



Pune to Host "The Luxury Hub" A Premier Fashion Pop-up at KOPA Mall



Pune (Voice news service):- Pune's newest lifestyle destination, Kopa, in collaboration with The Style Wardrobe, will present "The Luxury Hub" on August 24th and 25th, 2024.

This exclusive event will feature a curated selection of festive fashion, designed to upgrade your seasonal wardrobe. From intricately crafted chikankari salwars and stylish cord sets to crystal-embroidered shirts and chic pret collections, this is a must-visit for fashion enthusiasts looking to stay ahead of the trends.

Jewellery lovers can explore a stunning range of diamond pieces, while a dedicated footwear section will offer the ideal complements to any out-

fit. The Luxury Hub will feature boutique brands from across India, including prominent names from Mumbai, Delhi, Lucknow, and Pune.

Designers like The Boozy Button, Nayaab India, Mohini Rajani Designs, and House of Fett will debut their latest collections, offering a unique shopping experience.

Adding an international dimension, the event will showcase globally-inspired collections curated by Style Wardrobe, featuring selections from Southeast Asia and the US. Look out for brands like Gulnaz Amin, Label CocoPlum, SW Footwear, DATURA Footwear, and Aurique Jewels, with more exciting names to come.

For the residents of Pune, this is more than just a shopping event; it's an opportunity to experience the best in fashion and lifestyle, all in one place.

Shripad Shankar Nagarkar Jewellers Unveils Unique Designs with Grand Opening of First Showroom in Thane



Thane/Pune: Shripad Shankar Nagarkar Jewellers, a name synonymous with distinctive and designer jewelry in Pune for over seven decades, has now embarked on a new outlet by inaugurating a grand showroom in Thane.

Located on Ram Maruti Road, the showroom was unveiled on Sunday and has already garnered significant attention for its unique and rare jewelry designs, as highlighted by Director Pushkar Nagarkar.

The showroom's inauguration was a proud moment, marked by the presence of key members of the Nagarkar family—Directors Vasant Nagarkar, Vasanti Nagarkar, and Swati Nagarkar—who have upheld the 72-year-old tradition of customer satisfaction and trust. Other notable attendees included Directors Prasad Nagarkar, Pushkar Nagarkar,

Pooja Nagarkar-Kulkarni, Rohan Kulkarni, and Priyanka Nagarkar. Speaking on the occasion, Vasant Nagarkar expressed his joy, stating, "After 72 years of dedicated service in Pune's Tulshibaug and Laxmi Road, we are excited to bring an innovative collection of jewelry to Thane. Our range includes both traditional and fusion pieces in gold, silver, and diamonds. We offer a wide variety of jewelry, from lightweight to more substantial pieces. Customers can find ready-made items or opt for custom designs.

We invite Thane residents to visit and explore our new showroom." Prasad Nagarkar added, "The uniqueness of our designs is our specialty. We are recognized as designer jewelers, offering innovative jewelry in gold, silver, diamonds, and polki. Our extensive col-



lection includes traditional pieces like Bakuil, Pohe Haar, Thushi, Shrimant Haar, Kolhapuri Saj, Vajra Tika, Chandrahara, pearl jewelry, as well as fusion designs such as Kundan necklaces, Geru necklaces, Nakash work, Moti Kundan, Gahu Todya necklaces, Rani, and Lakshmi Haar."

Shripad Nagarkar founded Shripad Shankar Nagarkar Jewellers in 1952. The Nagarkar brothers, Vallabh and Vasant, successfully expanded the business. The third generation of Nagarkars, Prasad and Pushkar, is working hard to bring their antique and unique jewelry tradition to Pune and other cities across the state. The Thane showroom, their third branch, spans nearly 4,500 square feet and is staffed by over 35 employees committed to providing customer-focused service, noted Pooja Nagarkar-Kulkarni.

HONEYWELL AND HINERGY ANNOUNCE ADVANCED PLASTIC RECYCLING PROGRAM

Pune (Voice news service):- Honeywell (NASDAQ: HON) has announced that Beijing Hinerger Qingyuan Technology Co., Ltd. ("Hinerger") will deploy Honeywell UpCycle Process Technology to help accelerate plastic recycling in China.

Hinerger plans to build a plastic facility in Shandong Province that will deploy Honeywell's UpCycle Process Technology to convert waste plastic into recycled polymer feedstock (RPF). The facility is expected to transform 30,000 tons of mixed waste plastics into RPF per year using Honeywell's technology.

The collaboration underscores Honeywell's focus on the energy transition, one of three compelling megatrends Honeywell's portfolio is aligned to alongside automation and the future of aviation. UpCycle reduces the need for fossil fuel-derived virgin plastics.

When used in conjunction with other chemical and me-

chanical recycling processes - along with improvements to collection and sorting - Honeywell's UpCycle Process Technology has the potential to help recycle nearly 90% of waste plastics. This would represent a considerable increase in the amount of waste plastics that can be turned into polymer feedstock.

"Hinerger is fully committed to technological development and project construction in China's environmental protection industry.

With the accelerated global carbon reduction process and national support for the circular economy, we are confident in the future market prospects for recycling plastic waste," said Chen Donglin, Chairman of Hinerger.

"Through cooperation with Honeywell, Hinerger will leverage the company's UpCycle Process Technology to establish our first waste plastic recycling facility, and further contribute to China's circular plastics economy."

Toyota Kirloskar Motor Installs Three New Water Purification Units in Ramanagara District

Pune (Voice news service):- Continuing its unwavering dedication to improving the health and quality of life among local communities, Toyota Kirloskar Motor (TKM) today announced the installation and operationalization of three new water purification units in the Ramanagara District. The newly installed units in Benne Halli, Kodyyala Karenahalli, and Chennemaregowdanadoddi significantly enhance access to clean drinking water for the local communities. Given the urgent need for a drinking water unit, these facilities serve as a vital lifeline for the community, ensuring they have reliable access to safe and clean drinking water.

Each water purification unit boasts a capacity of 1,000 litres per hour and the purification process includes a six-stage filtration system comprising of Activated Carbon Filters, Multimedia Filtration, 5 Microns, 1 Micron, Reverse Osmosis (RO) and UV filtration, ensuring the highest standards of water quality. In addition to the advanced filtration process, the complete unit is operated on renewable energy (solar) for sustainable



operations. These water units will be maintained for 15 years through Grama Panchayat and the maintenance agency. These installations will benefit approximately 21,000 villagers across 15 villages, marking a substantial step forward in TKM's ongoing commitment to improving the quality of life for the community. Since the inception of this initiative, TKM has constructed a total of 51 water purification units across India, providing over 350,000+ beneficiaries in 312 villages with safe and reliable drinking water.

