development creating an enriching environment for families.

Mr. Rohit Gera, Managing Director of Gera Developments, expressed his pleasure at the launch event, "A decade ago, we dared to dream differently, and rewrote the rules of what a modern home could be. Gera's ChildCentric[®] Homes was a concept designed to ease the burden off families, and give them the impetus to make the most of the opportunities available for their children to prosper in every way possible. Over the years, with every successive project, the response has been phenomenal. Our celebrity academies are committed to identify and hone the talents of the children that will inhabit the space. The amenities that are unique to our project promise to make a lifetime



of memories for the families. Gera's Island of Joy stands as a symbol of modern living, bringing unparalleled comfort and joy for its residents – a perfect beginning to the next decade of Gera's ChildCentric[®] Homes."

Strategically positioned near prominent SEZ and IT parks, Gera's Island of Joy ensures connectivity and convenience. As part of an Integrated Township, it emphasizes sustainability with innovative features, including Pune's first electric Go-Kart racing track.

On Pune's Real Estate front, Gera Developments notes a substantial surge in the sector from fiscal years 2022 to 2024, witnessing a remarkable 29% increase in overall off-take, soaring from 14,654 units to 18,902 units. This growth is particularly notable in the thriving IT corridors of Kharadi and Hinjewadi, experiencing surges of 32% and 82%, respectively. Additionally, prices have seen a commendable 25% growth, with budgets increasing by an impressive 30%.

Dabur Glucose launches 'Energize India' Campaign to Promote Young Athletes



Pune (Voice news service):- Dabur Glucose, the leading instant energy drink from the House of Dabur, announced the launch of a mega Campaign 'Energize India' to promote young sporting talent and drive awareness about the importance of energy and stamina among young athletes in major sports academies across India.

As part of the campaign, Dabur Glucose conducted a special awareness session on energy and stamina management at the Star Boxing Academy, featuring renowned doctor and experts in the field. This session provided valuable insights and strategies to help athletes optimize their performance and achieve their full potential. Dabur also felicitated top athletes of this academy. Dabur also facilitate top three players- Janvi Sangle, Sakshi Meena, Rudra Ghare of this academy, Dinesh Kumar from Dabur India, Narendra Parkhe from Deshveva Foundation, Star Boxing Academy coach Nilesh Khude, Vijay Pawar, Aditya Jadhav and other colleagues were present on this occasion.

"We are delighted to launch our 'Energize India' campaign to promote the importance of energy and stamina among young athletes and provide them with the necessary energy to excel in their respective sports. As a brand, Dabur Glucose is a perfect fit for athletes, sports enthusiasts, and people who lead an active lifestyle. The product is designed to provide an instant energy boost, which is essential for individuals engaged in physical activities," Dabur India Limited Marketing Head-Health Supplements Mr. Prashant Agarwal said. The energy sessions, conducted by Coach Nilesh Khude focused on educating young athletes about the importance of proper nutri-

tion and hydration to ensure optimal performance. The session also included tips and techniques to improve stamina and endurance, which are crucial for any athlete. "Dabur Glucose has always been committed to promoting a healthy and active lifestyle among our youth. This partnership with young athletes is another step forward towards achieving this goal. With its refreshing taste and instant energy boost, Dabur Glucose is the perfect choice for young athletes to stay energized and perform at their best," Mr. Agarwal added.

About Dabur Glucose: Dabur Glucose is a powder-based energy drink that is made using 99.4% pure glucose. It is designed to provide an instant boost of energy and is a great way to refuel during a long day. Enhanced with essential vitamins and electrolyte. It helps you survive excessive heat, fight tiredness, and optimises your energy with higher glucose content. Enriched with the goodness of Vitamin C and Calcium makes sure that kids as well as adults stay healthy and active with the power of essential nutrients. It is available in convenient sachets and can be easily carried in a bag or a pocket.

About Dabur India Ltd: Dabur India Ltd is one of India's leading FMCG Companies. Building on a legacy of quality and experience for 140 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company. Dabur India's FMCG portfolio includes eight Power Brands – Dabur Chyawanprash, Dabur Honey, Dabur Honitus, Dabur Pudina Hara and Dabur Lal Tail in the Healthcare space; Dabur Amla and Dabur Red Paste for Personal Care; and Réal in the Food & Beverages category.

PVR INOX UNVEILS THE FIRST SUPER-PREMIUM DIRECTOR'S CUT CINEMA AND ICE THEATRES[®] AT KOPA Mall, KOREGAON PARK, PUNE

Pune (Voice news service):- PVR INOX, the largest and the most premium cinema exhibitor in India has today announced the opening of its 7-screen multiplex in Pune's first luxury lifestyle destination at KOPA Mall, Koregaon Park. The cinema showcases the country's leading luxury cinema formats, Director's Cut and the immersive ICE Theatres[®], both marking their debut in the West Region.

The most notable aspect of this cinema is that it brings with it 5 Director's Cut auditoriums within PVR INOX's 'The Luxury Collection' portfolio, known countrywide for offering sophisticated and immersive movie-viewing experiences. The cinema also houses the ICE Theatres[®] and a Premiere auditorium where modern splendor and redefining comfort meet cutting-edge cinema technologies such as 4K Laser projection, Dolby Atmos sound, and Next Generation 3D. Adjacent to it, the Gatsby resto-bar adds to an exceptional experience through its unparalleled premium dining entwined with a lavish cinematic experience. Surrounding the theater are world-class culinary options including The Popcorn Bar with its wide array of flavoured

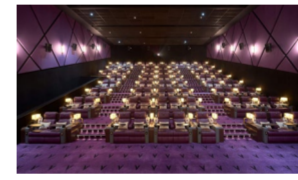


popcorn, La Cuisine serving contemporary continental cuisines, and Simply Sushi for its authentic sushi. The new cinema, accommodating 751 guests, serving a high-end catchment area in Pune will augment PVR INOX foothold in the state of Maharashtra with 277 screens in 55 cinemas. The company consolidates its presence in West India to a total of 367 screens in 79 cinemas. Commenting on the expansion plan, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said "We are excited to bring the first ICE Theatres[®] and first Director's Cut experience to the Western Region with Pune. The city's vibrant and dynamic culture, rich heritage, cosmopolitan charm, and rich understanding of cinematic artistry, make it the perfect backdrop for our newest venture at KOPA, the City's es-

teemed lifestyle hub. Through the launch of our new out-of-home destination, we aspire to enrich Pune's cultural panorama while offering audiences a unique blend of cinematic opulence and immersive entertainment." "At KOPA, we have created an unparalleled shopping and dining experience, curated with a unique collection of brands that provide an elevated lifestyle for Pune. We are grateful to our partners at PVR INOX, who have chosen KOPA as their home for the inaugural PVR Director's Cut in the state. This marks another milestone in a deep relationship between our organizations as we collectively seek to provide incomparable experiences for our visitors, said Mr. Ashwin Puri, Managing Director and CEO, Lake Shore, on the collaboration. Directors' Cut is the pinnacle of luxury at PVR INOX and

sets the bar for sophisticated and high-end hospitality and entertainment. From its ultra-plush auditoriums, world-class projection and surround sound, completely reclaimable armchairs with pillows and blankets, a personal attendant call system, an intriguing in-seat food and beverage menu, and luxurious lounges, every detail is carefully engineered to deliver the ultimate comfort for the patrons.

"In a city that truly understands the richness of cinema, it is only natural that Pune inspires us to build large super premium auditoria through our exclusive Director's Cut and ICE Theatres[®] adding to the immersive nature and escapism of the super-premium experience. With Gatsby's, we aspire to introduce a sophisticated gourmet dining and resto-bar concept for discerning patrons, offering a perfect complement to their cinematic experience" said Mr. Renaud Palliere, Chief of The Luxury Collection and Innovation, PVR INOX Limited.



Samsung India Launches Two High-Capacity Power Banks with Super-Fast Charging

Pune (Voice news service):- Samsung, India's largest consumer electronics brand, today announced the launch of two power banks that have been designed for convenience of users on the go. The 20000mAh power bank comes with 45W super-fast 2.0 charging and the 10000mAh power bank supports wireless charging and 25W super-fast wired charging, offering users great options to keep their devices charged on the go. The 45W 20000mAh power bank, priced at INR 4299, supports triple port charging capability and can charge three devices simultaneously. Users can not only charge

their smartphones, but can also charge headphones, gaming consoles, cameras or laptops concurrently with added convenience and far less hassle. Using high-quality lithium-ion batteries, Samsung's 20000mAh power bank supports low current charging and is compatible with mainstream smartphones and digital devices, meeting users' high daily demand for power. The 25W 10000mAh super-fast power bank, priced at INR 3499, can charge a wide range of devices including smartphones, watches, buds and digital devices. The dual-port charging capability of the power bank allows users to plug in and power two



devices at once. Additionally, the Qi certified power bank can charge a wide range of digital devices wirelessly with up to 7.5W. The power banks are made with UL-certified recycled materials which help reduce carbon emissions and conserve the planet's precious resources. Available in Beige colour, the power banks are on sale on Amazon, Samsung.com and at leading retail stores.

