Power and Voice

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Sunday **Date 28th July 2024** The Launch of the Biggest and Most Awaited ANTHE 2024

Power of Voice / POVNews

YouTube Page 1

Samsung India Launches New range of ACs



Pune: Samsung, India's largest consumer electronics brand, announced the launch of its latest innovation – the new WindFree $^{\text{TM}}$ Air Conditioners in the Chilled Water Indoor category. This new range features the Wind-Free™ and 360o Bladeless Technology in Chilled Water-based Cassette Units, designed to offer a superior cooling experience without the discomfort of direct cold draft for the user.

The chilled water-based cassette units allow users to set a desired temperature, and the WindFree™ cooling technology gently disperses cool air up to 15,000 micro-air holes at wind speed of 0.15m/sec. In addition, the advanced airflow system cools rooms faster while operating quietly, generating only 24 dB(A) of sound at its lowest level, akin to a whisper, making it ideal for bedrooms, studies,

and baby rooms.

The new Fan coil unit Wind-Free™ ACs are connected to a Central Chilled Water System using water pipes and associated valves. These Hydronic Fan Coil Units circulate hot or cold water through coils to heat or cool large spaces. These units can be used with Samsung Air-cooled Chillers or any third-party air-cooled and water-cooled chillers.

"At Samsung our objective

is to provide convenience and durability to end users through our cutting-edge offerings. The product Chilled Water Fan Coil units provide superior cooling at a faster pace while operating quietly. The cooling units are most appropriate for large spaces and our endeavor is to make airflow systems more advanced, soothing and accessible", said Mr. Vipin Agrawal, Senior Director, SAC Business, Samsung India.

Pune (Voice news service):- Marking 15 glorious vears of its flagship scholarship examination ANTHE. Aakash Educational Services Limited (AESL), the national leader in test preparatory services, proudly announces the launch of the latest edition of the highly anticipated Aakash National Talent Hunt Exam (ANTHE) 2024. The popular and most-sought after exam offers students from Class VII-XII the chance to earn up to 100% scholarships along with significant cash awards, helping them achieve their dreams of a successful career in medicine or engineering.

This year, an exciting addition includes a 5-day all-expenses-paid trip to the Kennedy Space Center in Florida, USA, for five outstanding students. The John F. Kennedy Space Centre, located in Florida, is one of the National Aeronautics and Space Administration's (NASA) ten field centres in the United States.

ANTHE scholarship recipients will benefit from Aakash's extensive coaching programs, which prepare students for exams such as NEET, JEE, State CETs and scholarships like NTSE and Olympiads. Mr. Deepak Mehrotra, CEO

and MD of Aakash Educational Services Limited (AESL), remarked, "ANTHE

Aakash Educational Services Limited (AESL) Celebrates 15 Glorious Years of ANTHE rations of students. For Class VII-IX students, the questions will cover subjects such as

2024 AIR 67); Abhishek Jain has played a crucial role in bridging the gap between (JEE Advanced 2024 AIR 78) the aspirations and abilities among others. In NEET 2023, of countless students. Celour top scorers were Kaustav Bauri (AIR 03); Dhruv Advani ebrating these 15 years of ANTHE, we have worked to (AIR 05); Surya Siddharth N make our courses accessible (AIR 06); Aditya Neeraje (AIR 27) and Aakash Gupta (AIR to deserving students across 28). ANTHE 2024 will take the nation, regardless of their location. ANTHE enables stu-

dents to prepare for NEET and IIT-JEE exams at their fline modes across 26 states own pace, wherever they are. and union territories in India. We anticipate strong partic-In addition to scholarships of ipation in ANTHE 2024 and up to 100%, top scorers will are dedicated to guiding stualso receive cash awards. dents towards a bright future." ANTHE offline exams will be Celebrating its 15th successconducted on October 20 and ful year, ANTHE has a dis-27, 2024 starting 10:30 AM to tinguished record of nurtur-11:30 AM at all 315+ centers ing top achievers. Over the of Aakash Institute across the country while online exams years, many of its students have excelled in prestigious can be taken from October examinations, including top 19 to 27, 2024 anytime during ranks in NEET UG and JEE the exam window. Students Advanced. Some notable can choose a one-hour slot

achievers who enrolled in

Aakash through ANTHE and

secured top ranks are: Rishi

Shekhar Shukla (JEE Ad-

vanced 2024 AIR 25); Krishna

Sai Shishir (JEE Advanced

ANTHE will be a one-hour test carrying a total of 90 marks and comprising 40 multiple-choice questions based on the grade and stream aspi-

convenient to them.

Physics, Chemistry, Biology, Mathematics and Mental Ability. For Class X students aspiring for medical education, the questions will cover Physics, Chemistry, Biology and Mental Ability, while for engineering aspirants of the same class, the questions will cover Physics, Chemistry, Mathematics and Mental Ability. Similarly, for Class XI-XII students who aim for NEET, questions will cover Physics, Chemistry, Botany and Zoology, while for engineering aspiplace from October 19-27 rants they will cover Physics, 2024, in both online and of-Chemistry and Mathematics. The last date for submitting the enrolment form for AN-THE 2024 is three days before the commencement of the online exam and seven days before the offline exam. The exam fee is INR 200 for both offline and online mode. Students can also avail a flat 50% discount on the registration fee if they register before

> Results for ANTHE 2024 will be declared on November 08, 2024, for Class X students, November 13, 2024, for Class VII to IX. and November 16. 2024. for Class XI and XII students. The results will be available on our ANTHE web-

15th August 2024.

Meta Al Is Now Available In Hindi and Other Languages; **More Creative and Smarter**

Pune (Voice news service):- Meta Al is now available in 22 countries, with the newest today in Argentina, Chile. Colombia. Ecuador. Mexico Peru and Cameroon One can also interact with Meta Al across WhatsApp, Instagram, Messenger and Facebook in new languages: Hindi Hindi-Romanized Script, French, German, Italian, Portuguese and Spanish with more to come. With

Meta Al WhatsApp, Instagram, Messenger, Facebook and meta. ai, people are tapping into the power of AI to get more done in less time, bring creative ideas to life and expand their knowledge

From tackling how-to tasks and answering questions to providing inspiration and guidance.

Meta AI has enhanced people's daily routines and been a

?१२३ / ⊕ creative partner to lean on.

This is just the start — we're listening to your feedback, updating Meta AI every two weeks to enhance your experience and innovating quickly to bring new features to help you create, get inspired and get more done.

BIC Cello Brings Emotion to Life as it Launches All-New MOOD Pen Range

Pune: BIC Cello recently launched its latest innovation in India - the all-new MOOD pens range. Mirroring the vibrant spirit of Gen Z, these pens seamlessly blend fashion with functionality, promising a superior and delightful writing experience.

The new MOOD pens range is a testament to the power of colours influencing our mood and emotions. Available in both ball and gel versions, the range offers a spectrum of colours — from calming blues and grevs to vibrant, mood-lifting hues. Boasting of a trendy and aesthetic appeal, more than just writing tools, MOOD pens are designed to be accessories, perfect for collecting and showcasing personal style. The collection caters to those who prefer classic, subtle tones plus those who love to make a statement with bold colours. Whether you opt for classic Ibiza Blue or Ultimate Gray or crave a burst of colour with shades like Peach Fuzz. Sage Green, or Digital Lavender, the MOOD pens appeal to all, brightening daily tasks effortlessly.

There's a MOOD pen designed to complement every individual's state of mind! Since emojis are the universally accepted language for Gen Z, the new MOOD pens showcase a range of fun emojis captured via a unique 'mood-o-meter' on the pack! The range is true to BIC Cello's commitment to quality. MOOD pens provide smooth, effortless writing that encourage consumers to build a collection through the tagline "Choose your colour, match your Mood".

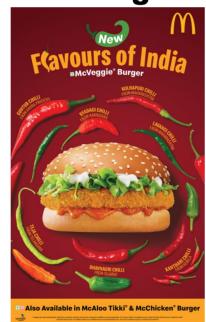
McDonald's India brings the 'Flavours of India' to its iconic burgers



Pune (Voice news service):- Mc-Donald's India (West & South), owned and operated by Westlife Foodworld has added a bold new twist to its classic burgers with the launch of the 'Flavours of India' theme. The company has reimagined its iconic McAloo Tikki, McChicken, and McVeggie burgers with a new flavour inspired by seven different chilies sourced from various geographies of the country. These limited time range of burgers, are now themed as Flavours of India McAloo Tikki Burger, Flavours of India McVeggie Burger and Flavours of India McChicken Burger - making them the Truly Indian

The new flavour features a fiery blend of Bhavnagri chilli (Gujarat), Jwala chilli (Chhattisgarh & Madhya Pradesh), Kolhapuri chilli (Maharashtra), Guntur chilli (Andhra Pradesh & Telangana), Byadgi chilli (Karnataka & Goa), Kanthari Chilli (Kerala), and Laungi chilli (Tamil Nadu). Arvind R.P., Chief Marketing Officer, Mc-Donald's India (W&S) said, "At McDonald's India, we are constantly looking for ways to delight our customers and celebrate the rich flavours of India. The new 'Flavours of India' McAloo Tikki, McVeggie, and McChicken burgers showcase McDonald's India's commitment to democratizing our menu and creating value for its fans. This is our way of giving consumers more reasons to enjoy their favourite McDonald's burgers. We are excited to introduce this new limited-time offering and bring the rich, diverse flavours of India to McDonald's fans across the country.

The Flavours of India platform delivers a vibrant experience for customers who relish fiery flavours. By incorporating these seven chillies sourced from distinct regions across India. McDonald's India is offering a truly inclusive, locally-relevant menu. Customers would recognize the fact that the chillies elevating the taste of their favourite burgers, hail from their own home states, creating a sense of regional connection and authenticity. Through this innovative spice blend, McDonald's India is not only satisfying the Indian consumer's appetite for fiery flavours, but



also strengthening its bond with diverse communities by celebrating the versatile chillies of India.

The company truly believes in 'Real Food Real Good' ensuring its select menu items contain no artificial colours, no artificial flavours, no artificial preservatives. or no added MSG in the chicken offerings. For nearly three decades, McDonald's India has been committed to using fresh ingredients, locally sourced from globally renowned suppliers, ensuring unparalleled quality and transparency for its valued customers.