Mr. Sudeep Dalvi - SVP and Chief Communication Officer, Toyota Kirloskar Motor said, "At Toyota Kirloskar Motor, we believe that our commitment to the community extends far beyond just manufacturing vehicles. It encompasses a deep-rooted responsibility to uplift the lives of the people

around us. The installation of these water purification units in the Ramanagara District is a testament to our ongoing efforts to create lasting, positive impacts on the health and well-being of local communities. Access to clean drinking water is a fundamental right, and through this initiative, we aim to address a critical need in these areas. Our approach goes beyond providing infrastructure; we are equally focused on ensuring sustainability. We believe that by aligning our efforts with community needs, we can create a brighter and more sustainable future for all."

Since 2001, CSR has remained an integral part of TKM's philosophy. With a strong emphasis on scalability and sustainability, TKM and its employees voluntarily undertake various initiatives. These activities are centered

around five key thematic areas: Education, Environment, Health & Hygiene, Road Safety, and Skill Development. Some of the recent initiatives include in line with its commitment to support the growing healthcare needs of the locals - Primary Health Centre (PHC), Community Health Centre in Bidadi, Karnataka with an exclusive oxygen-generating plant, delivering specialized care. Additionally, school-based health and hygiene programs like ABCD (A Behavioural Change Demonstration), the installation of water purification units, and the Toyota Shaale Arogya Program, have significantly enhanced the health outcomes within the community. In the fiscal year 2022-23 alone, these initiatives have made a positive impact covering over 64,000 individuals. To date, TKM has positively touched the lives of more than 2.3 million beneficiaries (cumulative) through its various CSR interventions. TKM's CSR initiatives are carefully aligned with the needs of the communities and national priorities, ensuring a meaningful and impactful contribution to society.

Sprite introduces a quirky take to 'Chill at Home' after a busy day, featuring Vedang Raina

Pune (Voice news service):- Sprite, the iconic lemon and lime-flavored beverage, presents a fresh perspective to end-of-the-day 'chill at home' with its new quirky campaign. Teens are continuously striving to maximize their experiences by packing in more into their everyday. Balancing studies, extracurricular activities, social expectations and personal goals can be overwhelming. The day is spent meeting the expectations of others and living up to the benchmarks set by people around you. Even as one walks into their home in the evening, they carry this baggage in their backpack they carry. With the never-ending hustle of life, it makes it extremely crucial for the young generation to find moments to simply chill and refresh. Recognizing this need, Sprite is stepping in as the ultimate chill partner, offering a refreshing twist to help teens unwind after a long day. Featuring the rising star Vedang Raina, the campaign speaks to the generation to unwind at end of a demanding day; and presents Sprite as the drink of choice when

faced with unavoidable, and potentially annoying, moments that are part of the fabric of daily life. The campaign launches as a series of films that would resonate with the teen life integrating their college life, social circles, friend groups, societal hustles etc. People popping out of the bags, conversing refrigerators, and humorous exchanges - all contribute to the campaign's clever humor. The campaign integrates AI to present 200 unique messaging that are crafted to deliver to the right context & right time integrating the moments that matter to the teens most. Vedang Raina, the rising star and a GenZ icon, expressed his enthusiasm for the campaign saying, "I am thrilled to be part of Sprite universe. Working with such an iconic brand that resonates with the cool and vibrant energy of today's youth is an exciting opportunity. I totally identify with the insight, and end-of-day chill is indeed critical for our generation, including me. Sprite's cool and witty take always brings in a moment of calm in the chaos." Commenting on the cam-



paign, Sumeli Chatterjee, Senior Category Director, Sparkling Flavours, Coca-Cola India and South-west Asia said, "Every day is a hustle to maximize and achieve. At the end of the day, every teenager seeks a moment to relax. But they walk into their homes carrying a bag full of baggage and stress from their day. The creative strategy uses this bag as the metaphor to cue the need to unwind. Chill-at-home is a witty take by Sprite, the ultimate refreshing drink, that urges the teens to unwind after a hectic day. Vedang brings that effortless cool vibe, making him the perfect fit to resonate with today's teens." Vishwesh Krishnamoorthy, Director, Corcoise Films said, "In today's digital age, the day

never really ends. Everyone follows you back home on your phone, in your bag, in your head.

This gives a great visual device for the film. To make the people who pester you pop out of the backpack was a fun challenge!

Ritu Sharda, Chief Creative Officer at Ogilvy India (North) said, "Sprite has always understood the pulse of the youth. This film captures the everyday annoyances that college students face, symbolised by the weight of a backpack. It represents the stress and burdens they carry throughout the day. Sprite steps in as the perfect way to unwind, turning those end-of-day moments into something truly refreshing and rewarding."

Tata Motors signs MoU with Delta Electronics and Thunderplus Solutions to install 250 fast-charging stations

Pune (Voice news service):- Tata Motors, India's largest commercial vehicle manufacturer, today announced that it is collaborating with Delta Electronics India and Thunderplus Solutions Pvt Ltd to expand charging infrastructure for its electric commercial vehicles by setting up 250 new fast charging stations across the country.

Strategically located in and around over 50 cities, including Delhi, Mumbai, Chennai, Bengaluru, Pune, and Kochi among others, these new charging stations will significantly increase the existing network of 540 commercial vehicle charging points.

E-commerce companies, parcel & courier service providers, among other industries, are increasing the adoption of commercial EVs for the last-mile deliveries to reduce their carbon footprint. Basis its understanding of commercial EV movement, Tata Motors will recommend optimal locations and nearest dealerships for setting-up these fast-charging stations. While Delta Electronics will supply the necessary hardware, Thunderplus Solutions will install and operate them.

Speaking about this collaboration, Mr. Vinay Pathak, Vice President & Business Head - SCV&PU, Tata Motors Commercial Vehicles, said, "Our endeavour is to make emission-free cargo transportation easily accessible.

Expanding the available charging infrastructure on high-use routes will encourage more customers to opt for electric commercial vehicles and improve vehicle uptime resulting in higher revenues



and better profitability, while contributing towards a cleaner, greener environment. Installing fast chargers at our dealerships makes it convenient for them to gain access at a familiar location with reliable charging facility."

Representing Delta Electronics India Pvt Ltd, Mr. Niranjan Nayak, Managing Director, added, "Delta aims to provide innovative, clean and energy-efficient solutions for a better tomorrow. This collaboration with Tata Motors and Thunderplus allows us to contribute significantly to India's electric cargo ecosystem. Our advanced charging technology will play a crucial role in enhancing the electric commercial vehicle experience for users nationwide."