Health resolution today, junk tomorrow? Saffola's disruptive print creative highlights the importance of committing to a healthy lifestyle every day!

Pune (Voice news service):- Saffola's latest print ad campaign jolted readers from their usual morning routine with an oil-stained front page of multiple newspapers, across the country. With their consistent efforts Saffola continues to inspire individuals with the conversation initiated on the last 'World Heart Day' - promoting good heart health and a healthy lifestyle by taking #RozKaHealthyStep.

Designed to serve as a wake-up call to emphasize the fact that health is not built in a single day, the front-page creative features a striking image of a handful of pakoras (fritters), lined with oil stains, placed over the news, and talks about going beyond just World Health Day to building consistency by taking #RozKaHealthyStep for better health and well-being. Speaking about the campaign, Somasree Bose Awasthi, Chief Marketing Officer, Marico Limited said, "Following through on health resolutions can be very challenging. Our goal is to help the consumer walk this journey of building a consistently healthy lifestyle, every day.

We took the unusual route of taking the message live after World Health Day, instead of on the day, catching readers in the moment and reminding them of how resolutions made on key occasions are forgotten soon after. By reaching our valued consumers where they are highly engaged and reminding them to choose Roz Ka Healthy Step every day, we are committed to ensuring they don't fall off the health-wagon."

Ram Jayaraman, Chief Creative Officer (CCO), Mullen Lintas said, "Sometimes, the best contextual/topical ad is one that's intentionally off by a few days. As Saffola believes that good health is built over time, we deliberately stayed quiet on that single day dedicated to health, World Health Day. We released our creative a few days later to remind people that real victory lies in sustained, consistent actions. And in today's digital-first world, it is deliciously contrarian to see the good ol' newspaper pull something off that only can."



when conversations are triggered. Saffola's journey of nudging the consumer to take #RozKaHealthyStep is an ongoing journey, however it was important to not just nudge the consumer but to pull attention to how health takes a back seat in our lives. This campaign is an excellent example of how the right blend of creative and medium, can deliver the message contextually and with impact, leading to larger conversations amongst the target audience." The brand is committed to continuing this conversation, using various mediums and platforms through the year with the aim to raise awareness and guide consumers in adopting simple, everyday habits for a healthier lifestyle.

Singapore Tourism Board (STB) announces summer vacation offers

Pune (Voice news service):- Singapore has always held a special spot in the hearts of Indian travellers, renowned for its family-friendly charm and a wealth of unforgettable experiences. In the wake of the pandemic, the island city has continued to evolve, offering travel enthusiasts a revitalized selection of extraordinary moments that are uniquely 'Made In Singapore'.

As summer vacations begin, families are eager to make lasting memories through travel. In response, the Singapore Tourism Board (STB) has partnered with Singapore Airlines Group, Sentosa Development Corporation, and Mandai Wildlife Group to introduce the 'Family Playdates. Made In Singapore' campaign. This initiative offers special

deals to encourage families to rediscover the magic of Singapore this summer. Mr. Markus Tan, Regional Director, India, Middle East, South Asia and Africa, Singapore Tourism Board, said, "As we launch our latest summer promotion campaign in India, we are excited to invite families to experience the magic of Singapore through our 'Family Playdates. Made In Singapore' initiative.

AMITY UNIVERSITY MUMBAI SHOWCASES AT BOMBAY TIMES FASHION WEEK 2024

Pune (Voice news service):- Amity University Mumbai's School of Fashion Design and Technology (ASFT) showcased 'Tarang' The Collection at the Bombay Times Fashion Week 2024. 18 student designers featured 20 garments portraying a vibrant mix of textures and colour coordinates enabling multiple surface ornamentation possibilities. The Collection featured the finest young design talent in the country, displaying their technical prowess and creative genius through various themes. It explored avant-garde ensembles that fuse luxury fashion with modern styles, like a wave of change that carries the spirit of tradition into the cutting-edge embrace of the future. The showstopper, Ms. Esha Velankar, winner of Miss Cocoaberry Diva, Miss Unity International 2021-2022, and Miss India Global 2020 runner-up is set to compete in the Miss Universe pageant. She didn't only walk the ramp during Fashion Week; she also showcased her collection and wore a garment with "wings" that depicted a sense of freedom through the "Kirigami" design. Speaking on the occasion,



Prof. (Dr.) A.W. Santhosh Kumar, Vice-Chancellor, Amity University Mumbai, said "Amity University Mumbai is proud to be associated with the Bombay Times Fashion Week, a magnificent show, showcasing the talents of our students' excellence in comparison with seasoned Fashion industry icons in the fields of Design, Choreography, Fashion display and theme. Amity School of Fashion Technology has a hands-on approach and industry collaborative model, which is why our students excel in many such fashion shows around the country and bring laurels to the Institution." Prof. (Dr.) Bhawana Chana, Director, Amity School of Fashion Technology, Amity University Mumbai, said "Tarang' The Collection defines the institute's broader initiative to rejuvenate India's cultural essence and glob-

al design concepts. The designs move between digital garment structures and traditional handicrafts, focusing on sculpting, fluid drapery, layering, surface embellishments, ombre effects, and geometric patterns. The themes are influenced by natural elements and theatrical expressions, representing an evolution of creative ideas." Amity University Mumbai's School of Fashion Technology is one of India's leading Design institutes. It empowers youth and nurtures professionals in Fashion, Textiles, Art and Design, Retail, Communication, Styling, and Entrepreneurship with a fine blend of knowledge, technical skills, practical experience, and career opportunities. The school believes in "digital first," putting interactive design at the forefront of education, emphasizing UI-UX interface.

About Amity University Mumbai: Amity University Maharashtra, established under Maharashtra Govt. Act of 2014 of the Government of Maharashtra and recognized as per Section 2(f) of the UGC Act with the rights to confer degrees, on a future-ready, sprawling campus, over a kilometre-long frontage on the Mumbai-Pune Expressway offers a 360-degree career transformation. Recently ranked among the top 250 universities in South Asia (QS Asia University Rankings 2024) and securing the prestigious 101-150 band by NIRF and international accreditation in Built Environment by RICS, the university has been recognized as the best institution nationally by 'Times Higher Education' and prominently features in 'THE Impact Ranking.' In addition, the university was recently named the 'Best Education Brand 2024' at the 7th edition of the ET Now Best Brands Conclave. The year 2023 witnessed an impressive 92.3% placement rate with 364 companies, while 7.7% continued their studies at esteemed academic institutions, joined their businesses or started their own companies.

Coca-Cola India's first ever partnership with Hockey India for National Women's Hockey League

Pune (Voice news service):- Anandana, The Coca-Cola India Foundation announces its first ever partnership with Hockey India for the National Women's Hockey League 2024. The 1st Phase of the tournament commenced on 30th April and it will conclude on 9th May 2024, in Ranchi, Jharkhand, the domestic league promises an exhilarating showcase of talent and skill. The National Women's Hockey League features teams that secured top-eight positions in Pune's recently concluded 14th Hockey India Senior Women National Championship 2024. The participating athletes represent various states including Haryana, Maharashtra, Jharkhand, Madhya Pradesh, Bengal, Mizoram, Manipur, and

Odisha. In line with Coca-Cola India's commitment to sports, the three-year collaboration underscores its role in positively shaping the sports and gender equality landscape. The partnership also aligns with the company's #SheTheDifference campaign, an initiative to celebrate, uplift, and support women. This strategic partnership aims to elevate women's hockey by tackling essential components such as providing specialized coaching, the provision of training equipment, nutritional support, and the organization of camps and tournaments to foster growth. Sporting Ethos, is the implementation partner of the program, offering valuable support for the players to reach their full potential and bring out

the best of the Indian sports scene. Commenting on the partnership, Hockey India President Dr Dilip Tirkey said, "We are thrilled to have Anandana, the Coca-Cola India Foundation onboard for the inaugural edition of the tournament. I believe this association will not only elevate the stature of hockey as a sport but also of women hockey players, nationally and internationally. This collaboration will be a milestone in raising the bar of sports training and enhancing sports capabilities in India". Echoing the President's enthusiasm, Hockey India Secretary General Shri Bhola Nath Singh welcomed the partnership with Anandana, the Coca-Cola India Foundation. "Our goals are perfectly aligned," he said. "Both Hockey India and Co-

ca-Cola are committed to promoting and developing sports at the grassroots level, particularly women's hockey. We envision the National Women's Hockey League as a strong feeder system for the National team. This partnership is a win-win, and we look forward to a fruitful collaboration in the years to come." Announcing the association, Rajiv Gupta, Director, The Coca-Cola India Foundation said, "At Coca-Cola India, we believe in the transformative power of sports to inspire and unite communities. Partnering with Hockey India advances our shared vision of creating a supportive environment for the development of sports and athletes alike. With this, we are proud to sponsor women in sports and contribute to their success on the global stage."