Thapar University Wins the Prestigious RIBA International Awards for Excellence 2024

Pune: The Thapar Institute of Engineering & Technology is proud to announce that its Thapar University Learning Laboratory has been honored with the prestigious Royal Institute of British Architects (RIBA) International Awards for Excellence 2024. Designed by McCullough Mulvin Architects (McM) in collaboration with Designplus Associates Services (DPA), this state-of-the-art facility has been recognized for its compelling geometric architecture and innovative design.

Located in Patiala, Punjab, the Learning Laboratory is a dynamic ensemble of three prismatic red Agra stone-clad towers housing a Science Building, Library, and Lecture Theatres. Rising from a 10-meter-high podium, these towers create a striking visual impact. The design features multi-story atriums with daylight filtered through a stone brise soleil. heavy construction, architectural shading, and natural ventilation, with pools cooling the air beneath the canopy, ensuring a comfortable and sustainable environment. Constructed using local stone and techniques, the red Agra sandstone transforms beautifully under sunlight, with the geometry of the forms suggesting movement and orientation within the campus. This is complemented by a podium at the first-floor level that provides a stark setting to the tower's formal structure, with the buildings resembling geological formations in scale and material.

The RIBA International Awards for Excellence celebrate innovative architectural projects worldwide, honoring those that push design boundaries regardless of style, complexity, or budget. Only 22 transformative projects, including Thapar University's Learning Laboratory, were unveiled as winners this year. Selected by a jury led by Simon Henley and RIBA Local Ambassadors, the winners were declared after onsite evaluations, exemplifying visionary thinking and craftsmanship

Mr Rajiv Vederah, Chairman of the Board at Thapar Institute of Engineering & Technology, expressed his pride, award underscores our commitment to providing state-of-the-art educational facilities. The Learning Laboratory is more than just a complex of buildings; it's a beacon of innovation and learning, designed to inspire and facilitate intellectual growth."

For more details on the award and the Learning Laboratory, visit RIBA's official announcement

The RIBA International Award for Excellence 2024 is a testament to the University's unwavering pursuit of creating a world-class learning environment that inspires and empowers its students.

Kotak Mahindra Bank Appoints SK Honnesh as Group General Counsel

Pune: Kotak Mahindra Bank Ltd. ("KMBL" / "Bank") today announced the appointment of SK Honnesh as Group General Counsel. With over 25 years of distinguished experience in Legal and Compliance, Honnesh brings valuable expertise to the

As Group General Counsel, he will oversee Legal, Secretarial, and Compliance functions across the Kotak Group

Honnesh joins Kotak from Piramal Enterprises Limited, where he served as Group General Counsel for nearly 12 years. Prior to this, he held the position of Vice President - Legal at Reliance Industries Limited.

A graduate of National Law School of India University, Bengaluru, and a member of the Bar Council of Maharashtra and Goa, Honnesh brings extensive expertise in managing strategic transactions, legal issues and litigation.

"As Kotak Group embarks on its next phase of growth, robust oversight of our legal, regulatory compliance and risk management functions is essential to



environment. We are confident that Honnesh's leadership will enhance our ability to operate with speed, simplicity, and transparency while managing our risks efficiently," said Ashok Vaswani, MD & CEO, Kotak Mahindra Bank.

SK Honnesh, Group General Counsel Kotak Mahindra Bank expressed enthusiasm about the new role, stating, "I am honoured to have the opportunity to contribute to Kotak's next phase of growth and uphold the rich legacy of prudent corporate governance, sound risk management, and ethical practices at Kotak '

Samsung Records Tremendous Response from Customers for Galaxy Al powered Galaxy Z Fold6, Z Flip6 in India

vice):- Samsung, India's largest consumer electronics brand, announced record pre-orders for its sixth-generation foldable smartphones -Galaxy Z Fold6 and Galaxy Z Flip6. In the first 24 hours, pre-or-

ders for Galaxy Z Fold6 and Z Flip6 jumped 40% higher as compared to the previous generation foldables, making the new Z series the most successful in India Pre-orders for Galaxy Z Fold6

and Z Flip6 opened on July 10 in India, along with the rest of the world. The new smartphones, along with the recently-launched ecosystem devices - Galaxy Watch Ultra, Galaxy Watch7, Galaxy Buds3 Pro and Galaxy Buds3 - will go on sale in India starting July 24, 2024.

"We are delighted with the consumer response for our new foldables - Galaxy Z Fold6 and Galaxy Z Flip6 in India.

The 1.4x growth in pre-orders for the new foldable smartphones shows that Indian consumers are among the fastest adopters of new technology. Our new foldable smartphones, now in their sixth generation, open the next chapter of Galaxy Al and



to new heights, enabling a range of unique mobile experiences across communications, productivity and cre-

ativity. The success of Galaxy Z Fold6 and Galaxy Z Flip6 will help us consolidate our premium segment leadership in India," said Raju Pullan, Senior Vice President, MX Business, Samsung India. For Indian consumers. Gal-

axy Z Fold6 and Z Flip6 are being manufactured at Samsung's Noida factory. The new foldables are the slimmest and lightest Galaxy Z series devices ever, and come with perfectly symmetrical design with straight edges. The Galaxy Z series is also equipped with enhanced Armor Aluminum and Corning Gorilla Glass Victus 2, making this the most durable Galaxy Z series yet. Galaxy Z Fold6 and Flip6 are equipped with the Snapdragon® 8 Gen 3 Mobile Platform for Galaxy, the most advanced Snapdragon mobile processor yet, combining best-in-class CPU, GPU, and NPU performance. The processor is optimized for AI processing and offers enhanced graphics along with improved overall performance.

The Galaxy Z Fold6 offers a range of Al-powered features and tools - Note Assist, Composer. Sketch to image. Interpreter Photo Assist and Instant Slow-mo - to maximize the large screen and significantly enhance your productivity.

Galaxy Z Fold6 now comes with 1.6x larger vapor chamber for longer gaming sessions and ray tracing sup-

ports life-like graphics on its 7.6-inch screen that offers a brighter display of up to 2.600 nit to deliver more immersive gaming.

FlexCam now comes with the

new Auto Zoom to compose the best framing for your shot by detecting the subject and zooming in and out before making any necessary adjustments. The new 50MP Wide and 12MP Ultra-wide sensors provide an upgraded camera experience with clear and crisp details in pictures. The new 50MP sensor supports 2x optical zoom for noise-free photos, while offering Al zoom for an advanced shooting experience with up to 10x zoom. Galaxy Z Flip6 now comes with enhanced battery life and gets a vapor chamber for the first time. Samsung Knox, Samsung

defense-grade, Galaxv's multi-layer security platform built to safeguard critical information and protect against vulnerabilities with end-toend hardware, real-time threat detection and collaborative protection, secures Galaxy Z Fold6 and Z Flip6. Price and Availability: Galaxy Z Fold6 starts at INR 164999 (12GB+256GB), while Galaxy Z Flip6 is available from INR 109999 (12GB+256GB).

Turkish Airlines Showcases its New **Luxurious Crystal Business Class Suite**

Pune (Voice news service):- Turkish Airlines, the airline that flies to more countries than any other, has revealed the details of its brand-new state-of-theart Business Class suite at the Farnborough International Airshow 2024 in Hampshire, UK.

The new Crystal Business Class suite marks a new era for luxury air travel for business passengers and is the first from Turkish Airlines to feature an adjustable suite door and privacy panel for enhanced in-flight privacy. New seats feature a generous 23-inch seat width boasting increased footwell space with direct aisle access for all guests with every window suite possessing full visibility.

In line with company's "Flow" brand identity, new suites feature lighter and warmer colors, marble-style table and rose gold finishes.



vide the very best amenities Turkish Airlines is known for to elevate guest experience, including adjustable ambient and reading lights, universal and Type C power outlets, wireless charger, noise cancelling audio jack, adjustable mirror, closed stowage ergonomic seat cushion and a 22-inch IFE screen.

The airline's new seats have been developed by its subsidiary, TCI Aircraft Inteproduct unique to the airline and features elements with plush leathers and fabrics all sourced from Türkiye to emphasize flag carrier's

On the new Business class offerings of the company, Turkish Airlines Chairman of The Board and Executive Committee Prof. Ahmet Bolat stated: "Our new Crystal Business Class suite will add a new chapter for our long-haul luxury travel and

will carry the airline into the future with a new level of comfort and privacy across our extensive global network. The specially created design will complement our award-winning in-flight dining options for us to keep providing an unparalleled experience above the clouds for our guests." The new seats, set to be

featured on the carrier's transcontinental flights, will be gradually installed on airline's Airbus A350s on order, as well as planned to be retrofitted on its fleet of Boeing 777 aircraft.

Turkish Airlines has a two-story 300m2 chalet area at the Farnborough International Airshow from 22-26 July 2024. The chalet showcases a selection of Turkish Airlines' in-flight products, as well as digital screens allowing guests to discover the flag carrier's extensive global network.