Mr. Rajeev YSR, CEO Thunderplus Solutions Pvt Ltd, stated, "We are excited to partner with Tata Motors and Delta in this groundbreaking initiative. Our focus is on enabling electric commercial vehicle customers with top-notch charging solutions that ensure convenience and reliability. This collaboration aligns perfectly with our mission to drive sustain-

able transportation solutions across India. This initiative completely falls in line with our campaign #HarGharThunder through which we intend to make the charge point affordable to each house; making electric vehicle charging abundantly available thus removing the charge anxiety."

Tata Motors offers the Ace EV - India's most advanced four-wheel e-cargo solution for last-mile deliveries. It is supported by over 150 Electric Vehicle Service Centres across the country and is equipped with an advanced battery management system, Fleet Edge telematics system and robust aggregates for best-in-class uptime.

Leveraging the immense capabilities of the Tata UniEV-erse, the Ace EV benefits from collaborations with relevant Tata Group companies and partnerships with the country's leading financiers to offer customers a holistic e-cargo mobility solution. The Ace EV can be purchased at all Tata Motors commercial vehicle dealerships across the country.

Samsung Brings Irregular Heart Rhythm Notification to Galaxy Watches in India



Pune (Voice news service):- Samsung, India's largest consumer electronics brand, today announced the rollout of Irregular Heart Rhythm Notification (IHRN) feature on the Samsung Health Monitor app for Galaxy Watches. The new feature, combined with the app's existing Blood Pressure and Electrocardiogram (ECG) monitoring capabilities, helps detect heart rhythms suggestive of atrial fibrillation (AFib), offering Galaxy Watch users a more comprehensive understanding of their heart health.

Once activated in the Samsung Health Monitor app, the IHRN feature continuously checks for irregular heart rhythms in the background using the Galaxy Watch's BioActive Sensor. If a certain number of consecutive measurements are irregular, Galaxy Watch warns the user of potential AFib activity, prompting them to take an ECG using their watch for a more accurate measurement. With the existing Blood Pressure and Heart Rate monitoring, this new feature provides users with even deeper insights into their cardiovascular health.

Cardiovascular disease remains one of the leading causes of death worldwide, and AFib - a type of arrhythmia - is widely considered a warning sign for major cardiovascular issues including an increased risk of stroke, heart failure and other complications. Moreover, many cases of AFib are asymptomatic or even silent, leaving people unaware of their risk. With the addition of the IHRN feature, Galaxy Watch users can now monitor other crucial aspects of their heart health. Equipped with Samsung's BioActive Sensor, it offers tools to help users better understand their heart health, including on-demand ECG recording and an HR Alert function that detects abnormally high or low heart rates. The Irregular Heart Rhythm Notification feature is now available as part of the newly launched Galaxy Watch7 Ultra, Galaxy Watch7 as well as on Galaxy Watch6, Watch5 and Watch4 series.

Galaxy Watch users can simply update the Samsung Health Monitor app on their devices via Galaxy Store and then enable the IHRN feature from the settings menu on the app.

KEM Hospital inaugurates advanced Nectar Human Milk Bank

Pune (Voice news service):- KEM Hospital, Pune today inaugurated advanced Nectar Human Milk Bank at the hands of Chief Guest and National Award Winning Playback Singer Savanee Ravindra along with Guest of Honour and former director at paediatric department at KEM Hospital, Pune Dr. Anand Pandit in presence of Saurabh Dhonarkar, Director Finolex Industries Ltd, Anil Whabi, Former Managing Director Finolex Industries Ltd, Dr Xerxes Coyaji, Medical Director KEM Hospital, Pune, Dr. Vishwanath Yemul, Medical Administrator KEM Hospital, Pune, Dr.Umesh Vaidya, HoD Neonatology along with lactation consultants Dr. Janvi Shah and Dr.Rani Balgude and staff members. The advanced Nectar Human Milk Bank has been established with support from Finolex Industries and Mukul Madhav Foundation.

The milk bank with enhanced capacity will help babies at the NICU at KEM Hospital as well

as other hospitals. The operations include collection of milk from mother donors, testing, pasteurization, storage and dispensing when required. Playback Singer Savanee Ravindra expressed happiness on the launch of the upgraded milk bank and sung a part of evergreen classic hindi song 'Tu Kitni Aacchi Hein' reflecting mother-child relationship.

Dr. Anand Pandit, former director at paediatric department at KEM Hospital was instrumental in setting up NICU at the hospital in 1980 and recalled earlier days and said that it is a matter of pride to see the NICU grow up in a wonderful system.

Dr.Umesh Vaidya, HoD Neonatology Department, KEM Hospital, Pune said that the milk bank helps give optimal nutrition to pre term babies and helps save many lives. The advanced and upgraded version of the Milk Bank has enhanced capacity and state of the art equipment.

Mr. Dhanorkar expressed his



gratitude to KEM hospital for giving such noble opportunity to serve people from our association from last 24 years. He assured that Finolex & MMF will always be there with KEM to provide state of art medical care at affordable prices for the masses

The Nectar Human Milk Bank was started at KEM Hospital in 2018 and has been a strong support for our NICU saving many lives. Dr Umesh Vaidya added that the upgraded human milk bank is a part of our vision to provide state of the art services to patients at reasonable costs. We thank Mukul Madhav Foundation for partnering with us and providing support in this endeavour.

RR Kabel's latest campaign featuring Akshay Kumar

Pune (Voice news service):- R R Kabel Limited, one of India's leading wire and cable manufacturers, has launched its much-anticipated TVC campaign, #FireSe-JyaadaJaanlewa, starring Bollywood icon Akshay Kumar. This campaign, showcases RR Kabel's ongoing efforts to promote safety and awareness, underscores the critical importance of choosing high-quality wires for the

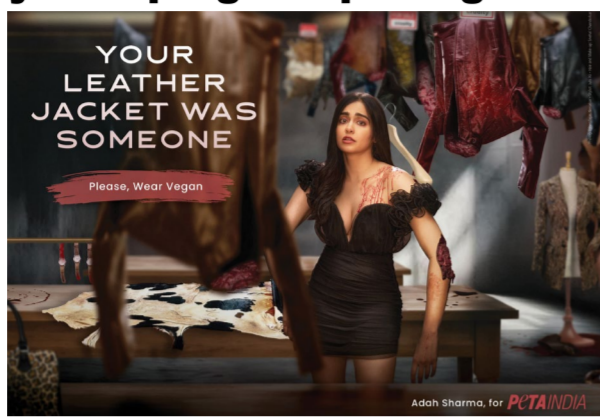
safety of homes and families. The new TVC, which has been rolled out across major television channels and social media platforms (Nationally), delivers a powerful message: the wires behind the walls of our homes are as crucial as the walls themselves.