Fanta redefines flavorful indulgence; launches a new Fnacking campaign featuring Kartik Aaryan

Pune (Voice news service):- Fanta, the renowned and flavorful beverage brand of Coca-Cola India, unveils a new campaign to showcase the joy of Fnacking by having the flavorful Fanta Orange with their favorite snacks. The campaign film featuring Kartik Aaryan, encourages consumers to seize the moment and build a perfect snacking ritual with Fanta's multisensorial and indulgent taste. India's snacking landscape is exploding with experimentation from unusual snack combinations to testing viral food hacks, experimentation snacks to snack review. Amidst this, Fanta acts a perfect enabler to enhance the taste of these sumptuous delights. Grab a FANTA & a Snack and Get FNACKING! In the Fnacking campaign, Bollywood sensation Kartik Aaryan showcases the playful side of 'Fnacking.' Yes, that's a new term to capture the fun of snacking with delicious Fanta. Kartik

breathes life into the concept of experimenting with Fanta Orange and snacks, portraying Fanta as the catalyst for unconventional and experimental snacking, both at home and with friends. Conceptualized by Ogilvy, the campaign is set to captivate audiences across multiple platforms, including television, digital media, and outdoor advertising, bringing the charm of Fanta to every corner of the nation. Commenting on the campaign, Sumeli Chatterjee, Senior Category Director, Sparkling flavours, Coca Cola India and South-West Asia, said, "We are celebrating Fnacking as the joy of snacking in its unique, flavourful Fanta way. This campaign emphasizes that snacking is not just about quelling hunger but about elevating the entire experience with flavors that excite the taste buds. We are thrilled that Kartik Aaryan agrees with us and loves to add Fanta to his snacking rit-



al, making every moment more vibrant and enjoyable. Fnacking is not just a moment but a delicious sensorial experience." Speaking on his association with Fanta, actor Kartik Aaryan said "Being part of Fanta's Fnacking campaign has been amazing! Fanta's indulgent and flavorful Fnacking proposition is a game-changer. It's truly exhilarating for me to be involved in this captivating campaign that brings a Champion spirit and a fresh perspective to the table." Commenting on the campaign, Ritu Sharda, Chief Creative Officer- Ogilvy North, adds, "We love

experimenting with our snacks, constantly exploring unique combinations of flavours. This is why it comes as no surprise when you hear snack names like Samosa Bhel, Pakora Pav, and the likes. To demonstrate the coming together of Fanta and this culinary spirit, we've created a visually stunning world inspired by the Gram, where Kartik Aaryan crafts these amazing snack fusions. With a playful twist, he enhances the flavour journey by adding a splash of delicious Fanta, transforming it into a "Fnack" (Fanta + Snack), making every bite more vibrant and enjoyable."

Mumbai Students Participate in Samsung 'Solve for Tomorrow' Roadshow

Pune (Voice news service):- Samsung India has hosted a roadshow at Veermata Jijabai Technological Institute (VJTI) in Mumbai where engineering students from the institute's incubator lab demonstrated their intent to participate in Solve for Tomorrow to solve pressing global issues. Samsung Solve for Tomorrow is a national education and innovation competition that aims to encourage a culture of innovative thinking and problem solving amongst the country's next generation. The students came forward and expressed their commitment to solving real-world problems such as waste management and using alternate raw materials as a source of energy. They said they require a platform such as Samsung's 'Solve for Tomorrow' that can guide and support them in turning their ideas into action and help transform people's lives. Ravi Kaushik, CEO of AIRTH, who has been changing the way we breathe through AIRTH's innovative air purification products met the students and shared his journey of success and challenges while building AIRTH. He described how his startup has been assisting in dealing with health issues. He also encouraged them to think of innovative ideas to solve real-world problems. Samsung has recently announced its partnership with the Ministry of Electronics & Information Technology's (MeitY's) Startup Hub and Foundation for Innovation & Technology Transfer (FITT),



IIT Delhi, and the United Nations in India for the third season of 'Solve for Tomorrow'. This year, the 'Solve for Tomorrow' programme introduces two distinct tracks - School Track and Youth Track, each dedicated to championing a specific theme and targeted towards different age groups. Both the tracks will run simultaneously, ensuring equal opportunity and a level playing field for all students. The School Track, is tailored for students aged 14-17, focusing on the theme "community and inclusion". The track underscores the importance of uplifting underprivileged groups, improving accessibility to health & social inclusion for all through social innovations and hence 'Solving for India'. The Youth Track on the other hand, targets individuals aged 18-22, with a focus on the theme "environment and sustainability". The track seeks innovative ideas for reducing carbon footprint, protecting the environment & promoting sustainability and hence 'Solving for the World'. Youth can apply for Samsung

Solve for Tomorrow at www.samsung.com/in/solvefortomorrow starting April 09, 2024, till 5 pm on May 31, 2024. **Samsung Solve for Tomorrow at a Glance** Who can participate: 14-17 year-olds in School Track - individually or in teams of up to 5 members can submit their ideas in the "Community & Inclusion" theme and 18-22 year-olds in Youth Track - individually or in teams of up to 5 members can submit their ideas in the "Environment & Sustainability" theme Application themes: "Community & Inclusion", under School Track, caters to empowering underprivileged groups by improving accessibility to health, improving learning methods and access to education, and ensuring social inclusion for all "Environment & Sustainability", under Youth Track, will focus on environment protection, reducing carbon footprints and promoting sustainability What will they get: Hands-on training from various industry experts including Samsung,

MeitY, IIT-Delhi, and technical support from United Nations in India. In addition, participants will get exclusive mentoring and coaching to build their ideas into prototype, an opportunity to attend a curated innovation walk with focused interactions with Samsung leaders, and milestone-based grants for prototype development and enhancement School Track: Semi-finalists 10 teams will get INR 20,000 grant for prototype development & Samsung Galaxy Tabs. Finalists 5 teams will get INR 1 Lakh Grant each for prototype enhancement & Samsung Galaxy Watches Youth Track: Semi-finalists 10 teams will get INR 20,000 grant for prototype development & Samsung Galaxy Laptops. Finalists 5 teams will get INR 1 Lakh grant each for prototype enhancement & Samsung Z Flip Smartphones What do winners get: School Track: The Winning Team will be declared as the "Community Champion" of Solve for Tomorrow 2024 and will receive a seed grant of INR 25 Lakh for prototype advancement. The Schools of the winning teams will also receive Samsung Products to boost educational offerings, encouraging a problem-solving mindset. Youth Track: The Winning Team will be declared as the "Environment Champion" of Solve for Tomorrow 2024 and will receive a grant of INR 50 Lakh for incubation at IIT-Delhi. The colleges of the winning teams also receive Samsung products to boost their educational offerings, encouraging social entrepreneurship.

antiSOCIAL Pune brings a Satirical Take on Julius Caesar: 'Seize Her'

Pune (Voice news service):- Witness the blurring of lines between reality and fiction in antiSOCIAL Pune's latest immersive theatrical production. In a world weary of its leaders, a young clown dons the guise of an investigative journalist, determined to uncover the truth behind the political tricks that have left society disillusioned. De-

vised and performed by Gargi Datar, Shishir Kolte, Raveena Tak, and Sasha Frank, this extraordinary ensemble joins their clown-journalist on her quest. Immersing themselves in the rich script of Shakespeare's Julius Caesar, they seek to unravel the nuances of power and betrayal that have echoed through the ages. But as they

progress, the lines between art and reality blur, leading to a dark confrontation with political realities. Directed by Alistar Prem Benis, will our clown-journalist emerge victorious, armed with newfound wisdom and insight? Or will the complexities that have ensnared so many before her prove too labyrinthine to escape? Immerse

yourself in this multisensory experience that blends theatre, journalism, and socio-political commentary into an unforgettable voyage of self-discovery. An extraordinary evening of entertainment and enlightenment awaits on 15th May 2024 at antiSOCIAL, FC Road, Pune, 8.30 pm onwards