Date 28th July 2024

T.O. Power and Voice

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Dev Gill Productions Unveils 'AHO! VIKRAMAARKA'

Pune (Voice news service):- Dev Gill Productions, led by the versatile actor Dev Gill, renowned for his standout performances in South Indian cinema, launched the title track for 'AHO! VIKRA-MAARKA' today. Following the grand teaser unveiling by acclaimed director SS Raiamouli at a spectacular event in Hyderabad last month, the focus now shifts to the high-

ly anticipated title track which has been released in all 5 languages-Marathi, Telugu, Hindi. Tamil and Kannada. AHO! VIKRAMAARKA' is set to be a cinematic milestone, blending action, romance and emotional depth. The film features a stellar cast including Dev Gill, Chitra Shukla, Pravin Tarde, Tejaswini Pandit, Sayaji Shinde, Posani Krishna, Kalakeya

Prabhakar, Vikram Sharma, Bithiri Satti and others . This groundbreaking project will be the first big-budget Marathi film to release in five languag-

Dev Gill expressed his excitement, stating, "Working on 'AHO! VIKRAMAARKA' has been a deeply meaningful journey. Rajamouli's support underscores the film's broad appeal. With the launch of the title track, we are eager for audiences to experience the vision and passion that drives this project. The music. composed by Ravi Basrur and Arko Pravo Mukherjee, is superbly crafted, and we believe everyone will love it "

Mark your calendars for the nationwide release of 'AHO! VIKRAMAARKA' on August 30th. Stay tuned for more up-

Rohit Shetty Takes the Wheel for SNICKERS as Brand Ambassador – Action, Drama, and Humor Unleashed

osition 'You're not you when

Pune (Voice news service):- Mars Wrigley India is thrilled to announce Bollywood director and action maestro Rohit Shetty as the new ambassador for SNICK-FRS®

Known for his high-octane films and vibrant personality, Shetty brings his signature charisma and dynamic style to elevate the SNICKERS® brand. This collaboration is an exciting installment in the iconic "You're Not You When You're Hungry" campaign promising to resonate with the audience

Shetty's larger-than-life persona and dynamic flair energize the SNICKERS® brand. The new TVC, conceptualized by DDB Tribal, captures his legendary car stunts, seamlessly shifting gears with the brand's message

Renowned for fearless driving scenes and action-packed sequences, Shetty injects unmatched energy into the campaign, creating an exhilarating and unforgettable experience. This partnership promises an explosive blend of action and drama.

The film opens with Rohit Shetty mentoring a young boy at a HUNGAL Driving School



car. As the boy struggles with tight-space driving, Shetty takes control, showcasing his signature maneuvers, and impressing the boy with his

The car suddenly halts, and Shetty humorously backtracks, leading them into a bustling fish market. The final twist occurs when the car ends up on a boat in the middle of the sea. The boy hands Shetty a SNICKERS®, saying, "You become Rohit Shetty when you're hungry." Shetty eats the SNICKERS® and transforms back into a calm driving instructor, highlighting the tagline's impact.

Rohit Shetty, sharing his excitement about the collaboration, expressed, "I am excited to be the new brand ambassador for SNICKERS®. This

collaboration is incredibly exciting because it aligns perfectly with my on-screen persona. The TVC was a blast to shoot, bringing together my love for cars and action. The message of SNICKERS® that hunger can turn you into someone completely different - is something I think everyone can relate to. I'm looking forward to sharing this fun and high-energy campaign with the audience"

We are thrilled to have Rohit Shetty endorse and lend his signature swagger to the SNICKERS® brand. Rohit's authentic and adventurous personality are perfect fit with Snickers," said Nikhil Rao, Chief Marketing Officer, Mars Wrigley India. "SNICKERS® reignites its timeless and world-famous creative propyou're hungry.' Our new campaign film with Rohit showcases high-octane drama and humor, especially connecting with our Gen Z audience across media touch points. We believe this collaboration will stand out and strengthen SNICKERS®'s position as the ultimate hunger bar. We are confident that Rohit's association with SNICKERS® is the beginning of great impactful work on the brand in India." Iraj Fraz, Creative Head, DDB Tribal said "Snickers "You're Not You When You're Hungry" is one of the most enduring campaigns in the world, with its endless adaptability, local flavors, and rofling use of hu-

And Snickers India in partnership with DDB Mudra is simply continuing the tradition with a fresh interpretation. We have Rohit Shetty starring in his most hilarious, and perhaps his easiest-ever role since he plays himself.

Through the last few months, the clients, the agency, and the production team have all had a riot of a time building this campaign and we're sure the audience is going to enjoy it equally."

ABC Basketball League to Return for Its Third Season, Introduce a New Exciting Format and the Players Auction Pune (Voice news ser-

vice):- The ABC Basketball League organized by the ABC Sports & Fitness Academy in association with the Basketball Federation of India, is now entering its third season with more enthusiasm and a new format. Under 14 and Under 16 categories will feature 20 teams for both boys and girls in this year's league following a similar format of IPL. The season commenced on July 13, 2024, with a players' auction in which teams competed for budding young talent from across the country. This event is intended to provide a platform for young athletes to showcase their abilities with the potential to become future stars of Indian basketball. The league matches are scheduled from August



The tournament will include 60 matches, concluding with the finals on August 18, 2024. The league, known as India's only professional basketball tournament for youngsters, strives to promote basketball as a professional sport while also providing young players with opportunities to develop their skills and aspire to international representation.

ference Mr. Anirudh Pole, Founder of ABC Sports & Fitness Academy Said, "The ABC Basketball League is dedicated to establishing basketball and giving opportunities for young athletes to succeed. We aim to nurture talent from a young age and provide them the opportunity they deserve. Our objective is to incorporate sports into children's life and turn playtime

240 players from Maharashtra, including those from Pune, Nashik, Mumbai, and Kolhapur, will compete this season. Excitement for the event is increased by the planned attendance of notable figures like Nitin Kamath and Ranvijay Singh.

The matches will be held in an indoor venue, assuring a high level of competition. Over 1,000 spectators are anticipated to watch the action live at the stadium. Entry is free, and the matches will be live streamed on the SportVot app. ABC Basketball League Season 3 is an initiative by Rainmatter by Zerodha in association with the Basketball Federation of India and Surendra Pathare Foundation. Co-powered by Amanora Park Town and Chitale Band-

into structured sports time hu Mithaiwale Speaking at the press con-11 to August 18, 2024, at the **Hoping for Strong Indian Performance at**

Paris Olympics - Olympic Shooter Anjali Bhagwat



Pune (Voice news service):- Olympic shooter Anjali Bhagwat expressed confidence that Indian athletes will perform well in this year's **Olympics**

She noted that over the past two to three years, Indian athletes have consistently excelled in various international competitions, indicating a promising performance in the current Olympics.

The Olympic Festival, orga-

nized by Deccan Gymkhana Club to coincide with the Paris Olympics, was inaugurated by Olympic shooter Anjali Bhagwat and Olympic badminton

player Nikhil Kanitkar. The event was attended by Deccan Gymkhana Club's Honorary Secretary Mihir Kelkar, Finance Secretary Girish Inamdar, and numerous international athletes and coaches. The festival also featured an exhibition on the Anjali Bhagwat highlighted that many young athletes from India are representing the country in this year's Olympics and have the potential for outstanding performances.

She emphasized that in the past two years, many Indian athletes have consistently performed well in global competitions, which will benefit them in the Olympics. She attributed this to the excellent facilities, financial support, and good job opportunities provided by the central and state governments, allowing athletes to train with peace of

Nikhil Kanetkar praised the sports exhibition, stating that it would inspire not only ath-

letes but also their parents, who play a significant role in the success of athletes. He expressed hope that Indian athletes, who have prepared well for this year's Olympics, will win more medals than in previous Olympics.

He stressed the importance of mental resilience and strength on the day of the competition, and mentioned that athletes have prepared for this under the guidance of mental fitness experts, which will help them in securing medals.

Mihir Kelkar and Girish Inamdar provided information about the organization of the Olympic Festival and highlighted Deccan Gymkhana Club's significant contribution to India's Olympic movement.

New Delhi businesswoman Deepali Vij wins Mrs Glamourous 2024 crown



Pune (Voice news service):- "It was just meant to be - by divine intervention I received a whatsapp message inviting me to participate in the Mrs India pageant. And I jumped into it. I had never imagined or even dreamt of such an opportuni-

ty", beams a delighted Deepali Vij from Delhi. She bagged the title of Mrs Glamourous at the 5th season of Mrs India Empress of the Nation by Diva Pageants, held on 23rd June 2024 at The Hyatt Pune. She was crowned by singer Meghna Naidu, famous for her super-hit song 'Kaliyon ka Chaman'.

While professionally Deepali Vij is a Director at Quality Spa Equipments Pvt Ltd, which is into manufacturing furniture, wardrobes, bathroom cabinets, etc. her passion ranges from travelling, singing, dancing, grooming, gymming and meditation.

Says the proud entrepreneur, "I give full credit for my pageant journey and win to my mentors, Anjana and Karl Mascarenhas, who are the

which contribute to maintain-

ing and boosting immunity. A

Pageants (www.divapageants.com), and who's mission is to create a platform that not only celebrates beauty but also fosters the growth of strong inspiring women who defy stereotypes and inspire change".

This year's pageant saw 54 Confident, Charming and Charismatic women from all walks of life share the stage, leaving the audience in absolute awe that night.

The pageant was a celebration of brilliance, redefining beauty pageants by spotlighting intellect, grace, and social consciousness This grand event was graced by illustrious Celebrities such as actress and former Miss India Isha Koppikar.

"DIVA Pageants is acclaimed

driving forces behind DIVA for its exceptional pageant grooming and training. Their comprehensive grooming of the 54 Finalists over 4days

included Personalized Coaching on Poise & Presentation, Q & A and Ramp Walk. This transformative journey empowered the Contestants to present their best selves, embracing their full potential", smiles Deepali.

What next? "This win is just sinking in. I am still basking in the glory

Winning the crown has become an inward journey of finding and loving myself! And now I am looking forward to participate in the Mrs Grehlakshmi pageant, being held in September at Delhi, for which I have been shortlisted amongst the finalists", signs off Deepali

Thums Up's Olympics Campaign Demonstrates the Power of a 'thumbs up' Gesture letes like us."