Speaking on the launch of the TVC, Mr. Shreegopal Kabra, Managing Director at R R Kabel Limited, commented, "Our goal with this campaign

is to raise awareness about the critical need for choosing the right quality wires for your homes. We want to dispel the myth that fire alone is the main danger during an outbreak. In reality, it's the toxic smoke that poses the greatest threat to life. At RR Kabel, safety has always been our priority, and we continue to innovate to ensure our products meet the highest standards of protection."

Adah Sharma Stars in New Horror: a PETA India World Fashion Day Campaign Exposing Leather Cruelty

Pune (Voice news service):- Screaming in terror as she's "skinned alive", actor Adah Sharma is reminding everyone that "Leather is a Rip-Off" and that "Your Leather Jacket Was Someone" – ahead of World Fashion Day (21 August). The Bollywood star – who first burst onto the scene with a debut performance in the horror film 1920 and starred in the hit film The Kerala Story and numerous others – has teamed up with People for the Ethical Treatment of Animals (PETA) India in a new campaign to call attention to the suffering of the more than 1.4 billion cows, sheep, and goats and millions of other animals killed every year for the toxic leather industry and to urge shoppers to steer clear of the violently obtained material. "Sensitive cows, buffaloes, snakes, and crocodiles feel the same pain and fear that we do but are forced to endure tremendous suffering just to be killed for leather bags and shoes that can be made from vegan leather instead," says Sharma. "My friends at PETA India and I are urging everyone to keep the horrors of the



slaughterhouse out of their closets by opting for vegan fashion. You can look killer without killing animals." Animals used for leather in India are often crammed into vehicles so tightly that many are injured or die on the way to a slaughterhouse. If they survive the journey, their throats are cut in full view of other animals. Leather production also destroys the planet, as turning animals' skin into leather requires massive amounts of toxic chemicals and runoff from leather tanneries poisons local waterways. Given the animal welfare, environmental, and human health problems associated

with producing animal-derived materials, vegan fashion is the future. For a previous World Fashion Day, 33 leading designers agreed to give leather the boot after being asked by PETA India and Lakmé Fashion Week to stop using the material in order to protect animals and the environment. Top designers who won't be using leather include Gaurav Gupta, Masaba Gupta, Monica and Karishma, Aneetha Arora, Ranna Gill, Shyamal & Bhumi, Sonaakshi Raaj, Sidhartha Tytler, Rina Dhaka, Vikram Phadnis, Rocky Star, Atsu Sekhose, Dev R Nil, and Akshat Bansal. Anita Dongre

and Purvi Doshi have been leather-free for a while. Luxurious synthetic leather, which is more eco-friendly than animal leather, is widely available. Leather is now also increasingly being made from sugarcane, pineapple leaves, cork, fruit waste, recycled plastics, mushrooms, mulberry leaves, teak leaves, discarded temple flowers, coconut waste, tomato composite, and more. Plant-based leathers are also good for Indian farmers, as the state of Meghalaya has shown by encouraging pineapple leather production. Sharma joins a growing list of celebrities – including Raveena Tandon, Sunny Leone, Dia Mirza, Sonakshi Sinha, Ileana D'Cruz, Harshvardhan Rane, Dipannita Sharma, Milind Soman, and Jacqueline Fernandez – who have teamed up with PETA India to promote ethical fashion. PETA India – whose motto reads, in part, that "animals are not ours to wear" and which opposes speciesism, a human-supremacist worldview – offers a "PETA-Approved Vegan" logo to help shoppers locate animal-friendly options.

Zeenat Aman, John Abraham, Sonakshi Sinha, and Others Join PETA India's Push for Elephant Protection

Pune (Voice news service):- People for the Ethical Treatment of Animals (PETA) India submitted an appeal signed by actors John Abraham, Zeenat Aman, Jackie Shroff, Raveena Tandon, Sonakshi Sinha, Farah Khan, Jacqueline Fernandez, Shilpa Shetty Kundra, Richa Chadha, Sunny Leone, Adah Sharma, Rahul Khanna, Wamiqa Gabbi, Palak Tiwari, and Malaika Arora to the Ministry of Fisheries, Animal Husbandry and Dairying, calling for elephants to be added to the list of wild animals prohibited from use in rides and other performances. The star signers point out that elephants are the national heritage animal of India and an endangered species but do not receive the same protection under The Prevention of Cruelty to Animals Act,

1960, as bears, monkeys, tigers, panthers, and lions, whose use in performances has been banned since 1998. "As an actor, I choose to perform, but elephants do it because they are 'trained' through beatings. When not being forced to give rides or perform uncomfortable tricks for human entertainment, they are chained," says John Abraham. "Prohibiting the use of elephants in performances will keep more of them free in their jungle homes with their families." "Respect for animals is part of India's cultural heritage," says Sonakshi Sinha. "The chaining and beating of elephants to force them to give rides and do tricks stands in contradiction to our country's reverence for animals." "Elephants belong in their

jungle homes, not at the end of a chain," says Richa Chadha. "They deserve to live with their families, free from human-caused suffering and exploitation." "We are grateful to PETA India's celebrity supporters who want to see elephants, our nation's heritage animal, protected from being exploited for performances," says PETA India Vice President of Celebrity and Public Relations Sachin Bangera. "We appeal to the honourable minister to take decisive steps to safeguard elephants by prohibiting their use in rides and other performances." Elephants used for rides and other performances are trained through beatings and controlled with ankuses – rods with a sharp metal hook on the end – and other weapons. When they're not forced

to perform, they are kept in chains. These elephants are typically deprived of adequate food, water, and veterinary care, and spending years standing in one position on hard concrete surfaces often leads to painful and crippling foot ailments and arthritis. Many exhibit signs of psychological distress and frustration, including swaying, head bobbing, and weaving. Many also fight back against their abuse. According to figures compiled by the Heritage Animal Task Force, captive elephants killed 526 people in Kerala alone in a 15-year span. More than 100 travel companies – including global operators such as Tripadvisor, Intrepid Travel, and TUI Group – have committed to not offering activities that exploit elephants.