THE LEELA PALACES, HOTELS AND RESORTS WELCOMES HIS HIGHNESS MAHARAJA SAWAI PADMANABH SINGH OF JAIPUR AS AN ICON OF INDIA BY THE LEELA



Pune (Voice news service):- The Leela Palaces, Hotels and Resorts welcomed His Highness Maharaja Sawai Padmanabh Singh of Jaipur, the head of the royal family of the erstwhile Jaipur State, and a globally acclaimed Indian polo player, as the newest Icon of India by The Leela. Icons of India by The Leela is a unique initiative aimed at recognizing and nurturing the essence of India and the richness within through a celebration of India's finest who are the world's best. His Highness joins an esteemed

list of Indians who have excelled in their fields and placed India on a global map. This includes sarod virtuosos Amaan Ali Bangash and Ayaan Ali Bangash, Nobel Peace Laureate, Kailash Satyarthi, Miss World 2017 and actor Manushi Chhillar and the world's leading woman cricketer Smriti Mandhana. His Highness who is lovingly called Pacho, is one of the youngest heirs to the Kingdom of Jaipur, the youngest winner of the Indian Open Polo Cup and the youngest captain ever of the Indian polo team. Along with his undiluted passion for the royal sport of ponies and mallets, HH Padmanabh Singh is also a fashion enthusiast, an avid traveller and most importantly, committed to preserving and promoting the culture and heritage of his land. Named to the Forbes 30 under 30 Asia list in 2018, he has balanced his public persona with his personal passions with elan. Speaking on this notable announcement, Anuraag

Bhatnagar Chief Executive Officer, The Leela Palaces, Hotels and Resorts, said, "The Leela is the epitome of true Indian luxury committed to preserving our culture and heritage with authenticity and pride. We are honoured to welcome His Highness Maharaja Sawai Padmanabh Singh of Jaipur as an Icon of India by The Leela. His Highness is a charming and charismatic youth icon and a heritage ambassador who balances his relentless passion for arts and culture with his royal and philanthropic commitments. This collaboration highlights our focus on connecting with India's young demographic who are rooted in their culture and firmly confident in their outlook to embrace a dynamic future." His Highness Maharaja Sawai Padmanabh Singh of Jaipur expressed his excitement and said, "My association with the brand started with The Leela Maharaja Sawai Man Singh Polo Cup in

2022 where I have been leading The Leela Polo team for the last two years. I'm indeed delighted to take our collaboration ahead and feel humbled to be recognized as one of the Icons of India by The Leela. This association reverberates our shared passion for the royal sport in India and our collective commitment to celebrate and promote the heritage of our country. I look forward to co-creating meaningful avenues with The Leela for the world to experience the essence and richness of our country." The Leela is imbued with a distinct aesthetic that showcases the country's traditions, sports, arts, cuisines, artisanal crafts and culture that is engrained in its offering of India's heritage to the world. As the brand gears up to embrace the next phase of its growth trajectory, it continues to evolve and focus on experiential and conscious luxury while remaining true to its ethos of "Atithi Devo Bhava" - Guest is God.

Charlee: Mumbai's Secret Garden of Vegetarian Delights

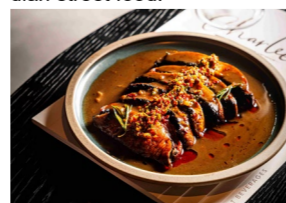


Pune (Voice news service):- Nestled amidst the bustling streets of Santacruz, lies a contemporary speak-easy, situated above the famous Mansionz by Living Liquidz - Charlee, the brainchild of the renowned restaurateur Suren Joshi in partnership

with entrepreneur Mokksh Sani, Managing Director, Living Liquidz and Co-Founder of Cartel Bros and The Glenwalk. "With Charlee, we wanted to create a hidden haven where guests embark on a global vegetarian adventure. A place where playful curiosity meets culinary artistry. It's not just about the food; it's about an unforgettable dining experience that sparks conversation, ignites the senses, and leaves you yearning for more," states Suren Joshi, Founder of Charlee. Forget speak-easy whispers; Charlee's interior design is a captivating blend of raw and refined. Unfinished concrete,

stone, and wired mesh juxtaposed against sleek brushed brass create a delightfully chic atmosphere. The strategic use of gold accents lifts the space, adding a touch of luxury to the grey and black backdrop. "Charlee's menu isn't a suggestion, it's an invitation to a culinary revolution. We've shattered the myth of vegetarian limitations, crafting a global tapestry of flavours that bursts with innovation and confidence. Here, you won't find tired veggie tropes - instead, prepare to be surprised, delighted, and utterly convinced that vegetarian cuisine can take centre stage," adds Mokksh Sani, co-found-

er of Charlee. Charlee's menu transcends mere vegetarian fare. It's a vibrant tapestry woven with global flavours, each meticulously crafted to transport you on a culinary odyssey. Start your journey with playful bar bites - Truffle Fries served alongside a truffle mayo or The Bangkok Cocktail Samosa, drizzled with imli chutney, a delightful nod to Indian street food.



Malpani Group's Visionary Approach to Revolutionizing Education

Pune (Voice news service):- Malpani Group, a leader in transformative education, unveils its strategic vision to reshape the educational landscape. The press conference, led by Anishkaa Malpani, Trustee at Dhruv Global School, and Yash Malpani, Director at Malpani Group, highlighted groundbreaking initiatives designed to foster creative thinkers and global leaders from pre-primary through to university. "Unlike traditional education systems that focus on rote learning, Malpani Group has always embraced a dynamic curriculum that encourages critical thinking and creativity," said Anishkaa Malpani. "We are committed to building upon this foundation by enhancing our ecosystem that supports the development of innovative, thoughtful individ-



uals equipped with yogic values." **Key Highlights of Malpani Group's Educational Initiatives:** - Innovative Technology: Malpani Group has developed its own advanced ERP, tracking, and evaluation technologies, including sports performance and multiple intelligence tracking systems. These tools are pivotal in personalizing and enhancing the educational experience for each student. **Proven Excellence:** Our students are national and

al excellence. **Future Growth:** Malpani Group plans to expand its reach by opening more schools and pre-primary institutions and establishing a university. We are exploring collaborative models including joint ventures, build-to-suit, and leasing to facilitate our expansion. Our dynamic curriculum continues to evolve, catering to the changing needs of global education. "Through these initiatives, we are not only expanding our educational outreach with new Dhruv Global Schools, including our first international venture in Dubai, but also raising the bar for educational excellence," added Yash Malpani. The expansion continues with two new pre-primary schools set to open this year in Aundh and Baner, enhancing the educational fabric of Pune.

Celebrate Mother's Day with a Healthier Twist by Gifting Almonds

Pune: There's no one day to celebrate the invaluable contribution of mothers in our lives. As caregivers, mothers have always put our well-being before their own. This Mother's Day, it's crucial to acknowledge their selfless efforts by prioritizing their health and wellness. Gifting your mother, a curated box of almonds is a thoughtful way to ensure her good health. Almonds are packed with some of the essential nutrients that promote overall well-being, making them an ideal gift choice for Mother's Day. Bollywood actress and celebrity Soha Ali Khan said, "Almonds have been a cherished tradition in my family for generations, thanks to the wisdom of my mother. I've made sure they're a constant in my family's diet too. Adding almonds to my diet has not only helped improve my skin health but also keeps me energetic and active throughout my hectic shoot days. I always carry a box of almonds with me, perfect for quick snacks between meetings and shoots. I do believe gifting almonds to mothers this Mother's Day is the perfect gesture." Fitness and Celebrity instruc-