Pune (Voice news service):- Thums Up, the homegrown billion-dollar beverage brand under The Coca-Cola Company, is thrilled to announce its new campaign. 'Utha Thums Up, Jagaa Toofan' for the upcoming Paris 2024 Olympic and Paralympic Games. The campaign is based on a simple but powerful idea: the motivating effect of a 'thumbs up' on athletes which encourages them to give their best performance. Our athletes are dynamic 'toofans' themselves, they inspire the nation to trust in their inner strength. But a champion is not made overnight. Every time an athlete deals with a setback or feels a moment of hesitation, a simple thumbs-up from their supporters, coach, friends, and family helps them regain confidence and keep pursuing victory - and this is precisely the essence of the campaign. As part of The Coca-Cola Company's enduring partnership with global sports events, Thums Up has been committed as the official global partner for the 2024 Olympic and Paralympic Games. Thums Up has consistently and continuously cheered for the perseverance, courage, and determination of both able-bodied and para-athletes who showcase India's talent on the world stage. Featuring Sift Kaur Samra, Lovlina



Borgohain, Nikhat Zareen, Rubina Francis, and Sakshi Kasana, the campaign film illustrates a series of compelling narratives and visual storytelling, showcasing real-life moments where athletes relive the power of a thumbs-up. Commenting on the cam-Sumeli Chatteriee. Category Director, Senior Sparkling flavours, Coca-Cola India, and South-West Asia said, "We are thrilled to be a part of India's Olympics and Paralympics dream. The power packed performances of our athletes in global sports over the past 4 years have filled us with immense pride. Paris 2024 will be a historic occasion, and we are honoured to support our athletes in their journey. We truly believe a simple gesture of the thumbs-up can make any moment a powerful turning point - not only for athletes, but for everyone. This gesture. paired with the iconic Thums to have Thums Up as a brand Up brand, reflects the spirit of acknowledge the importance tenacity and unwavering deof support and belief in ath-

termination.

ation with the campaign, Sift Kaur Samra said, "I'm humbled to be a part of this campaign. Knowing that countless people are cheering us with a thumbs-up gives us the courage to perform our best on the world stage. It's a testament to the support we receive from our nation.' Commenting on her association with the campaign Loylina Borgohain, "It's a pleasure to be associated with Thums Up. Being a boxer. I've experienced the value of encouragement especially during tough matches. A simple gesture of support can be incredibly motivating, and this campaign truly emphasizes that." Commenting on her association with the campaign, Nikhat Zareen, "In the ring, every thumbs Up fuels my determination to jab harder and go the distance. It's great Commenting on her associ-

ation with the campaign, Rubina Francis, "Thums Up's campaign sparks resilience and unity, showing how a simple gesture can inspire us to give our best shot." Commenting on her asso-

ciation with the campaign, Sakshi Kasana, "As athletes, the power of supporters is a force which helps us be our strongest self. In moments of uncertainty, fans can unleash the best of ourselves. enabling us to rise against all odds.'

Ritu Sharda, Chief Creative Officer Ogilvy India (North) said. "There is great power in one thumbs up. It can awaken a storm inside you, and lift you iust when you are about to give up. Now imagine, what a billion thumbs up can do. This Olympics, we are sending our athletes to strike thunder with the power of a billion thumbs up. And that's the emotion we wanted to capture with this new Thums Up campaign. Utha Thums Up, Jagaa Too-

The campaign will use a 360-degree marketing approach, using different channels to reach and engage consumers, such as television, digital, print and OOH. The brand has created a series of films that capture the story of the athletes and their historic journey to Paris.

3 foods you must eat and avoid during the monsoon season copper, zinc, folate, and iron.

monsoon season brings much-awaited relief from the scorching summer heat but also raises significant health concerns. Due to weather changes and constant rains. people often experience various health issues such as dengue, typhoid, gastrointestinal infections, respiratory problems, and skin issues. The monsoon can also affect immunity, underscoring the importance of maintaining a balanced and nutritious diet. Dr. Rohini Patil, MBBS and nutritionist, advises incorporating nutrient-rich foods like almonds, fresh fruits, and seasonal vegetables into daily meals. She highlights that these foods are packed with essential nutrients that not only boost energy but also strengthen immunity.

In this article, Dr. Patil shares foods to eat and avoid during the monsoon season. Take a look.

WHAT TO EAT?Almonds: Incorporating small changes in your life can make a major difference. For instance, consuming a handful of almonds daily and working out regularly can help maintain a healthy lifestyle and overall well-being. Almonds may appear to be tiny, but they are rich in 15 essential nutrients like

strong immunity helps fight infections and other illnesses that usually occur during the monsoon season. Additionally, almonds keep you energetic, making them a perfect addition during lethargic rainy days. Dr. Rohini Patil recommends incorporating almonds into your everyday diet for a healthier and happier body. Fresh fruits: Fresh fruits like apples, pomegranates, berries, and bananas are high in vitamins and antioxidants that help strengthen immunity and aid digestion. They are rich in vitamin C and fiber, promoting healthy digestion, preventing constipation, and reducing the risk of infections. Adding finely chopped almonds to these fruits or consuming them as snacks can make a healthy difference in our lives. Almonds are a rich source of protein, which not only provides energy but also contributes to the growth and maintenance of muscle

Vegetable soup and herbal tea: With changing weather, it's important to keep your body relaxed and warm. Vegetable soup is easy to digest, helps keep the body warm, boosts immunity, and provides essential hydration. Additionally, ginger, tulsi, and lemongrass teas are beneficial for their anti-inflammatory properties and can help prevent infections. A hot bowl of soup or herbal tea can soothe a sore throat and alleviate symptoms of the common cold, thanks to their natural antibacterial and antiviral properties.

WHAT TO AVOID? Junk food: During the monsoon season, it's essential to steer clear of unhygienic street food and heavy, oily dishes as they can worsen digestive discomfort and raise the likelihood of foodborne and waterborne illnesses. Fried foods. especially when prepared in stale oil, can lead to bloating, indigestion, and increase the risk of food poisoning. Opting for freshly prepared meals is advisable to prevent stomach infections, promote better digestion, and enhance overall well-being during this seasonal transition.

Stale or Leftover Food: During the monsoon season, leftover food can rapidly become a breeding ground for bacteria, leading to food poisoning. To prevent this, avoid consuming stale food and always store leftovers in airtight containers in the refrigerator. Additionally, consume refrigerated leftovers within a day or two to ensure their safety and freshness Leafy and raw vegetables:

During the monsoon season. it's important to exercise caution when consuming certain leafy and raw vegetables due to the heightened risk of contamination and bacterial growth in humid conditions. Vegetables such as spinach, cabbage, and lettuce, often eaten raw or lightly cooked, should be avoided unless they are thoroughly washed and cleaned to remove potential harmful bacteria. It's safer to choose vegetables that are thoroughly cooked and sourced from clean and trusted sources to minimize the risk of foodborne illnesses during this time.

Incorporating these dietary tips during changing weather can enhance overall health and protect the body from common seasonal ailments such as colds, coughs, and digestive issues, which are more common in humid and unpredictable weather. Dr Rohini Patil, MBBS and Nutritionist

Saahil Forms Strategic Alliance as MD & Co founder to launch Mila Beauté formerly known as Milap Cosmetics Rooted in the global per-

Pune: Saahil Nayar, the strategic force behind India's most beloved beauty brands, is set to unveil his latest venture, Mila Beauté (formerly known as Milap Cosmetics). As the Managing Director and Co-founder. Saahil will lead Mila Beauté in redefining the Indian beauty industry with its finest quality, innovative. and toxin-free makeup products designed to cater to the diverse needs of Indian consumers.

The brand caters to makeup beginners and enthusiasts, helping them express their unique selves with versatile. modern makeup essentials that inspire creativity. From upgraded formulations and packaging to rigorous testing, Mila Beauté promises an elevated experience that delivers luxury within reach.

spective and proudly Made in India. Mila Beauté plans to establish a 36,000-squarefoot factory in Manesar to enhance domestic manufacturing while meeting quality standards. With a current presence of 10,000 retail counters, Saahil Nayar has ambitious plans to double this number and increase it to 20,000 nationwide. Saahil Nayar, Managing Di-

rector and Co-founder of Mila Beauté, said, "Mila Beauté stands for elevated beauty at everyday prices. By expanding our manufacturing capabilities and increasing our retail footprint, we are dedicated to making premium beauty products accessible to all. Partnering with industry veterans Sachin and Keshav Chadha enables us to drive forward with confidence and expertise.

Together, we want to create makeup that begins with you and celebrates you. 'Beauty Begins With You' is not just our tagline: it is a promise to our consumers."

Sachin Chadha and Keshav Chadha, Co-founders and Directors. Mila Beauté. "We are thrilled to start our journey with Saahil Nayar as we transition from Milap Cosmetics to Mila Beauté. Our shared vision of redefining beauty standards in India with premium products will now reach even greater heights. Together, we are committed to making Mila Beauté a beloved brand that resonates with all Indian consumers."

Founded by industry veterans with over 20 years of experience in making beauty acces-

Mila Beauté's current portfolio spans face, lip, eye and nail categories with standout products like primer, bullet lipstick, liquid lipstick, concealer, eve liner, nail paint and lip balm, price range starting from Rs 100. All the products will be available on leading e-commerce platforms.

Mila Beauté will high-quality, on-trend makeup inspired by international beauty trends, made accessible and relatable for the young Indian consumer. This follows the impressive success of Milap Cosmetics, which was already on the trajectory of earning 1 crore in revenue across e-commerce platforms, and with the rebranding to Mila Beauté, it's looking to go 3x within this

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Prepare Your Vehicle for Monsoon: Ensure Safety with Comprehensive Motor Insurance

Pune: The note on Motor Insurance is on behalf of SBI General Insurance, penned by Mr. S. Vishwanathan, Head - Underwriting, SBI General Insurance.

As the monsoon season approaches, it brings the much-needed respite from hot weather but also introduces a host of challenges for drivers. Heavy rains, waterlogged roads, and reduced visibility can significantly increase the risk of accidents and vehicle damage. To navigate these conditions safely and ensure the longevity of your vehicle, it is crucial to be well-prepared. Comprehensive motor insurance, combined with proactive vehicle maintenance, plays a vital role in safeguarding both your car and your peace of mind during the rainy

Motor insurance is a policy that provides financial protection against physical damage or bodily injury resulting from traffic collisions, theft, and other unforeseen incidents involving your vehicle. The benefits of motor insurance include coverage for repair costs due to accidents, protection against theft and vandalism, financial assistance for medical expenses resulting from accidents, and additional services like towing and roadside assistance. This ensures that you are not only protected against financial losses but also have access to essential services during emergencies. In addition to securing com-

prehensive motor insurance. it is important to prepare your vehicle for the monsoon season by taking several steps: ensure your tires have sufficient tread and vour brakes are in good working condition to handle wet and slippery roads; replace worn-out wiper blades, maintain water level in the windshield washer fluid tank and check that all lights are functioning properly for

Founder and Chairman of Suryadatta, Prof. Dr. Sanjay B. Chordiya, has been appointed as a member of the Institute of Directors, London

Pune: Prof. Dr. Sanjay B. Chordiya, Founder and Chairman of the Suryadatta Education Foundation in Pune, has been appointed as a member of the Institute of Directors (IOD) based in London.