Champions Crowned in a Spectacular Showdown: Pro Govinda Season 2 League finale Event a Roaring Success

Pune (Voice news service):- The much-anticipated Pro Govinda League Season 2 finale at the Dome, SVP Stadium in Mumbai set a new benchmark for culturally enriched sporting events. Esteemed leaders, including MLA Mr. Pratap Sarnaik, Mr. Purvesh Sarnaik, Mr. Mazhar Nadiadwala, Mr. Mohamed Morani, and Mr. Vihang Sarnaik, graced the occasion. Star Sports served as the official broadcaster, elevating the league's profile and gracing more than millions of television screens across the country. The event showcased the incredible skills of the Govindas and fostered a sense of cultural pride. The event featured 16 dynamic teams competing across four groups. Each group stage match was a testament to the skill and strategy of the participating teams and delivered a complete entertaining matches to the audience who cheered with their hearts for their teams. The quarter-finals of the Pro Govinda League Season 2 were a thrilling showcase of talent and determination delivering with high-octane matches. In the first quarter-final, the Thane Tigers (Aryans Govinda) faced the Kollhapur Kings (Balveer Govinda) in a fiercely contested battle, demonstrating exceptional skill and strategy. The second match featured the Latur Legends (Yash Govinda) taking on the Konkarn Giants (Kokan Nagar Govinda), with both sides showcasing their commitment to winning the match. The excitement continued as the Satara Singhams (Jai Jawan Govinda) clashed with Central Mumbai (Om Brahmend Sai Govinda), while Western Mumbai (Hindmata Govinda) competed against the Alibaug Knights (Shree Aagreshwar Govinda), each match highlighting the teams' dedication and commitment to the sport.



Semi-finals delivered even more nail-biting encounters. The first semi-final saw the Kollhapur Kings (Balveer Govinda) face Latur Legends (Yash Govinda). With exceptional teamwork and strategy, the Kings secured their spot in the finals. In the second semi-final, the Satara Singhams (Jai Jawan Govinda) went head-to-head against the Alibaug Knights (Shree Aagreshwar Govinda). Known for their strong formations and strategic prowess, the Satara Singhams emerged victorious, setting the stage for an exciting final showdown. The Satara Singhams (Jai Jawan Govinda) and Kollhapur Kings (Balveer Govinda) battled it out in a thrilling finale of Season 2 of the Pro Govinda League. The two teams faced off one after the other in a race against time, showcasing not only their impressive athletic abilities but also their unwavering teamwork building excellent human pyramids. In the end, defending Champions Satara Singhams (Jai Jawan Govinda) emerged victorious and took home the grand prize of ₹25 lakh. The Kollhapur Kings (Balveer Govinda) finished as the 1st runners-up, receiving ₹15 lakh, while the Latur Legends (Yash Govinda) and Alibaug Knights (Shree Aagreshwar Govinda) secured the 2nd and 3rd runner-up positions, earning ₹10 lakh and ₹5 lakh respectively. The League finale was graced by a host of distinguished guests, including Honour-

able Chief Minister of Maharashtra Mr. Eknath Shinde, Member of Lok Sabha Dr. Shrikant Eknath Shinde, and Rajya Sabha MP Mr. Milind Deora and many others. Their presence underlined the event's significance and added to its grandeur and prestige. The event was also star-studded with celebrities, including Famous Bollywood Singer and Alibaug Knights team owner Mr. Mika Singh, Bollywood actor Mr. Jacky Bhagnani, renowned television actor Mr. Arjun Bijlani (Pune Panthers team owner) and Mr. Karanvir Bohra, and renowned music composer Mr. Harmeet Singh from the famous Meet Bros duo (Pune Panthers team owner), Bollywood actress and model Mahima Chaudhry, Bollywood singer and music composer Arvinder Singh among others were spotted at the Dome, SVP Stadium. **MLA Pratap Sarnaik, Founder and Chairman of Pro Govinda League :** "The Pro Govinda Season 2 League finale has surpassed all our expectations. The extraordinary performances from all the teams have been spectacular. This season has set a new standard for our league, and we are thrilled to contribute to the success of the event. The league is a testament to the hard work and dedication of all the teams and we look forward to shaping the future of the league." **Mr. Purvesh Sarnaik, President of Pro Govinda League :** "We are proud of the support displayed by the fans and the exceptional talent displayed by the teams. The event set a new benchmark for by the enthusiasm and incredible sportsmanship shown by the teams. We extend our heartfelt gratitude to everyone who has contributed to this success. We are committed to developing the league into a national-level sport in the future."

Britannia The Laughing Cow Cheese launches a One-of-A-kind Content hub, 'Cheeseitup.in'

Pune (Voice news service):- Cheese is a versatile ingredient that brings joy to meals and elevates even the simplest dishes. Embracing this essence, Britannia The Laughing Cow Cheese has launched Cheeseitup.in, a unique content hub for cheese enthusiasts of all ages. Curated in partnership with Mindshare and the Times Network, this digital hub aims to build a community for cheese lovers. It offers a wide range of information on various types of cheese, recipes, DIY videos, blogs, and more. Cheeseitup.in offers easy and snackable content that makes everyday meals tastier by incorporating different types of cheese from Britannia The Laughing Cow Cheese. Whether you want quick snack ideas or gourmet recipes, the platform offers engaging, user-friendly content, ensuring that the recipes are easy to follow. Users can easily save and download recipes that are tailored to their preferences. In 2022, Britannia Industries and French cheese maker Bel Foods entered a joint venture and formed Britannia

ZENL & BCCL(TV Division) said, "Our endeavour is always to provide a balanced platform for both our audience and clients. The satisfaction of achieving brand objectives through targeted content offerings excites our team. Britannia has consistently led the way in creating cutting-edge communication ideas for its various products. This partnership between Britannia The Laughing Cow Cheese and Times Network Digital platforms will undoubtedly break new ground in the cheese category. Collaborating with Britannia and Mindshare to introduce a new and innovative concept that marries content with brand thought leadership is the way forward for deep audience engagement. It's time to CHEESEITUP!" Speaking on the partnership, Rohit Chadda, President & COO - Digital, Times Network said, "Content-driven commerce strategically integrates content into the shopping process to provide customers with the highest quality experience. Times Network Digital has the largest base of premium, influ-

ential audience in the country across news & lifestyle categories. Our brand TimesFoodie.com, an industry-leading platform in food content, is the perfect partner to create such a food destination for Britannia. The idea of 'Cheeseitup.in' is to instill product knowledge and usage, while also taking an innovative approach to e-commerce that directly drives revenue for the brand." Amin Lakhani, CEO, Mindshare, shared, "Cheeseitup.in isn't just a platform, it's your fun and flavourful culinary playground! We want to make cheese a delicious and healthy part of everyday meal planning. We use real consumer data to craft healthy and inspiring recipes with Britannia The Laughing Cow cheese. It's connected commerce powered by content. Mindshare has architected a partnership between Britannia Bel Foods and Times News Network. Get ready to experience a whole new world of cheese-based creations! We are excited to see how this platform will revolutionise the way people enjoy Britannia The Laughing Cow cheese in their daily lives."