tor, Yasmin Karachiwala said, "As a fitness enthusiast, I can't stress enough the importance of nourishing your body with wholesome foods like almonds. They're packed with 15 essential nutrients like copper, zinc, folate, iron, vitamin E, magnesium, and phosphorus, providing various health benefits. Plus, they're a rich source of protein, a nutrient crucial for muscle growth and maintenance." Ritika Samaddar, Regional Head of Dietetics at Max Healthcare - New Delhi also believes that almonds are a great gift to give this Mother's Day. She said, "Celebrating Mother's Day with healthy, crunchy, and delicious almonds can be a meaningful way to show appreciation for all that mothers do. Almonds, when included in a balanced diet, are known for a multitude of health benefits, such as protecting heart health, lowering blood sugar levels, and aiding in weight management. So, giving your mother almonds this Mother's Day is definitely going to be a gift of care and health." Nutrition and Wellness Consultant Sheela Krishnaswamy said, "Given the amount of work

mothers do on a daily basis, gifting almonds for Mother's Day is a great and thoughtful idea. Almonds are healthy, and their nutritional content ensures one stays energetic throughout the day and also supports overall well-being. Almonds are a perfect snack for mothers, who work tirelessly all day long, to stay fit when added to their daily diet. So, ensure to gift your mother an assorted box of almonds this Mother's Day and make her feel special. Cosmetologist and Skin Expert Dr Geetika Mittal Gupta said, "Absolutely! Gifting almonds is a fantastic idea this Mother's Day. Almonds are beneficial for skin health and can enhance skin glow. I highly recommend women to incorporate almonds into their diet, as their daily consumption may help support the skin's resistance to UVB light and improve skin texture as well. The best part is that almonds are versatile and convenient, making them easy to carry and enjoy on the go, in any form you prefer." Renowned Kannada actress, Pranitha Subhash shared, "Motherhood has taught me the power of nourishment, not just for my

little daughter but for myself as well. As a gynaecologist, my mother has always emphasized women's health and ensured healthy food options, with specific focus on almonds." Renowned Indian film actress, Vani Bhojan also believes that almonds are a gift of health and extremely important to be a part of one's daily diet. She said, "As Mother's Day approaches, many of us are on the hunt for meaningful gifts. Almonds emerge as an ideal choice to express genuine appreciation for all that our mothers have done for us. This is because almonds are rich in 15 essential nutrients, promoting overall well-being. Personally, I find almonds indispensable as they can be conveniently carried wherever I go, effectively curbing hunger with their satiating properties."



Ministry of Skill Development and Entrepreneurship (MSDE) and Mahindra & Mahindra forge a partnership for the flagship Drone Didi Yojana; skilling women to become drone pilots



Pune (Voice news service):- Ministry of Skill Development and Entrepreneurship (MSDE) signed a Memorandum Of Understanding (MoU) with Mahindra & Mahindra Ltd., India's leading Farm Equipment company and the world's largest tractor manufacturer by volume, to conduct two Pilots under the Drone Didi Yojana. Launched earlier this year, the scheme aims to train 15,000 women to operate drones for agricultural purposes such as fertiliser sowing, crop monitoring and seed sowing, there-

by creating new livelihood opportunities for women through imparting skills in new technology areas. Under this partnership, MSDE and Mahindra will conduct two pilots at National Skill Training Institutes (NSTI) at Hyderabad and Noida to skill 500 women in exclusive batches of 20 women only. The 15-day curriculum approved by the Directorate General of Civil Aviation will be delivered through RPTO (Remote Pilot Training Organisation) instructors at these Centers. "We are excited to an-

nounce our partnership with Mahindra & Mahindra Ltd., leveraging their agricultural expertise for comprehensive training. Two NSTIs in Hyderabad and Noida have been chosen for the pilot program, with the goal of empowering rural women in agriculture. This collaboration advances our mission of upskilling women for nation-building, particularly through the successful implementation of the Drone Didi program in empowering women in emerging trades. I firmly believe that this collaboration with Mahindra will advance our vision, equipping women with the skills needed to contribute to nation-building. Building on our past successful collaborations with leading technology industry partners, this initiative represents the beginning of many collaborative projects with Mahindra. Through rigorous training methodologies and

hands-on learning experiences, we will equip our students with the practical skills and competencies required to excel in their chosen fields and make meaningful contributions to the nation's socio-economic growth," says Shri Atul Kumar Tiwari, Secretary, MSDE. Speaking about the initiative, Dr Anish Shah, Group CEO & MD, Mahindra Group said: "Aligned with our Rise philosophy, the Mahindra Group is committed to empowering the women with the skills necessary to join the workforce and achieve financial independence. The pilot under the Drone Didi Yojana represents a first-of-its-kind convergence of women, farming, and technology. We are absolutely delighted to provide technology training to grassroots women and ensure that agriculture is equipped for the future." Within this partnership,

the NSTIs will provide infrastructure for running the training programme, hostel for participants and tap into local Women Self Help Groups and NGOs to mobilise participation. Mahindra Group will provide initial set-up support through simulation machinery/drones, simulator controller, simulator software, Desktop computer with 15 Processor and trainers, and meet the operating costs for the duration of the Pilot project, including the cost of DGCA License Holder Instructors at the centres. The learnings and outcomes from the Pilot project will assist MSDE in scaling up the Drone Didi Yojana at identified NSTIs/ITIs across the country. As a further support to the intent of the Drone Didi Yojana, Mahindra will soon roll out Drone training for women at the company's skilling centres at Zaheerabad, Telangana and Nagpur, Maharashtra.

Special program to mark 17th foundation day of Symbiosis Open Education Society and 8th Anniversary of Symbiosis Skills and Professional University

Pune (Voice news service):- The 17th foundation day of Symbiosis Open Education Society(SOES) and 8th Anniversary of Symbiosis Skills and Professional University (SSPU) was celebrated with a special program at SSPU's Kivale Campus. Chief Guest Mr.Rahul Mahival (I.A.S) Metropolitan Commissioner and CEO Pune Metropolitan Region Development Authority (PMRDA), Dr.S.B Mujumdar, Founder and President Symbiosis and Dr.Swati Mujumdar Principal Director Symbiosis Open Education Society were present on the occasion. On this occasion staff members who have excelled in their work were felicitated with various awards across different categories. Dr.S.B Mujumdar Founder and President Symbiosis said that the National Education Policy if followed in word and spirit will change the scenario in higher education. The focus of NEP is on multidisciplinary campus, mix of Indian knowledge and modern education but more importantly it has laid emphasis on skills. Once we understand the im-



portance of skills, skill based universities will be the future universities of the country and every youth coming out of the universities will be employable. He added that apart from skills another aspect of importance is girl empowerment especially in rural areas. There is realisation among the industry that appropriate manpower is not possible without women empowerment and support for girls from rural areas. The twin focus of skill based education and focus on women empowerment should be encouraged. Rahul Mahival, Metropolitan Commissioner and CEO Pune Metropolitan Region Development Authority (PMRDA) said that we should be able to channelise the posi-

tive energy of our youth for their self development and Nation building. For this to happen we should be able to create opportunities for our youth through skill education. A teamwork of government, industry and skill universities will help create special strength in skills. He said that it is a matter of pride that Symbiosis Skills and Professional University has taken the initiative for skill based education. Dr.Swati Mujumdar, Principal Director SOES said that Symbiosis Skills and Professional University is the first skill University in Maharashtra. Our mission is to provide all skills that are relevant to the industry so that the students become industry ready or self employed.

GE Aerospace Launches GE Aerospace Foundation

Pune (Voice news service):- GE Aerospace recently announced the launch of the GE Aerospace Foundation, celebrating a new chapter that builds on the more than 100 year-legacy of the previous GE Foundation. The GE Aerospace Foundation's philanthropic strategy and programs will help fulfill the company's purpose to "lift people up" in GE Aerospace communities, with a focus on workforce development, disaster relief and amplifying the efforts of GE Aerospace employees. In South Asia, GE Aerospace Foundation will continue to work with local partners to support disaster relief, education and healthcare for underprivileged communities. South Asia has received US \$ 1.2 million in total Foundation related giving over the past 10

years which includes grants and related programming. These have benefited affected communities in Bangalore, Pune and other parts of South Asia. "The responsibility to support and strengthen the communities where we live and work is one that GE Aerospace takes seriously," said GE Aerospace Chairman and CEO H. Lawrence Culp, Jr. "The launch of the GE Aerospace Foundation will help transform local communities and develop a stronger workforce for the future by leveraging our unique expertise as a global leading aerospace company. We are proud to carry on a 100-year legacy of positive impact, and I look forward to seeing the GE Aerospace Foundation continue to make a difference for many years to come." The Foundation's programs

will focus on three core areas and represent more than \$22 million in new programming through 2030. Efforts will include cultivating a robust and diverse workforce in the manufacturing and engineering industries, investing in humanitarian and community programs that have demonstrated efficacy in global impact, and amplifying employee engagement worldwide. "We are immensely proud to oversee this next chapter of philanthropic support with a focus on a stronger future workforce, disaster relief and amplifying employee giving," said GE Aerospace Foundation President Meghan Thurlow. "We look forward to expanding our work supporting communities around the globe and advancing the development of a more diverse and skilled industry."