The IOD is the premier professional institution for corporate executives worldwide including the United Kingdom. This organization has over 30,000 board members globally, and discussions on various board-related topics and issues take place through annual conferences in locations such as India, Dubai, Singapore, and London.

For the past 30 years, the IOD has been serving the board member community in leadership, skills, and capacity development. By organizing Global Business Meets. it brings together entreprepolicymakers, and board members from around the world.

These board members are diverse, including CEOs, CFOs, accountants, company secretaries, bankers, consultants,

education specialists, and more. This provides networking opportunities for business growth and expansion under one roof.

Every year, distinguished individuals from India or abroad are honored as 'IOD Distinguished Fellows.' Last year, Dr. Sanjay B. Chordiya was honored as a Fellow Member of IOD India. Given the extensive and diverse experience of Prof. Dr. Saniav B. Chordiva. he has been appointed as a member of the institute. This appointment offers enhanced networking opportunities with national and international directors, professionals, policymakers, and others. Through this membership, it will help connect Suryadatta's students with companies in India and abroad through business consultancy projects, internships, and other activities.

Prof. Dr. Sanjay B. Chordiya is a globally renowned educator, global coach, industry and management professional, visionary, and philanthropic personality with a perspective of providing quality education at affordable fees for the holistic development of all societal segments. He has 40 years of senior management experience in the leading automobile industry, including Force Motors Limited, and more than 28 years of extensive experience in education, CSR, public service, corporate governance, and more. He has held responsibilities as a member of several organizations such as the Central Government's Raw Material Steering Committee, Corporate Governance, and the Telephone Advisory Board. He is a fellow member of the Institution of Engineers, AIMA, the Indian Institution of Production Engineers, and a patron/life member of various institutions. He is a governor-nominated member of the Yashwantrao Chavan Open University management board and the President of the Institute-Industry Partnership of the Global Chamber of Commerce in the USA. Dr.



ents and has received numerous national and international awards for his significant con-

The Suryadatta family congratulated Prof. Dr. Sanjay B. Chordiva on his appointment. "This appointment will provide an opportunity for the Suryadatta Institute to further expand its good work.

It will also help connect our students globally. We will continue to work with even more vigor to provide comprehensive and quality global standard education for all " expressed Prof. Dr. Sanjay B. Chordiya

Amara Raja to establish Dr R N Galla **Chair Professorship at IIT Tirupati**

Pune: Amara Raja Energy & Mobility (ARE&M), a leading provider of comprehensive battery solutions, has signed a Memorandum of Agreement (MoA) with IIT Tirupati to establish Dr RN Galla Visiting Chair Professorship in Advanced Energy Storage Technologies at IIT Tirupati. This Visiting Chair Professorship is made possible by generous support by Amara Raja Energy and Mobility Limited in honor of their Founding Chairman Dr Ramachandra Naidu Galla. The announcement was made at an event held at IIT Tirupati. Shri Javadev Galla Chairman and Managing Director, ARE&M, Shri Sajjan Jindal, Chairman BoG, IIT Tirupati and Chairman and Managing Director, JSW group, Sri Kris Gopalakrishnan, Chairman, Axilor Ventures and Cofounder, Infosys, and Dr Ramadevei Gourineni were present at the event among others. The Visiting Chair Professorship will span 10 years, starting from 2025, and will recognize outstanding

global faculty and scientists working in the energy storage area, acknowledge their professional achievements. and support their scholarly work and research. It will allow the awardee to spend up to eight weeks a year at IIT Tirupati deliver lectures conduct workshops, and foster research collaborations. The program will also enhance students' academic experiences and the Institution's reputation. Jayadev Galla, Chairman, and Managing Director of ARE&M, stated, "We are honored that IIT Tirupati has agreed to establish the Dr R N Galla Visiting Chair Professorship in Advanced Energy Storage Technologies, it's a true tribute to Amara Raja's Founder Dr R N Galla, who has not just transformed the industry, but also transformed lives and livelihoods over the past four decades. We are proud to facilitate this unique opportunity to expose young bright minds to the latest global developments in the field of new energy".

Ruby Hall Clinic Brings Together International Experts to Shed Light on Cutting-Edge Advances in Bariatric Surgery

Pune (Voice news service):- Ruby Hall Clinic marked a significant breakthrough by successfully hosting a training program on July 27 and 28, 2024, aimed at training young surgeons to enhance their laparoscopic skills and expertise in bariatric

This event highlighted the Ruby Hall Clinic's dedicated commitment to both laparoscopic and bariatric surgery, positioning it as a one-stop The conference brought together distinquished faculties and doctors from across the globe, providing an in-depth understanding of various laparoscopic skill techniques, advanced bariatric procedures, and their specific indications.

The conference brought together over 150 experts across the medical faculty, featuring renowned faculties such as Dr. C.K. Huang from Taiwan, Dr. Pratap Warute ASI, Dr. Muffazal Lakdawala, and others. Dr. Randeep Wadhawan president of OSSI said This initiative not only enhances surgical expertise but also underscores the clinic's commitment to comprehen-

sive obesity management. Ruby Hall Clinic is truly setting a benchmark in providing specialized and multidisciplinary care for obesity-related com-

Ruby Hall Clinic also mentioned a comprehensive bariatric surgery program that caters to the growing need for effective obesity management. This program will facilitate the management of obesity-related complications such as people having weight issues, diabetes, hypertension, joint pains, sleep apnea, PCOD, infertility etc

The program provides a holistic approach, covering every aspect from pre-operative to post-operative evaluation, including physiotherapy, appropriate diet, lifestyle changes, and support for individuals with obesity issues. It offers procedures such as bariatric surgery, specialized anesthetic support, endoscopy, and specialized ICU units for high-risk patients needing intensive care.

The multidisciplinary team, consisting of experienced surgeons, dietitians, psychotherapist, psychologists, and nurses, is dedicated to supporting patients on their journey toward better health.

Dr Kedar Patil Bariatric and Advanced laparoscopic Surgeon at Ruby Hall Clinic, stated: "Awareness regarding surgical treatment for obesity i.e. bariatric surgery is less in India. If obesity is treated the associated illnesses can be improved or controlled. By addressing obesity, we can mitigate the future risk of diabetes, heart issues, joint pains, and even certain cancers. Our comprehensive care

model ensures patients are well-prepared physically and emotionally for their journey to better health.

We also conduct support group meetings to take care in long term"

Dr. Purvez Grant, Chief Cardiologist, Chairman, Managing Trustee of Ruby Hall Clinic, emphasized the hospital's commitment to excellence in bariatric surgery.

"The comprehensive program at Ruby Hall Clinic integrates advanced surgical techniques with meticulous pre-operative preparation and compost-operative prehensive care, including diet guidance, physiotherapy and psycho-

logical support. This initiative represents a pioneering effort in Pune, providing a unique one-stop solution for individuals seeking effective and personalized bariatric treatment. With state-of-the-art facilities equipped with cutting-edge technology, Ruby Hall Clinic reaffirms its leadership in the field, committed to delivering safe, precise, and transformative outcomes for every

The conference highlighted the role of bariatric surgery in treating obesity-related conditions and the importance of early intervention.

patient."

By addressing obesity, the future risk of diabetes, heart problems, joint pains, and even cancers such as endometrial, breast, and pancreatic cancer can be significantly reduced.

Ruby Hall Clinic remains dedicated to advancing healthcare through continuous education and the adoption of best practices. The event concluded with a call to action for healthcare professionals to recognize the value of bariatric surgery and its transformative potential for patients struggling with obesity.

Remarkable Trends in IVF Success and Demographics in Pune

Oasis Fertility Launches "Break the Test Tube & Break

the Taboo" Awareness Campaign on World IVF Day

Pune (Voice news service):- In Pune. Maharashtra, significant advancements have been noted in the field of In-Vitro Fertilization, leading to success rates that currently range between 60%-65%. This improvement marks a notable increase from the success rates of 30%-35% observed two decades ago. This progress is largely due to advanced techniques such as embryo vitrification and the strategic transfer of blastocvsts, which have substantially increased the likelihood of implantation.

Chordiya holds more than 100

Dr. Vaishali Chaudhary, Director- IVF & Fertility at Sahyadri Hospitals MomStory, Nagar Road, Pune, has shared valuable insights highlighting the key trends in the IVF landscape of the Pune. According to her observations, approximately 50% of IVF patients in Pune are over the age of 35, indicating a trend towards later-stage family planning. Moreover, about 20% of IVF treatments in the area involve the use of donor eggs or sperm, underscoring the critical role of donor programs in overcoming genetic and age-related fertility issues.

Dr. Chaudhary also points out the various challenges faced by couples seeking IVF treatments, including the scarcity of specialized medical facilipsychological aspect of treatment. To address these issues, strategies such as deep counseling, offering flexible payment options, and establishing virtual support groups have been implemented to assist couples throughout their fertility journey. Dr. Chaudhary also stated,

ties in smaller towns, and the

"The remarkable advancements in IVF technology and techniques over the past few years have significantly enhanced our ability to help families achieve their dreams of parenthood in MomStory.

Our focus remains on improving both the technology and the approach to care. ensuring that every couple has the best possible support on their fertility journey." This proactive approach also includes debunking common myths about IVF, such as the risks of abnormal children and exaggerated side effects of treatments, through extensive patient education and trans-

parency.

As Pune continues to lead in IVF advancements, the ongoing enhancements in technologies and methodologies are expected to further improve success rates and patient experiences, making the dream of parenthood more accessible for more couples in the

The cooperation and work of Vaikunth Mehta Institute in the field of agriculture is remarkable - Muralidhar Mohol



Pune (Voice news service):- "In the near future there will be a big revolution in the agriculture and cooperative sector and a large number of jobs will be created. There will be work for the unemployed and employment for everyone and there will be a big revolution in this field " The graduation ceremony was recently held with enthusiasm at Vaikunth Mehta Institute in Pune. Union Minister of State for Civil Aviation and Cooperation Muralidhar Mohol expressed this opinion on this occasion.