Pune (Voice news service):- As India advances on the global sports stage, a new generation of female athletes is emerging, poised to become the nation's next sports icons. This exciting transformation is supported by the Anju Bobby Sports Foundation and Anandana. The Coca-Cola India Foundation which are dedicated to nurturing and empowering young talent. Through substantial funding and support, including state-of-the-art facilities for professional training, these athletes are breaking records and inspiring future generations. Here's a closer look at five women athletes to watch: **1. Shailli Singh:** Shailli Singh has been making waves in Indian athletics. In 2018, at just 14 years old, she joined the Junior India Camp in the long jump and began training under Dronacharya Robert Bobby George, supported by the Sports Authority of India and the Anju Bobby Sports Foundation. Shailli holds national records in the U-16 (6.15 m), U-18 (6.48 m), and U-20 (6.76 m) categories. She earned a silver medal at the Junior World Athletics Championships in 2021 and another silver at the Asian Championships in 2023, marking her as a formidable competitor on the international stage. In October 2023, she achieved a world ranking of 22 but narrowly missed the entry for the Paris Olympics 2024 in the World Ranking quota by just 11 points. Shailli won gold at the Indian Grand Prix in April 2023 with a personal best jump of 6.76 me-

India's Future International Champions: 5 Emerging Women Athletes of India

Coca-Cola India Fuels Aspirations of Five Emerging Women Athletes



ters—the second-best by an Indian woman. In the same year, she secured a bronze in the World Athletics Seiko Grand Prix held in Yokohama, Japan, and also participated in the Asian Indoor Championships, the Budapest World Athletics Championships, and the Hangzhou Asian Games. In 2024, participated in six World Athletics Continental Tour bronze/international meets, where she secured two silvers and one bronze. Shailli is poised to carry forward India's long jump legacy and is expected to break the national record of 6.83 meters set by Anju Bobby George at the Athens Olympics in 2004. **Insta handle:** Shailli Singh

2. Poorva Hitesh Sawant: Poorva Hitesh Sawant is known for her explosive speed and strength. Her journey began at the age of seven, and since then, she has explored various events, including the long jump and heptathlon, before discovering her passion for the triple jump in 2021. After moving to Bangalore in 2022 to train under the guidance of Robert Bobby George, Poorva's dedication has led to remarkable achievements. She finished 4th at the Asian Indoor Championship in 2023 with a jump of 13.06 meters, won gold in the National Federation Cup in 2023, and clinched gold at the 3rd Indian Open Jumps Competition and Indian Grand Prix in 2024. With a personal best of 13.31 meters, she is expected to become a strong competitor at the international level. **Insta handle:** Poorva Hitesh Swant Anuja

3. Ravada Kusuma: Ravada Kusuma, a talented long jumper from Andhra Pradesh, has faced her fair share of ups and downs throughout her athletic career, including injuries and fluctuations in performance at national competitions. In 2023, her hard work finally paid off as she won gold in the U-23 National Championship and silver in the All India Inter University Championship. In 2024, she secured gold in the Khelo India University Games, marking a significant turning point in her athletic career. After joining the National Junior Camp in 2017, the support from the Anju Bobby Sports Foundation provided her access to quality coaching, training facilities, and nutrition. With a personal best of 6.14 meters, Kusuma's immense potential suggests she has yet to achieve her best. **Insta handle:** Ravada Kusuma

4. Namayi Ruchitha: Namayi Ruchitha is a rising star in athletics, showcasing her talent on the track. In 2022, she won gold at the U-20 National Athletics Championship in the 100-meter hurdles and silver at the Khelo India University Games. In 2023, she secured silver in the Junior National Athletic Championship, and in 2024, she clinched gold again at the Khelo India University Games. With a personal best time of 14.28 seconds in the 100-meter hurdles, Namayi is a versatile and promising athlete to watch in future championships. The support from the foundation has allowed her to concentrate on her training and set ambitious goals, such as breaking the 14-second barrier in her events. **Insta handle:** Namayi Ruchitha

MARRIOTT INTERNATIONAL'S 600TH PROPERTY IN ASIA PACIFIC EXCLUDING CHINA CELEBRATES FLAGSHIP BRAND WITH THE OPENING OF ADELAIDE MARRIOTT HOTEL



the company's flagship brand, the opening marks the first Marriott International property in South Australia, underscoring the company's focus on growing its presence in emerging destinations. With the 150-year-old landmark Adelaide General Post Office (GPO) building as its facade, the Adelaide Marriott Hotel boasts a 14-storey tower with 285 guestrooms, including 12 suites with sweeping views of the city skyline. This opening aligns with the rising trend of domestic and intra-regional travelers seeking unique travel experiences in new destinations closer to home.

Marriott Hotels, the flagship brand of Marriott International, has had a rich heritage rooted in family values since its inception in 1957. The first Marriott Hotels hotel in the APEC region opened in Sydney in 1989 with the Sydney Harbour Marriott Hotel at Circular Quay. Today, there are over 50 Marriott Hotels operating in the region, with close to 40 in the pipeline. This growth is a testament to the trust and confidence that owners, franchisees, and guests have in the Marriott Hotel brand, which carries a legacy of wonderful hospitality and heartfelt service.