GreenCell Mobility secures INR 3 Billion Green Financing from Sumitomo Mitsui Banking Corporation for 350 electric buses in Uttar Pradesh

Pune: GreenCell Mobility, a pioneer in Electric Mass Mobility sector, has secured Green Financing from leading Japanese financial institution Sumitomo Mitsui Banking Corporation (SMBC) for its transformative Electric Bus project in Uttar Pradesh. Devendra Chawla, MD & CEO of GreenCell Mobility, commented, "Our historic partnership with Sumitomo Mitsui Banking Corporation demonstrates GreenCell Mobility's unwavering dedication towards sustainable mass mobility. The Green Financing is a significant milestone to step up our efforts towards trans-

forming India's electric transportation landscape. GreenCell Mobility has become the first Indian company to secure Green Financing from global banks Standard Chartered and Sumitomo Mitsui Banking Corporation." Tomofumi Watanabe and Luca Tonello, co-General Managers of Structured Finance Asia Pacific at Sumitomo Mitsui Banking Corporation, stated, "We are proud to facilitate this groundbreaking financing deal with GreenCell Mobility, further reinforcing our commitment to advancing sustainable initiatives in India and the Asia Pacific region.

By aligning the transaction with the Green Loan Principles, we are setting new benchmarks for responsible financing and environmental stewardship." Commenting on the transaction, Mr. Hiroyuki Mesaki, Country Head of SMBC India, stated "We are excited to initiate our journey into India's e-mobility sector through our collaboration with GreenCell Mobility. This transaction exemplifies our dedication to fostering sustainable practices and underscores our commitment to supporting innovative projects that drive positive environmental impact.

Mars Wrigley's launches BOOMER Jelly on Top Boomer



Pune (Voice news service):- Mars Wrigley India's iconic fruity bubblegum brand, BOOMER returns with its latest innovation, BOOMER Jelly on Top. This exciting variant revolutionizes the gum experience by combining the joy of jelly with the classic gum taste, all in one irresistible combination. Keeping in line with the brand's tradition of finding innovative ways to deliver FUN to its consumers, BOOMER introduces Jelly on Top with the beloved fruity flavor of strawberry, doubling the fun with every chew. Alongside this innovative launch, BOOMER is set to unveil an entertaining TVC featuring none other than star Indian pacer Jasprit Bumrah, promising viewers a delightful showcase of fun and flavor and delivering on the brand promise of "Har Pal Fun Kar" enhancing every moment with its unique and enjoyable consumption experience. The primary packaging of BOOMER Jelly on Top

features a transparent design, showcasing the tantalizing combination of jelly and gum within, making it visually appealing and irresistible to consumers. This innovative product delivers on the brand promise of "Har Pal Fun Kar" enhancing every moment with its unique and enjoyable consumption experience. The TVC conceptualised by DDB Tribal, ingeniously captures the essence of BOOMER Jelly on Top, highlighting the wobbling effect of the jelly as it blends seamlessly with the soft gum. Viewers witness Indian cricket star Jasprit Bumrah turning a challenging situation into a moment of joy by leveraging the playful nature of BOOMER Jelly on Top. Nikhil Rao, Chief Marketing Officer at Mars Wrigley India, expressed his excitement about the new launch, stating, "Since its launch 30 years ago, BOOMER has become synonymous with Bubblegum and Fun. BOOMER Jelly on Top is testimony of the same.

This exciting new offering brings together the best of both worlds in a distinctive offering. We are leveraging this distinctive innovation to widen the price pack architecture of the bubblegum market to Rs 2/-. The launch will be supported by a multimedia campaign featuring none other than Boom Boom (Jasprit) Bumrah." Iraj Fraz, Creative Head, DDB Tribal said, "Our favourite, Boomer is out in a Jelly Bubblegum avatar that's sure to make everyone say 'yes' to fun. In this edition of the brand's 'Har Pal Fun Kar' campaign, Boomer's endorser-in-chief on a gully cricket pitch, tricking the opponent just as he's known to outsmart the world's best batters." BOOMER Jelly on Top is set to hit store shelves nationwide, offering consumers a deliciously fun way to enjoy their favorite gum. With its innovative combination of flavors and textures, BOOMER Jelly on Top is sure to become a staple in households across India, bringing smiles and moments of enjoyment to every chew. The films are available in 8 languages including Bengali, Gujarati, Kannada, Malayalam, Marathi, Tamil, Telugu & Assamese which will be aired on TV. The film will also be available on digital platforms.

A collaborative celebration of World Animation Day occurred among educational institutions in Pune



Pune (Voice news service):- With the changing times, the challenges confronting the youth are also changing, so the youth should not only opt for traditional fields like engineering and medicine as a career for years but also look for new opportunities like animation, gaming, visual effects, and fine arts. The experts in animation shared insights into the program organized by Asifa India that employment will be created. Ashish Kulkarni said "Considering the obstacles faced by the youth, the central government has recently implemented a new education policy. According to this education policy, youth will be encouraged to pursue careers in subjects of their interest other than traditional subjects. As a part of this, new subjects like animation, gaming, and fine arts will be introduced to students from class VI in schools. So they will know about these subjects at the school level itself and it will help them to gain interest in this field. Having exposure to a different field from an early age can also open up different career opportunities for them after college. That is why more attention has been paid to this issue in the new education policy." Sanjay Khemsra said that "through Asifa, a conference

is organized throughout Asia about how the youth can avail of future opportunities. As part of this, a conference has been organized in Pune on the occasion of International Animation Day. At this conference, experts in the field of animation will direct students in the context of future-changing technology and opportunities. This guidance will definitely benefit the youth. This will provide different opportunities to the youth after college. Asifa, in collaboration with the software company of Asifa, is giving scholarships every year for \$ 5000. This scholarship provides modern technology and its information. This helps to become a scientist in the animation sector. Over the past several years, this scholarship has helped to create many giants in the animation sector." Director of God Speed Games Pune, House of Film CGI Pune, Amit Bhardwaj, Manan Desai of Industrial Gaming and Magic Mumbai, Senior Development Manager of Mu Animation Mumbai Subhashit Sarkar also guided the students in the field of future opportunities. Event partners of this event were Frameboxx 2.0, ARENA, MAAC, TRON, and VEDA. It also was co-sponsored by XP Pen & Net Protector.

Tata Motors celebrates 9,00,000th vehicle rollout from its Lucknow facility

Pune (Voice news service):- Tata Motors, India's largest commercial vehicle manufacturer, announced a significant milestone of its 9,00,000th vehicle rollout from its state-of-the-art Lucknow facility. The celebration included a flag-off ceremony in the presence of Mr. Durga Shanker Mishra, Chief Secretary, Government of Uttar Pradesh, and senior delegates from Tata Motors, at the facility. Spread across 600 acres, the Lucknow facility stands as a testament to Tata Motors' commitment to sustainable manufacturing practices, with it being recognized as a water-positive plant by the Confederation of Indian Industry (CII). The facility houses a 6MW solar power plant, significantly reducing its carbon footprint. The facility augments ultra-modern vehicle manufacturing stations such as robotic paint booth and body-in-white shop featuring robotic spot welding, amongst other highlights. Since its inception in 1992, the facility has rolled out cargo and passenger commercial vehicles including light, intermediate, medium and heavy commercial vehicles, as well as electric and fuel cell electric bus-



es. Speaking at the 9,00,000th vehicle rollout from Tata Motors' Lucknow facility, Mr. Durga Shanker Mishra, Chief Secretary, Government of Uttar Pradesh said, "I commend Tata Motors for reaching this significant milestone. This achievement underscores Tata Motors' pivotal role in providing advanced, safer, and greener mobility solutions to address both present and future requirements. Furthermore, the company's commitment to women's empowerment, exemplified by over 22% women representation among new hires this year, marks a significant step forward for women in the manufacturing sector." Reflecting on this achievement, Mr. Vishal Badshah, Vice President and Head - Operations, Tata Motors Commercial Vehicles, remarked, "The rollout of our 9,00,000th vehicle from