The convocation of the 30th batch of Post Graduate Diploma - Agribusiness and Management (2022 - 2024) of Vaikunth Mehta National Institute of Cooperative Management (VAMNICOM) was organized in a grand manner. On this occasion, in the convocation ceremony presided over by Minister of State Mu-



ralidhar Mohol and Director of Vaimanikom Dr. Hema Yaday, 96 students graduating in 2024 were awarded the degree of Master of Science Management-Agribusiness and Management. This (PGDM - ABM) is certified by the All India Council for Technical Education (AICTE). Government of India, A.B.M. and I.S.O. awarded by the Association of Indian Universities as equivalent to MBA degree and recognized by the National Accreditation Board, New Delhi. On this occasion, the release of Volume 58 Special Issue and Volume 59 Issue 1 of Cooperative Perspectives!

On this occasion. Mohal said, the youth graduating from this course will get a successful career in agribusiness and cooperative sector. He also informed that the cooperative sector is the largest sector in the world. There are



tive societies in India. Which have 29 crore members. Cooperatives play a vital role in strengthening the rural economy and ensuring socio-economic development for inclusive growth and sustainable development. Keeping this in mind, our Government has established a separate Ministry of Cooperation under the leadership of Hon'ble Prime Minister to strengthen and empower the rural economy. Its objective is to develop rural areas and provide all kinds of facilities to the people living in rural areas through cooper-

Dr. Hema Yadav said that Vaimanicom is promoting girls' education and women's training through education and training programmes. Vaimanicom has secured first position among government institutions in Pune district of Maharashtra and



first position among top 25 B-schools across the country. After the formation of the Ministry of Cooperation, the Government of India is giving scholarships of Rs 2 lakh to meritorious students of PGDM-ABM. Student Kumari Meghna emerged as the overall topper in the 30th batch and was awarded the gold medal by Union Minister of State Murlidhar Mohol. At present cooperatives

state and central governments, corporates, F. Distinguished invitees from P.O.F.C.S et al., 30th batch PG D.M.A.B.M students and P.G.D.M.A.B.M alumni were also present. Dr. A.K. Asthana. Registrar expressed his gratitude to the attendees and congratulated the students who received postgraduate degrees and awards. The prize distribution ceremony was coordinated by Director

vice):- In recognition of World IVF Day, Oasis Fertility, today announced the launch of its groundbreaking awareness campaign, "Break the Test Tube & Break the Taboo," across all its centers. This initiative aims to challenge societal stigmas as-

Pune (Voice news ser-

sociated with In Vitro Fertilization (IVF) and to promote awareness about the advancements and safety of Assisted Reproductive Technologies (ART).

Breaking the Stigma Surrounding IVF The "Break the Test Tube & Break The Taboo" campaign is rooted in the understanding that societal perceptions often label IVF as an unnatural and lesser form of conception. Such views can discourage individuals and couples from seeking the fertility help they need. Oasis Fertility is committed to dispelling these myths and demonstrating that IVF, backed by advanced science and technology, is a safe and effective method of achieving pregnancy. Dr. Durga G Rao, Co-founder

and Medical Director, Oasis Fertility said "IVF is much more than a test tube baby. Over the past 50 years, ART has evolved tremendously, incorporating various scientific techniques such as Preimplantation Genetic Testing (PGT) and Endometrial Receptivity Array (ERA). These advancements ensure that IVF is as natural and safe as any other pregnancy method.'

To address critical gaps in women's health in India, particularly in preventive care and preconception counselling. We empower first-time mothers with doctor-reviewed pregnancy care information, reducing pregnancy risks and enhancing maternal health outcomes," she added.

To further encourage individuals to overcome societal taboos and seek fertility treatment, Oasis Fertility is offering a special 15% discount on spot IVF bookings made between July 25th and 28th at all of their of their centres. spread across Hyderabad, Bangalore, Chennai, Pune, Vijavawada Visakhapatnam



dating.

Ranchi, Bhubaneswar and other towns in Telangana. Andhra Pradesh, Karnataka & Maharashtra. This offer includes all necessary medications and cannot be combined with other promotional offers. By offering this discount, we hope to make fertility treatments more accessible and encourage people to take the first step towards fulfilling their dream of parenthood. Oasis Fertility stands at

the forefront of using cutting-edge scientific practices to ensure the birth of healthy babies.

The campaign underscores the importance of viewing IVF through the lens of modern science rather than outdated

PYAAR

KA SWAAD

Mother's

lighting the safety, efficacy, and natural aspects of IVF. Oasis aims to make the idea of seeking fertility help more acceptable and less intimi-

This World IVF Day, Oasis Fertility encourages you to talk about fertility issues and the assistance available through scientific advances in IVF & other advanced reproductive technologies. Inviting everyone to take a pledge to shatter the stereotypes, break the taboo & bust the myths around IVF and spread awareness about the science of fertility, with empathy and love for all the beautiful couples who are just waiting to hold their baby in their arms.

Mother's Recipe unveils its first comprehensive Brand Film with a captivating 75-Second Ad Across Leading TV Channels in India

Pune (Voice news service):- Mother's Recipe, India's homegrown ethnic food brand known for its delicious and traditional flavors, proudly announced the launch of its first-ever brand film to showcase the entire range of Mother's Recipe products. The 75-second ad 'Pvaar Ka Swaad. Ab Har Koi Chakhega' is the first for any Indian homegrown food brand. It beautifully depicts the emotional connection between a mother's love and food made with love through the range of Mother's Recipe products, carefully targeting various categories of audience. The ad is being aired on all leading TV GEC and news channels across India, reaching a wide audience.

A Tribute to Unconditional Love and Flavour, The brand film beautifully captures the The brand film beautifully captures the essence of mother's unconditional love. It seamlessly weaves together scenes from various life moments, each resonating with the unique and irreplaceable



Through this narrative, Mother's Recipe tenderly draws parallels between this love and the comforting, flavorful experience of their diverse product range. From delightful pickles which are a reminisce of home-cooked meals to spicy chutneys that add flavours to your day, from instant mixes that fix you a quick healthy bite, to ready-to-cook products that bring the taste of your home to your plates in one easy step, each product is crafted to bring the same warmth, care, and comfort that a mother's touch brings. The film emphasizes how, no matter where you are, a simple taste can transport you

bond of a mother's affection.

back to your mother's kitchen, making you feel loved and cherished.

Ms. Sanjana Desai, Executive Director of Mother's Recipe said, "This is a big moment for Mother's Recipe, as it's our first-ever comprehensive brand film. We wanted to show the essence of a mother's love and how our range of products can bring that warmth and care into every home. We believe that 'Pyaar Ka Swaad, Ab Har Koi Chakhega' will touch our audience's hearts, reminding them that the love and comfort of home is always within reach, thanks to Mother's Recipe

Explore the full range of Moth-

er's Recipe Products: ·Tangy Pickles: Reminiscent of the warmth and comfort of home-cooked meals filled with love and care. ·Spicy Chutneys: Adding zest

to your day, just like a mother's encouragement. ·Ginger Garlic Paste: The es-

sential ingredient that brings everything together, akin to a mother's love. Instant Mixes: Help you cre-

ate traditional dishes quickly,

keeping the taste of home alive in your kitchen. ·Ready to Cook: Allowing anyone to recreate the taste

·Papad: Instantly completing every meal with the satisfac-

of home in simple and easy

tion of a mother's love. The campaign content is

designed to evoke nostalgia and warmth, celebrating the timeless love of mothers and the delicious food they create. The idea behind the campaign is to connect with consumers on an emotional level, reminding them of the comforting and familiar flavors of home-cooked meals.

Phoenix Marketcity Pune introduces free Shuttle Service from Ramwadi Metro Station Pune (Voice news with a frequency of one for our patrons," said Mr. at Ramwadi Metro Station

service):- Phoenix Marketcity Pune is excited to announce the launch of a new, complimentary shuttle service connecting Ramwadi Metro Station directly to Phoenix Marketcity Pune and back. This initiative aims to enhance convenience and accessibility for commuters traveling to the shopping and entertainment destination. Beginning July 1st, the shuttle service will operate

shuttle departing every 30 minutes between Ramwadi Metro Station and Phoenix Marketcity Pune. This service is provided entirely free of cost to all passengers, further reinforcing Phoenix Marketcity Pune's commitment to providing a seamless and enjoyable experience for its visitors. "We are thrilled to introduce this shuttle service as part of our ongoing efforts

to improve accessibility

Anshuman S Bharadwaj, Centre Director of Phoenix Marketcity Pune. "Whether visiting for shopping, dining, or entertainment, we want to ensure that everyone can easily access our facilities, and this shuttle service from Ramwadi Metro Station is designed to achieve just that."

The shuttle service will operate every 30 mins from 11 AM to 09.30 PM. Passengers can simply arrive and board the shuttle for a comfortable and convenient journey directly to Phoenix Marketcity Pune. The return journey will also be available with regular departures from Phoenix Marketcity Pune to Ramwadi Metro Station.





Toyota Kirloskar Motor Honoured with Prestigious EEPC Export Excellence Awards

Pune (Voice news service):- Tovota Kirloskar Motor (TKM) has been recognized for its outstanding export performance with two prestigious awards at the EEPC India (Engineering Export Promotion Council of India) Southern Region Export Award ceremony held

recently. TKM was presented with the 'Engines and Turbines & Parts Thereof' - Large Enterprise' award for 2019-20 and the 'Gold Trophy' for Top **Exporters under the Merchant** Exporter category for achieving Export Excellence in Engineering products in 2020-21. These awards reflect the company's dedication to advancing India's engineering

The engineering sector is an

integral part of the broader manufacturing sector, and the share of engineering products in overall manufacturing output is quite significant.