Pune (Voice news service):- Marriott International, Inc. (Nasdaq: MAR) announced the opening of its

600th property in the Asia Pacific excluding China (APEC) region with the Adelaide Marriott Hotel. Paying homage to

Samsung Expands its Retail Presence in Pune; Inaugurates its Second Premium Experience Store in the City

Pune – Samsung, India’s leading consumer electronics company, has inaugurated its new premium experience store at Phoenix Marketcity in Pune, Maharashtra. The store will be a one-stop solution for consumer needs around sales and customer service. Situated at Pacific mall, a prime shopping destination, the store will offer captivating experiences to consumers, including its connected device ecosystem – Samsung SmartThings – and host a variety of engaging activities. Spanning a total area of 2,021 sq. ft., the store is designed to offer consumers immersive zones showcasing smartphones, laptops, audio, gaming and SmartThings among others. At the store, Samsung will host a variety of Galaxy workshops as part of its ‘Learn @ Samsung’ programme designed for the Gen



Z and millennial consumers. This will include workshops around AI education focusing on consumer passion points such as productivity, doodling, photography, fitness, and events celebrating local culture. On purchase of Samsung products worth INR 40000 & above, the first 100 customers will get early bird giveaways. In addition, consumers can also avail always-on special benefits such as up to 22.5%

cashback on leading banks, student benefits of up to 10% on smartphones, laptops and smartwatches, and up to INR 21000 in ecosystem benefits on select items. “This is our second store in Pune, which is a testament to our commitment to increasing our retail touchpoints and connecting directly with our consumers. The new store will be a playground for stellar product experiences clubbed with cus-

tomers service and will host a series of Galaxy AI workshops that are a part of the ‘Learn @ Samsung’ programme”, said Sumit Walia, Vice President, D2C Business, Samsung India. The new store will offer a physical experience through the Samsung’s Store+ endless aisle platform. With Store+, consumers can browse over 1,200 Samsung products online or in-store using a digital kiosk and have products delivered directly to their homes. Consumers can also access Samsung’s digital lending platform, Samsung Finance+, and opt for Samsung Care+ plans for Galaxy smartphones, tablets, and smartwatches. The store also provides after-sales service for smartphones and the convenience of booking home service calls for all consumer electronics needs.

Lifestyle celebrates the launch of AW24 collection with Mithila Palkar at City One mall in Pimpri-Chinchwad, Pune

Pune (Voice news service):- Lifestyle, one of India’s leading fashion destinations, is thrilled to celebrate the launch of its Autumn Winter 2024 (AW24) collection at its City One Mall in Pimpri-Chinchwad, Pune. The event was graced by the beloved actress and fashion enthusiast Mithila Palkar, who unveiled her top picks from the latest collection, adding to the excitement of the launch. The AW24 collection from Lifestyle is a perfect fusion of contemporary style and seasonal trends, offering a wide array of fashionable choices for every occasion. This collection showcases a diverse range of outfits, from smart, tailored workwear to vibrant prints that add a splash of color to your everyday wardrobe. For those who prefer a more



laid-back look, the collection includes casual essentials that combine comfort with chic design. Speaking about the launch, Rohini Haldea, Assistant Vice President – Marketing at Lifestyle, said, “It was a delight

to have Mithila Palkar join us for the launch of our Autumn Winter 2024 collection. With 19 stores across Maharashtra and 8 in Pune, Pimpri-Chinchwad is a key market for us. We are excited to bring our latest trends to this

vibrant city and celebrate this launch together with our customers.” Speaking about the collection, Mithila Palkar, Indian actress, said, “Whenever I walk into Lifestyle, it feels like I have stepped into the ultimate fashion destination where all my style needs are perfectly met. I am especially excited to explore the Autumn/Winter 24 collection; the playful dresses and bold patterns have inspired me to refresh my wardrobe. I believe everyone will find something to love in this new collection.” Mithila Palkar also visited the Kothrud store as part of the launch, engaging with customers and celebrating the new collection. Lifestyle is excited to showcase its new offerings from its Autumn Winter 2024 collection

Business partnership between Seiko Solutions, Japan and Indicus Software

India to expand the “Telematics services” that will realize the future of mobility services

Pune (Voice news service):- Seiko Solutions, Inc., a leader in telematics services, and Indicus Software, an innovative IoT solutions provider pleased to announce the signing of a groundbreaking agreement set to transform the landscape of telematics services. The partnership underscores Seiko Solutions’ commitment to evolving its telematics offerings in line with the rapidly changing market landscape. Since its entry into the telematics sector in 2011, Seiko Solutions has been at the forefront of utilizing proprietary communication technology and IoT innovations to deliver comprehensive telematics services, primarily catering to automobile companies and leasing firms. This partnership with Indicus Software is strategically aligned to enhance Seiko Solutions’ ability to meet the growing demands of its customers by incorporating advanced customization capabilities into its services. This strategic agreement intends to harness Indicus Software’s cutting-edge IoT platform “Contineo,” driven by Gen AI and low-code/no-code technology, to enhance Seiko Solutions’ fleet service “DriveCloud+”. The collaboration is expected to significantly boost Seiko Solutions’ ability to meet evolving customer needs and expand its footprint in the telematics sector. Speaking about the partnership Mr. Jun Sekin, President, Seiko Solutions, Inc.

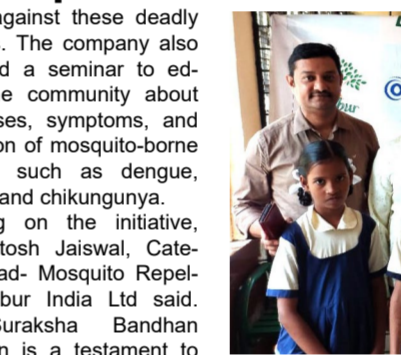


said, “Our innovative communication technology and Indicus’ cutting-edge IoT solutions allows us to offer unmatched value to our customers in various industries. Our partnership with Indicus Software marks a pivotal moment in our journey to revolutionize telematics services. Our goal is to use our combined experience to develop solutions that not only meet but also surpass consumer expectations in a meaningful way.” Ms. Shilpa Vyapari, CEO-Indicus Software said, “We are very excited to work with Seiko Solutions. Through this partnership, we can show to telematics companies the full potential of our “Contineo” platform to spur innovation and improve return on investment. This partnership combines industry knowledge with technological prowess. Together, we’re confident we can expand the realm of telematics service possibilities.” Indicus Software owns “Contineo,” an AI X IoT Digital Transformation platform that enables the development of multi-

tenant applications and microservices, with its innovative low-code and no-code (LCNC), and boasts a track record of implementations in various fields such as Factory DX, Telematics, Life Sciences, Retail and Smart Cities. In addition, “NeoPilot Generative AI Conversational Assistant” which is slated to be released this year, will utilize AI agent orchestration to build and deploy Contineo applications using Natural Language(NLP). The IoT Big-data platform Contineo is already operating as a base platform in conjunction with Seiko Solutions corporate safe driving support cloud service “DriveCloud+” and has proven capabilities to build and operate a service that “brings visibility” into driving conditions based on the data ingested from in-vehicle devices. Through this business alliance, Seiko Solutions and Indicus Software will combine their strengths to further meet new customer needs and expand the telematics business. Seiko Solutions will continue to utilize its technology to contribute to the industry in order to realize a future in which automobile transportation is expected to take on a variety of forms as a new means of transportation. With the signing of this Agreement, Indicus Software and Seiko Solutions can begin working together to drive growth, innovation, and responsiveness in the telematics industry, bringing in an exciting new chapter for both companies.