the Lucknow facility is a momentous occasion for Tata Motors. This facility has been pivotal in the manufacturing of our advanced electric buses, and has successfully delivered over 1200 units, which have cumulatively clocked lakhs of kilometres across the country. Uttar Pradesh has been one of our key markets and the Government of Uttar Pradesh's impetus on infrastructure development has been a key enabler in boosting the sales of commercial vehicles. With our focus on Industry 4.0 integration, this facility has been delivering safe, smart and green mobility solutions to our customers. We extend our gratitude to our customers, partners and all colleagues and as we celebrate this milestone." Speaking at the occasion, Mr. Mahesh Suguru, Plant Head - Lucknow, Tata Motors Commercial Vehicles,

added, "The achievement of our 9,00,000th vehicle rollout from the Lucknow facility is a testament of our commitment to excellence and innovation. Through the integration of cutting-edge technologies, we have optimised our operations, streamlined workflows, and elevated our standards of production to deliver superior vehicles that exceed customer expectations." Tata Motors is setting a benchmark in gender inclusivity and women empowerment at its Lucknow facility. Presently, women constitute one-third of the technical workforce, actively participating in all operational shifts and demonstrating a wide array of skills across the production of diverse products, including trucks and buses. The company is deeply invested in the comprehensive development of its women employees, providing them with hands-on industry experience through specialized training and workshops designed to boost their skills. With women representing more than 22% of the new recruits this year, Tata Motors stands as a proud proponent of women's advancement in the manufacturing industry.

Yamaha Unveils Vibrant Colours in FZ-S Fi Version 4.0 DLX



Pune (Voice news service):- India Yamaha Motor (IYM) Pvt. Ltd., in alignment with 'The Call of the Blue' brand campaign, today introduced exciting new colour shades in its popular streetfighter model, FZ-S Fi Version 4.0 DLX for the young riders of today. IYM has launched the stunning new Ice Fluo-Vermillion & Cyber Green, the striking Majesty Red, Yamaha's favourite - Racing Blue, and the classic choice - Matte Black & Metallic Grey. With such interventions, Yamaha strives to position itself at the forefront of inspiring next-generation riders. Commenting on the launch, Mr. Eishin Chihana, Chairman, Yamaha Motor India Group of Companies said, "We at Yamaha recognize that young riders of today are not just

reiterates its commitment to remain relevant and appealing to the ever-changing demands of its youthful customer base in India. After these additions, the FZ-S Fi Version 4.0 DLX will have six colours for customers to choose from - the latest Ice Fluo-Vermillion & Cyber Green, the striking Majesty Red, Yamaha's favourite - Racing Blue, and the classic choice - Matte Black & Metallic Grey. With such interventions, Yamaha strives to position itself at the forefront of inspiring next-generation riders. Commenting on the launch, Mr. Eishin Chihana, Chairman, Yamaha Motor India Group of Companies said, "We at Yamaha recognize that young riders of today are not just

looking for transportation but are seeking a complete lifestyle. They are aspirational and are equipped with insights of global trends and style. Their tastes and preferences are diverse, and they seek differentiated experiences that are unique and sets them apart. In India as well as globally, we have witnessed that the youth is closely following new colour trends and are associating their personalities with it. This continuous shift is powering us to innovate, and we stay committed to meeting these expectations of our young customers. Today's introduction of the fascinating colour options in the FZ-S Fi DLX portfolio is an example of our commitment to the Indian market to keep our brand and offerings always relevant to our customers. We shall continue our pursuit to consistently reform and refresh our products to captivate the imaginations of youngsters and enhance consumer delight." Part of Yamaha's iconic FZ series, that has captivated the hearts of Indian riders for over 15 years, the FZ-S Fi Version 4.0 DLX stands out with its 149cc fuel-injected engine - not only

powerful but also efficient, offering a smooth acceleration and a responsive ride. The Monocross Suspension in the bike offers excellent shock-absorbing performance and stability during braking, while the Front Disc Brake with Single Channel ABS offers greater control even in slippery conditions. The two-wheeler is equipped with Bluetooth-enabled Yamaha Motorcycle Connect and Traction Control System—a first in its category. These features enhance the riding experience by providing stability and connectivity on the go. The e20 compatible bike's design is further accentuated by Class D Headlight, LED Flasher & LED Tail-light offering improved distribution of light and night-time visibility; and Chrome Duct Plating and 3D emblem, enhancing its premium look. The coloured wheels add a flamboyant touch to its street presence. With its comfortable two-level seat and lightweight build at just 135 kgs, the FZ-S Fi DLX promises agile manoeuvrability and quick initial pickup, making it a joy to ride in urban environments.

SAUDI SHOWCASES SPECTACULAR SUMMER ESCAPES AT ARABIAN TRAVEL MARKET 2024



Pune (Voice news service):- The Saudi Tourism Authority (STA) marked the start of this year's Arabian Travel Market (ATM) by showcasing Saudi's spectacular summer destinations to trade partners - as the country's tourism sector continues to go from strength to strength. Representatives from Saudi's booming tourism ecosystem kicked-off the Middle East's biggest travel and tourism trade show aiming to build awareness of Saudi's unique and diverse summer destination offering, strengthen and establish new trade partnerships, and celebrate the remarkable year-on-year growth of the Saudi tourism sector. Fahd Hamidaddin, CEO and Board Member of STA, is leading the Saudi delegation of 72 partners from across the tourism sector, including top destination management companies, hoteliers, and airlines, to the show that started in Dubai. The delegation is aiming to showcase Saudi's distinctive summer destinations to trade partners and consumers in the GCC region and underline Saudi's status as a world-leading year-round tourism destination, with a strategic focus on priority markets like India and China. Over the summer season, Saudi offers a unique and diverse range of activities and destinations for visitors including young families ranging from the pristine beaches of the Red Sea, the rich culture of Jeddah, and an events program like no other, including the Esports World Cup starting in Riyadh this July. Saudi's mountainous regions including the tranquil and picturesque destinations of Aseer, Taif, and Al Baha also provide a refreshing escape during the summer season with temperatures in the low 20s. These serene retreats are ideal for adventure travelers who seek natural beauty, wildlife, hiking trails, and cool breezes. Fahd Hamidaddin, CEO and Board Member of STA, said, "We're delighted to be

back at ATM this year to showcase Saudi as a unique summer destination, offering an action-packed events calendar, cool mountain regions for adventurer seekers, and pristine beaches for families and those looking to relax. "The MEA and APAC markets are hugely important in our overarching tourism strategy with a combined 23 million visits last year, and we will be focusing on growing those numbers. "Having welcomed over 100m tourists in 2023, Saudi is the land of now - offering growth and opportunities like no other to trade partners across the globe. And over the coming days, we look forward to building new long-lasting partnerships, sharing knowledge, and showcasing the wealth of opportunities Saudi has to offer." Visitors can race a bike through the mountains of Aseer on a virtual simulator, download specially curated Saudi Summer playlists in partnership with Anghami, see an array of football memorabilia at the Saudi Pro League Museum, and enjoy live performances of traditional Saudi dancers, digital art displays from local artists. The diversity of Saudi will also be showcased with an interactive Saudi map and activities calendar. The stand also showcases the new "Saudi Rewards" scheme, a first-of-its-kind national rewards program, offering free nationwide rewards for citizens and visitors to unlock points on tourism, shopping, dining, entertainment, and more. Saudi Rewards currently has a network of 17 partners and will have a dedicated booth at ATM with interactive activations for visitors to enjoy. Popular UAE radio station Dubai Eye also broadcast their afternoon show live from the Saudi booth where they discussed Saudi's summer offering, while trailblazing Indian influencer Masoom Minawala Mehta and world-famous travel influencer brothers, Wael and Nael AbuAlteen, were on the stand creating content for their social channels.