The awards were presented

by Shri Vimal Anand, Joint Secretary, Department of Commerce, Government of India; Shri Arun Kumar Garodia, Chairman, EEPC; Shri Shashi Kiran Lewis, Deputy Regional Chairman, EEPC; and Shri Raman Raghu, Regional Chairman, EEPC, at a ceremony held in Puducherry. The EEPC India is the premier trade and investment promotion organization sponsored by the Ministry of Commerce & Industry, Government of India.

It plays a pivotal role in promoting the Indian engineering sector and acts as a vital link

between the government and the engineering community. The EEPC Export Excellence Awards aim to recognize and reward member exporters for their exemplary performance in various engineering export categories

The awards evaluate the best exporters across India based on parameters such as the FOB (Freight on Board) value of exports, products exported, and net foreign exchange earned. TKM demonstrated significant growth in the FOB value of engine exports in 2019-20. Additionally, in 2020-21, TKM saw an increase in exports under the Merchant Exporter category, covering both engines and various parts.

Expressing his thoughts, Mr. G. Shankara - Executive Vice President & Director, Finance and Administration - Toyota Kirloskar Motor, said, "It is an honour to receive these prestigious awards from EEPC India, a testament to the company's commitment to export excellence and contribution to the economy of the state and the nation. This accolade fills us with immense pride and joy, reinforcing our belief that world-class quality and customer satisfaction are the key cornerstones of success in this highly competitive market."

Notably, last year TKM was honoured with two EEPC National Awards for Export Excellence at the 52nd and 53rd editions of the Awards in recognition of its outstanding export performance in the engineering sector.

Pune (Voice news service):- Godrej & Boyce, part of the Godrej Enterprises Group, which has a diverse presence in consumer and industrial businesses ranging from aerospace and consumer durables to energy and sustainable construction solutions, announced Phase 5 of its Magical Mangroves campaign in association with WWF India on The International Day for the Conservation of the Mangroves Ecosystem. Launched in 2020. the initiative has onboarded 190 volunteers and empowered 34,630 people across 7 states through over 460 webinars, on-ground initiatives and social media campaigns. This effort highlights Godrej & Boyce's commitment to environmental sustainability and biodiversity conservation. The organization has been conserving hundreds of acres of mangroves along the Vikhroli

Mumbai for over 30 years. The Magical Mangroves campaign has been instrumental in raising awareness about the critical importance of mangrove ecosystems. Through a series of educational workshops, interactive quizzes, and nature trails, the initiative has engaged local commu-

pate can visit the WWF-India Volunteer website and register for their respective State: https://people4planet.wwfindia.org/available_projects.php Commenting on this initiative Tejashree Joshi, Head of Environmental Sustainability. Godrei & Boyce said "Mangrove ecosystems are crucial for coastal protection, supporting diverse wildlife, and acting as significant carbon sinks. Their role in coastal

communities' life is incompaconservation initiatives. The community awareness and engagement have always resulted in successful nature

conservation" Godrei & Bovce has been conserving the Vikhroli mangroves in Mumbai since generations. Being champions of sustainability. the company has taken numerous initiatives to create awareness about mangrove conservation through protection, restoration, biodiversity management, and community engagement initiatives. They also support research and implement sustainable practices to ensure the ecosystem's

Farmeen Mistry, State Coordi-

nator at WWF-India, highlighted the campaign's impact, stating, "The fifth phase of our campaign focuses on enhancing community engagement and empowering local volunteers as Mangrove Ambassa-

These efforts are crucial in building a sustainable future where mangroves play a pivotal role in mitigating climate change impacts. The partnership with WWF-In-

dia has been instrumental in providing the scientific expertise and on-ground volunteer support necessary for the success of this campaign. Godrej & Boyce has taken various initiatives in mangroves conservation including developing Asia's first mangrove-focused app, available in 11 languages, and creating a children's book titled 'Many Secrets of Mangroves' in English and Marathi, in collaboration with author Katie Bagli. Additionally, they have set up a bilingual website and organized poster exhibitions at educational institutions to raise awareness about the importance of man-

Hyundai Motor India Partners with CHARGE ZONE to Install High Speed EV-Chargers at Hyundai Dealerships in India

Pune (Voice news service):- Hyundai Motor India Limited (HMIL) has signed a Memorandum of Understanding (MoU) with CHARGE ZONE to strengthen HMIL's EV roadmap for India, in line with Government of India's EV adoption strategies. Under the MoU, CHARGE ZONE will install DC 60 kW fast chargers across 100 HMIL dealerships in India. The MoU was signed Mr. Jae Wan

Ryu, Function Head - Corporate Planning, HMIL and Mr. Kartikey Hariyani, Founder & CEO - CHARGE ZONE, at the HMIL headquarters in Gurugram, Haryana.

The strategic partnership aims to aid the expansion of public EV charging infrastructure in India

These public EV charging stations will also provide convenience to all EV users for intercity and intracity travel with an EV, considering the locations of dealerships across cities and highways.

Flip6. Galaxy Watch Ultra.

Watch7 and Buds3 - are now

available across retail outlets

near you. Consumers can

Commenting on the next phase of HMIL's EV roadmap, Mr. Jae Wan Ryu, Function Head - Corporate Planning, HMIL, said, "As India aims for greater adoption of electric mobility, it is equally important to bolster the EV charging infrastructure to counter range-anxiety and build customer preference towards adoption of electric mobility. By engaging in a strategic partnership with CHARGE ZONE, we are moving towards strengthening HMIL's EV charging network, with 100 Hyundai dealerships now to be equipped with DC 60 kW fast chargers. All EV users (Hyundai & Non-Hyundai) will benefit from the augmented network of DC fast charging stations, accessible through the 'myHyundai' app or through the 'CHARGE ZONE' app. Such strategic alliances are crucial for accelerating the adoption of electric mobility solutions by customers and achieving India's carbon

neutrality goals.' Mr. Kartikey Hariyani, Founder & CEO - CHARGE ZONE, highlighted the strategic partnership, emphasizing, "Over the past five years, CHARGE 70NE has developed a renewable energy-powered EV charging network for electric cars and electric buses in India. Our collaboration with Hyundai Motor India Limited

4-Wheeler Electric Vehicles (BEVs), ensuring easy access and dynamic availability, providing a reliable and seamless

ture for

aims to enhance infrastruc-

charging experience." Currently HMIL has 19 dealerships equipped with DC 60 kW public EV charging stations. Together with CHARGE ZONE, HMIL aims to expand to additional 100 charging stations located at its dealerships with reliable and hassle-free charging experience, along with 24x7 customer support system.

HMIL, under its holistic EV

roadmap, has invested to build an ever-growing EV charging network across the nation with DC 180 kW and DC 60 kW chargers. Besides its dealership network, HMIL additionally operates 15 more fast charging stations spread across key cities and high-

ways in nine Indian states. HMIL has also developed a dedicated Charging Management System (CMS) platform "EV Charge" hosted within

the "myHyundai" mobile app, which enables EV customers across all OEM brands to avail seamless EV charging experience.

The CMS enables EV users to locate charging points of various CPO chargers, charging slot booking, remote monitoring and digital payment. CHARGE ZONE's network of chargers is also available in "EV Charge" section on "myHyundai" app along with HMIL's own chargers and those from third-party charging point operators.

The 'Magical Mangroves Campaign' empowers over 34,000 lives across seven coastal states in India

and Thane creek coastline in

nities and empowered them with knowledge about mangroves' role in coastal protection and biodiversity support. Looking ahead, the partnership aims to empower a cumulative total of 51.000 people by FY25 through continued educational outreach and conservation initiatives. With a shared vision of promoting sustainable practices and protecting biodiversity, Godrej & Boyce and WWF-India remain dedicated to driving positive change in coastal communities across India. Those interested to particirable. We are ecstatic to continue with our Magical Mangroves initiative in partnership with WWF India. In the 5th phase, we aim to strengthen our outreach by empowering 95 volunteers across 07 states - with more educational workshops and community engagement programmes. With WWF-India, we have reached broader audiences and implemented impactful

health.

Samsung Galaxy Z Fold6, Z Flip6, Watch Ultra, Watch7 and Buds3 Go on Sale with Exciting Offers Pune (Voice news service):- Samsung's sixth-generation foldable smartphones and ecosystem products Galaxy Z Fold6, Galaxy Z

also purchase the devices on Samsung.com, Amazon.in and Flipkart. Galaxy Z Fold6 and Galaxy Z Flip6 have proved to be a huge success, securing 40% higher pre-orders in the first 24 hours as compared to the previous generation foldmobile ables. Galaxy Z Fold6 and Z Flip6 are the slimmest and lightest Galaxy Z series devices ever, and come with perfectly symmetrical design with straight edges. The Galaxy Z series is also equipped with enhanced Armor Aluminum and Corning

> series yet. Galaxy Z Fold6 and Z Flip6 are equipped with Snapdragon 8 Gen 3 Mobile Platform for Galaxy, the most advanced Snapdragon mobile

Gorilla Glass Victus 2, making

it the most durable Galaxy Z

10:08:30

processor vet. best-in-class CPU, GPU, and NPU performance.

Galaxy ZFold6 and Z Flip6 are secured by Samsung Knox, the company's defense-grade, multi-layer security platform built to safeguard critical information and protect against vulnerabilities.

Galaxy Watch Ultra - the newest and most powerful addition to the Galaxy Watch portfolio -enhanced fitness experiences for next level achievements with ultimate intelligence and capabilities. With Galaxy Watch7 users can accurately track over 100 workouts and build routines by combining various exercises with Workout Routine to achieve your goals. Galaxy Watch7 is equipped with the new advanced Galaxy Al algorithm for sleep analysis where users can get a deeper understanding of your heart health with Electrocardiogram (ECG) and Blood Pressure (BP) monitoring.

Galaxy Buds3 infused by Galaxy Al is engineered for incomparable sound and comes with a new computational open-type design boasting a comfortable fit Price and Offers: Galaxy Z Flip6 starts at INR 109999 and is available in three stunning colours - Blue. Mint and Silver Shadow.

Consumers can own Galaxy 7 Flip6 at just INR 4250 with nocost EMI for up to 24 months. Galaxy Z Fold6 starts at INR 164999 and is available in three colours- Silver Shadow. Navv and Pink.

Consumers can own the Galaxy Z Fold6 at just INR 6542 with no-cost EMI for up to 24 months. Additionally, customers can avail multibuy benefits of upto INR 18000 while purchasing Galaxy wearables-Galaxy Watch Ultra, Galaxy Watch7 and Galaxy Buds3.

Customers who purchases Galaxy Z Fold6 and Galaxy Z Flip6 will get Galaxy Z Assurance wherein they get an industry-first two screen/parts replacements at just INR

Galaxy Watch Ultra is priced at INR 59999 and Galaxy Watch7 starts at INR 29999 for the 40mm variant Customers can avail up to 24 months of no-cost EMI on their purchase. Galaxy Buds3 is priced at INR 14999

Hindustan Zinc Launches EcoZen, Asia's First Low Carbon 'Green' Zinc Pune (Voice news ser- commitment to decarbonize its

vice):- Hindustan Zinc Limited (BSE: 500188 and NSE: HINDZINC), India's largest and the world's second-largest integrated zinc producer, launched FcoZen_its_low_carbon 'green' zinc brand today.

Recognized as the world's most sustainable metals & mining company as per S&P Global CSA, the company has launched Asia's first low carbon 'areen' zinc offering for its customers worldwide. EcoZen has been certified as low-carbon zinc by a renowned global sustainability consulting firm through a life cycle assessment (LCA) and has a carbon footprint of less than one tonne of carbon equivalent per tonne of zinc produced. Manufactured using renewable energy, the carbon footprint of EcoZen is about 75% lower than the global average.

The primary application of zinc is for galvanization of steel to protect it from corrosion hence it is a critical mineral essential for modern life. It is important for its role in sectors such as steel, infrastructure, automotive and sunrise sectors such as renewable energy, electronics, hi-tech manufacturing, energy storage, defence and electric mobility. EcoZen demonstrates Hindustan Zinc's

operations as well as provide its customers with an unmatched competitive advantage to in turn serve their customers with more sustainable choices. This newest offering will lead to a total carbon emission avoidance of about 400 kgs across their value chain in galvanizing one tonne of steel with Hindustan Zinc's EcoZen.

Hindustan Zinc's latest offering, low carbon 'green' zinc has been branded EcoZen. The product brand name alludes to the best of eco-sensitivity and peace-of-mind of a top quality. sustainable low-carbon product that stands the test of time This low carbon eco-friendly zinc has one of the lowest global warming potential (GWP) values on the market about 75% lower than the global av-

The product's certification process is based on a mass-balance approach and has been undertaken using the cradle to gate method.

Priva Agarwal Hebbar, Chairperson Hindustan Zinc and Non-Executive Director Vedanta Group, said, "Sustainability continues to be at the core of all our business decisions. Hindustan Zinc being #1 in the S&P Global Corporate Sustainability Assessment, is testament to



field of ESG, Vedanta's Hindustan Zinc is revolutionizing the natural resources industry by creating safer, smarter and more sustainable operations & products."

Speaking on the occasion of the product launch. Arun Mis-CEO Hindustan Zinc Limited expressed, "The launch of EcoZen marks a historic milestone in our journey of

also serving environmentally the raw materials they use and in our product strategy, in line with Hindustan Zinc's net-zero footprint of less than one tonne represents one of the most and in technologies for the low carbon transition."

decarbonizing our operations, goals. Produced with a carbon

conscious customers who are discerning about the origin of aim to decarbonize their supply chain. This is a major milestone of carbon equivalent. EcoZen sustainable low carbon zinc options on the market for its role in protecting infrastructure

Myprotein Launches Award-Winning Clear Whey Isolate In India; Seeks To Build Commitment To Every Phase Of Fitness Journey Pune (Voice news ser- supplementation. Celebrated of protein, making it an ideal

vice):- Myprotein, one of the globally, for its exceptional choice for pairing with snacks leading online sports nutrition nutritional profile and unique like popcorn during movie the world, announce es the launch of its highly acclaimed, 'Clear Whey Isolate' to the Indian market. Aiming to revolutionize protein supplementation for fitness enthusiasts, athletes, and health-conscious individuals; the award-winning product has been recognized as the 'Best Sports Nutrition Product' at the European Specialist Sports Nutrition Awards 2019. Renowned for its innovative formulation that delivers a light, refreshing alternative to the traditional milky shake, the Clear Whey Isolate stands out as a game-changer in protein

benefits, the product provides an individual with 20g of protein per serving.

Maintaining a low calorie count of less than 90, with minimal sugar (0.3g) and fat (0.1g) per serving, it is also available in a variety of fruity flavours including the Gold, Cola and Peach Tea - offering a delightful taste experience without compromise on the nutritional aspect.

The Isolate Gold Clear Whey is perfect for a post-workout refreshment or as a mid-afternoon pick-me-up. Clear Whey Cola brings a classic soda taste with the benefits niahts. fers a refreshing twist, making it a great companion to your meals or as a light evening drink. Each flavour provides a unique taste experience while delivering the protein your body needs, without the heaviness of traditional shakes.

Speaking about the launch, Ms. Sudeshna Saha, Regional Manager India at Myprotein, said, "We are thrilled to bring our Clear Whey Isolate to India. Offering fitness enthusiasts, a refreshing way to supplement their protein intake, this product not only



meets our rigorous quality standards but also aligns with our commitment to innovation and customer satisfaction. In bringing the best in industry products to India, we are excited about servicing our customers with the very best available in the market.'

ARAI certifies Skoda Auto India vehicles E20 compliant has made it mandatory for all Pune (Voice news ser-

vice):- The Automotive Research Association of India (ARAI) has certified Škoda Auto India's 1.0 TSI engine to be E20 compliant. This marks Skoda among the first few OEMs to receive E20 compliance from an official body. Speaking on the certification, Petr Janeba, Brand Director, Škoda Auto India, said: "Along

with making cars that lead in driving dynamics and safety, efficiency and sustainability have also been at the centre of our product and production practices. TSI technology has been time-tested and proven for efficiency and emissions, while being effectively powered. We have evolved and adapted this technology to various updates in standards

and policies across the globe.

This groundbreaking service

aims to simplify tax filing for

over 2 crore of low-income

blue-collar individuals in India



The 1.0 TSI especially, with its 3-cylinder turbo configuration tuned for power and efficiency is a versatile powertrain, and the E20 certification is a testament to this. We are confident of a similar outcome when the 1.5 TSI is tested, later this

The certification: The 1.0 TSI is now among the first few engines in India to receive an E20 certification by an official body. The 1.0 TSI powers the Kushad SUV and Slavia sedan in Škoda Auto India's line-up. The engine is mated to a six-speed manual or a six-speed automatic. The 1.5 TSI powering these two cars are also undergoing tests. The results of this are tentatively slated for Q4

2024. The Indian government

cars from April 1, 2025 to be E20 compliant. The E20 fuel blend consists of 20% ethanol - made from renewable sources like corn, sugarcane or biomass -- and 80% petrol. This reduces the amount of fossil fuel per litre and emissions. The engine: The 1.0 TSI makes 85kW of power

(115ps) and 178Nm of torque and is mated to a six-speed automatic or a six-speed manual. While the engine is available across variants in the Kushaq and the Slavia, the E20-compliant engine made its debut in the recently introduced Kushag Onyx AT and will eventually make it to every 1.0 TSI Škoda to roll off the production line from Chakan, Pune.

ElasticRun Welcomes Ankit Gadia as New Chief Financial Officer Pune: ElasticRun, a leading ing closely with ElasticRun's

B2B e-commerce platform, is pleased to announce the appointment of Ankit Gadia as Chief Financial Officer. As a key member of the top management team, he will play a crucial role in shaping the business vision and providing long-term strategic direction for the company.

Ankit Gadia's role will be instrumental in solidifying ElasticRun's position as the go-to partner for major players in the B2B e-commerce sector, particularly aiming to expand rural consumption and achieve dominance. He will spearhead the development of innovative business strategies, fostering a culture of profitability throughout the organization. He will be work-

co-founders and senior leadership to serve as the company's face to investors, external partners, and government bodies, to bring this vision to life. This focus on strategic partnerships and financial discipline will drive performance across ElasticRun's key business areas.

Deshmukh. Sandeep Co-Founder & CEO of ElasticRun, expressing enthusiasm about Ankit Gadia's appointment, said, "We are super excited to welcome Ankit onboard. He brings a unique perspective from his experience of running a large listed Indian business. Ankit's personal beliefs and values align perfectly with the ElasticRun

ethos and culture. I am certain

he will help propel ElasticRun in the next trajectory of growth and profitability." Commenting on his new role,

Ankit Gadia, CFO of ElasticRun, said, "I am excited to join ElasticRun at this stage of its growth trajectory. I am sure with ElasticRun's commitment to innovation and excellence; we can build a great organization together. I am looking forward to co-creating a profitable, sustainable, and scalable business.

A Chartered Accountant by profession. Ankit Gadia brings over 15 years of experience in finance leadership roles across domestic and global markets, particularly within the FMCG and pharmaceutical industries. He has held significant positions at renowned organizations such as PwC and Hindustan Unilever Limited. Most recently, he served as the Head of Finance - India at Cipla Ltd. He has also led finance operations for emerging markets and Europe, managing business and operations across more than 80 countries since 2019.



ClearTax launches Tax filing on WhatsApp for India's 2 crore Gig workers Pune: ClearTax. India's who often miss out on tax releading online tax-filing platform, today announced the launch of its groundbreaking Archit WhatsApp-based Income Tax Return (ITR) filing solution.

funds due to complexities in the filing process. Gupta, founder.

CEO of ClearTax said, "Our WhatsApp solution addresses a critical gap in tax compliance that has long plagued India's workforce. We're not just simplifying tax filing, we're

democratizing financial empowerment. We are making Bharat Aatmanirbhar and financially self reliant. By bringing this service to WhatsApp, we're meeting people where they are, eliminating technological barriers, and ensuring that millions of hardworking Indians can claim their rightful

refunds with just a few taps on their phones. This isn't just about convenience - it's about financial justice and inclusion. We're proud to be at the forefront of this transformative approach to tax filing, one that has the potential to put money back into the pockets of those who need it most."