5 Best Electric Scooters to Gift Your Mother This Mother's Day



Pune (Voice news service):- Mother's Day is just around the corner, and it's the perfect opportunity to show your appreciation for the incredible woman who brought you into this world. While flowers and chocolates are classic choices, why not surprise your mom with something a little different this year? An electric scooter could be the ideal gift for the active, eco-conscious mom who loves exploring the outdoors or needs a convenient mode of transportation for daily errands. Not only are electric scooters environmentally friendly, but they're also cost-effective and easy to operate, making them a practical and thoughtful gift for moms of all ages. In this article, we'll discuss the best electric scooters to gift your mother this Mother's Day. Hero Electric Optima CX Price- Rs 62,190: The Optima CX is powered by a 550W BLDC motor that produces 1.2bhp of peak power while being paired to a 52.2V, 30Ah lithium phosphate battery that takes 4-5 hours to charge completely. The company offers the scooter in

both single and double battery variants, which are priced at Rs 62,190 and Rs 77,490 respectively. The double battery version boasts a range of 140 km on a single charge and can reach a top speed of 45 km/h. Odysse Racer Lite V2 Price 77,250: The Electric Scooter V2 comes equipped with a powerful and waterproof motor and with its dual battery system, you can enjoy longer rides without worrying about running out of power. The lithium-ion battery claims to fully charge in three-four hours and offers a range of 75 km. The scooter also features LED Lights and boasts a large boot space, allowing you to store your belongings safely and easily. Additionally, an anti-theft lock ensures your scooter remains secure when not in use. The Electric Scooter V2 offers a comfortable and reliable ride and available in a range of attractive colors including radiant red, pastel peach, sapphire blue, pista, pearl white, and corban black, this scooter is sure to turn heads on the road. PURE EV EPluto Price- Rs 92,999: The PURE EV EPluto is an electric scooter emphasizing performance and sustainability. It boasts a 2.5 kW BLDC motor, ensuring a swift and efficient ride with a top speed of 60 km/h. The removable lithium-ion battery provides an impressive range of up to 80 km. Noteworthy features include regenerative braking, a digital speedometer, and alloy wheels. With a focus on reliability and eco-conscious design, the PURE EV EPluto is a compelling choice. The ex-showroom

price is competitive, positioning it as an attractive option in the electric scooter market. Okinawa Ridge 100 Price: Rs 1,15,311: The Okinawa Ridge 100 comes in one variant and three colors, offering a powerful 800 W motor and an electronically assisted braking system with both front and rear drum brakes. With a youthful design, practical features, and a range of 149 km, the Ridge 100 is equipped with advanced features such as central locking, anti-theft system, geo-fencing, immobilization, parking assistance, tracking, and monitoring. Its charging time is approximately five to six hours, and it offers a top speed of 50 kmph. Ola S1 Price- Rs 1,29,999: Available in two variants, the Ola S1 and Ola S1 Pro, these electric scooters combine sleek design with cutting-edge technology. With features like twin-pod headlights, ample storage, and advanced safety features including remote lock/unlock and disc brakes, the Ola S1 series offers both style and performance. Plus, with recent updates including multiple battery options and additional features like cruise control and voice assist, it's a gift that keeps on giving. This Mother's Day, give your mom the gift of freedom and mobility with one of these top electric scooters. Whether she's cruising around town or embarking on new adventures, she'll appreciate the convenience, style, and sustainability that an electric scooter has to offer.

RENAULT INDIA TO KICK OFF NATIONWIDE SUMMER CAMP

Pune (Voice news service):- With an objective to continue its commitment to enhance customer satisfaction, Renault India, has announced the commencement of a nationwide after-sales service initiative, 'Renault Summer Camp'. The service camp will be conducted across all Renault Service facilities across India from May 13 - May 20, 2024. The optimal performance of the cars is the main goal of organizing the service camp. The vehicles would receive expert attention from trained and skilled technicians. According to the regulations set forth by Renault India, the Summer camp will provide rigorous car check-up, including a free car top wash, for Renault owners. Additionally, this will allow a close evaluation of all the car's critical components. Such routine inspections guarantee all required measures for improved vehicle performance and give customers a satisfying ownership experience. As part of the Renault Summer Camp, Renault India customers can avail minimum 15% attractive discount offers on select parts & accessories, 10% discount on

engine oil replacement, 15% on labor charges. Special offers on AC servicing. Renault India will also provide 10% discount on Extended Warranty and 10% discount on Road-Side Assistance Retail Program. Currently, Renault India has a widespread presence of 400+ sales and 430+ service touchpoints across the country with benchmark sales and service quality. In addition to the comprehensive car check-up facilities several fun-filled activities will be organized for customers with assured gifts, making it an exciting and cherishing experience for the customers. All these novel after-sales, initiatives of Renault are testimonies of providing utmost customer satisfaction. These include - Renault SECURE, Renault ASSIST, Renault EASY CARE, Workshop on Wheels (WoW), MY Renault App and regular customer service camps. In a decade of its presence in India, Renault has made significant progress which includes a state-of-the-art manufacturing facility, a world-class technology centre, logistics and design centre in India.

Remarkable contribution of Tax Practitioners in Nation Building

Pune (Voice news service):- The faceless and online system has made the tax process easier and more convenient for taxpayers. Tax Practitioners are working to avoid litigation, and procedural hurdles and encourage common taxpayers to pay taxes. They are the bridge between the Income Tax department and taxpayers. I appreciate them for giving a remarkable contribution to nation building, says Reena Zha Tripathy, Principal Chief Commissioner of Income Tax Pune. She addressed the gathering at the 44th Foundation Day of Maharashtra Tax Practitioners Association (MTPA) Pune. Presentation of various awards, a keynote address by Karna Palan, Senior Regional Head at PNB Metalite India Insurance on 'Art of Success', and various cultural pro-



grams were organized at MTPA's Gyanmandir Hall, Vyapar Bhavan, Shivaji Road, Pune. Dhananjay Akhade, Additional Commissioner of SGST Pune was the guest of honor. CMA Shripad Bedarkar, Foundation Day committee chairman Narendra Sonawane, Vice President Prasad Deshpande, Secretary Adv. Anurudra Chavan, Joint Secretary Pranav Sheth, Treasurer Milind Hendre, former president Navneet Bora, Manoj Chitalikar, and other dignitaries were present. CA Rajesh Mehta (Indore), CA Mitesh Modi (Surat), CA Mahesh Malkhodkar (Mumbai),

and CA Sanjay Vanbatte (Kolhapur) were honored with 'MTPA Best Friend of the Year Award-2024'. Adv. Vinayak Ambekar, Adv. Vidyadhar Apte, CA Subodh Shah, CA Pramod Shingte, and Atul Kulkarni from Pune were awarded the 'Kohini-nur of MTPA' award. Adv. Praveen Shinde (Mumbai), Adv. Umesh Zirpe (Pune), CA Rita Chitale (Pune), and Rajkumar Bhambre (Parbhani) were honored with the 'Special Achievement Award'. Akshay Sonje (Nashik), CA Varadaraj Pandit (Ratnagiri), CA Khyati Vasani (Malad), CA Umesh Mali (Sangli) and Subhash Ghodke (Pune)

were awarded 'MTPA Star of the Year 2024'. CA Pritam Mahure (Pune) was awarded 'GST Icon' while Neha Nanekar (Pune) was awarded 'Rising Star'. Dhananjay Akhade congratulated all tax practitioners and MTPA. He added that continuous efforts are being made to simplify the Goods and Services Tax process. With the help of tax practitioners, GST collection is increasing every month. I am happy that tax practitioners are encouraging taxpayers to pay their taxes on time and contribute to nation-building. CMA Shripad Bedarkar gave opening remarks and briefed about the work done by MTPA throughout the year. Narendra Sonawane gave a welcome speech. Prasad Deshpande compared the program. Adv. Anurudra Chavan gave a vote of thanks.

SBI General Insurance Appoints Jaya Tripathi as Head - Key Relations Group to sharpen focus on banks and other financial institutions

Pune: SBI General Insurance, one of India's leading general insurers, has announced the appointment of Ms. Jaya Tripathi as Head - Key Relations Group. In her new role, Ms. Tripathi will lead the expansion of new business opportunities and partnerships, drive sales team growth, and deepen partner relationships to enhance profitability. With a diverse background spanning general insurance, fashion retail, and tourism, Ms. Tripathi brings an array of experience to her new position. Her extensive background includes holding senior leadership roles at renowned organizations such as Mahindra Holidays, ICICI Lombard, Forevermark Diamonds (De Beers Group), and Aditya Birla Group, where she has significantly contributed to business and strategic development. Ms. Tripathi holds a Post Graduate Diploma in Business Management (Marketing) from Symbiosis International University. Mr. Rakesh Kaul, CBO, SBI General Insurance, said, "We

are delighted to welcome Jaya to the SBI General Insurance family. We are confident that with her extensive experience and proven track record, she will play a pivotal and indispensable role in driving our business goals forward." Commenting on her appointment, Ms. Jaya Tripathi said, "I am excited to join SBI General Insurance as the Head - Key Relations Group. In this new role, I look forward to leveraging my experience to drive strategic partnerships and contribute to the company's growth." Ms. Tripathi's appointment reflects SBI General Insurance's commitment to strengthening its leadership team and delivering value to its partners and customers.