Dabur Odemos Launches Suraksha Bandhan Campaign Spreads awareness on effective prevention from mosquito-borne diseases

Pune (Voice news service):- Moving forward on its mission to help the city fight mosquito-borne diseases more effectively, Odemos—India’s most preferred personal application mosquito repellent brand from the House of Dabur announced the launch of its Suraksha Bandhan campaign. This campaign is designed to celebrate Raksha Bandhan by symbolizing protection, much like how a sister ties a Rakhi to her brother for his well-being. As part of the initiative, Odemos distributed special Odemos bands to students, providing them with protection from mosquito-borne diseases and raising awareness about the importance of preventive measures. As part of the campaign, Dabur also distributed Odemos mosquito repellent products to children, emphasizing the importance of protection against these deadly diseases. The company also organized a seminar to educate the community about the causes, symptoms, and prevention of mosquito-borne illnesses such as dengue, malaria, and chikungunya. Speaking on the initiative, Mr. Santosh Jaiswal, Category Head- Mosquito Repellent, Dabur India Ltd said. The Suraksha Bandhan campaign is a testament to Dabur Odemos’ dedication to safeguarding the health and well-being of the community. By combining the traditional significance of Raksha Bandhan with the urgent need for protection against mosquito-borne diseases, the campaign aims to create a lasting impact. Flaggging off the initiative in Delhi today, Dabur conducted an awareness session amongst the kids from Barrister Vitthalrao Gadgil Prathamik



School in the city to educate the students, teachers as well as parents about effective prevention from Dengue causing mosquitoes. The event witnessed participation from various dignitaries, including Dinesh Kumar from Dabur India, Narendra Parkhe from Deshseva Foundation, Deputy Administrative Officer Shubhangi Chavan, Supervisor Ashadevi Dhimal, Dalvi Madam from Samagra Shiksha Abhiyan, Nitin Vani,

Acting Headmaster, teachers Sunita Jadhav, Sanjeevani Sonar, Asha Unde, Pradip Gawli, Swati Lohkare, Surekha Khaire, Pooja Ghogare, Ajay Kondhware, Tushar Tamnar, Rohit Sirswal, and all staff and teachers of School No. 118 B. Acting Headmaster Nitin Vani expressed gratitude towards Dabur India and appreciated their efforts, providing students with information and guidance on the campaign.

Strengthening Awareness in Breast Health and Lactation is need of an hour: Dr. P.K. Shah

Pune (Voice news service):- The Pune Obstetric and Gynecological Society (POGS), in collaboration with the Study on Female Breast Committee and the Federation of Obstetric and Gynecological Societies of India (FOGSI), proudly announces the successful conclusion of the Breast Health and Lactation Summit 2024. Held at the Hyatt Regency Pune, this prestigious event brought together leading experts and practitioners from across the country. The summit was inaugurated by Chief Guest Dr. P.K. Shah, Past President of FOGSI, and honored by the presence of Dr. Varsha Baste, V.P. Elect FOGSI. The event provided a platform for sharing groundbreaking research and advancements in breast health and lactation, offering attendees a comprehensive learning experience. The summit was organized by President POGS Dr. Aarti Nimkar, General Secretary Dr. Meenakshi Deshpande, Dr. Charulata Bapaye (Chairperson, Study of Female Breast

Committee FOGSI), and Dr. Mangala Wani. Their dedication and efforts were instrumental in the event’s success. Day 1 focused on breast health, there were many renowned speakers from all over India delivered their research on breast cancer, its treatment and prevention. Day 2 shifted to lactation, there was a panel on “Overcoming Common Breastfeeding Challenges,” offering strategies for new mothers, research sessions on “Human Breast Milk Banking,” “Successful Lactation Techniques,” providing insights into best practices and advancements in breastfeeding support. Chief Guest Dr. P.K. Shah, Past President of FOGSI, remarked, “It is commendable that POGS is making significant strides in addressing the often-neglected areas of breast health and breastfeeding. Awareness in these areas is crucial, given the many misconceptions and myths that still surround breast health.” On this occasion, Dr. Aarti Nimkar, President of POGS, emphasized, “While there is



increased awareness about maternal and child health during pregnancy, there remains a significant gap in awareness about breast health and breastfeeding, which are crucial after the baby is born. We organize numerous social awareness programs to promote breast health and address these gaps.” Session of RISHTA RESHIMGATHI : Public Awareness activity of Pune Obyg Society for Staff Nurses and sisters was held . It was organized by POGS and FOGSI Study of Breast Health committee and PAC Committee of AMOGS . It was attended in huge numbers and very well appreciated by paramedical staff who are backbone of

healthcare system is really worth the effort for the betterment of generations to come ! The organizers President Dr Aarti Nimkar , Secretary Dr. Meenakshi Deshpande ma’am, Conveners Dr Charu Bapaye , Dr Revati Rane , Mangala Wani and Dr Shilpa Kshirsagar have taken great efforts for this programme and given their valuable inputs and participation. All participating allopathic doctors were awarded 4 MMC points and 11 ICOG points, recognizing their continued professional development. The Breast Health and Lactation Summit 2024 provided an invaluable opportunity for knowledge exchange and professional growth in these crucial areas of women’s health.

Proluxe Gala 2024: Glamowell Extravaganza in Pune Promotes Work-Life Balance Through Inner Energy

Pune (Voice news service):- In a stirring address during the “Proluxe Gala 2024: The Glamowell Extravaganza” event, Dr. Prachiti Punde, Founder and Director of Proluxe Productions and Mrs. Universe Tolerance, highlighted the significance of achieving work-life balance by tapping into one’s inner energy. The event, organized by Proluxe Glamowell, took place from August 8 to 11, featuring rallies across Pune aimed at promoting the harmony between glamour and health in today’s hectic lifestyle. Dr. Punde encouraged participants to control impulsive desires and negative thoughts by reflecting on their inner strengths, which she believes can lead to improved physical and mental well-being. The four-day rally, which started from the Proluxe and Glamowell headquarters in Baner, saw the active participation of hundreds of citizens as it moved through key locations in the city.



During the rallies, Dr. Punde shared practical tips on simplifying life, urging students and professionals alike to conserve their inner energy to maintain a balanced life. She also offered insights on how to manage muscle pain and mental stress using acupuncture techniques and the innovative Glamowell approach, particularly aimed at the youth who are increasingly absorbed in the digital world.

The event was graced by notable figures, including Mrs. Rashmi, Commander Alpesh Mohan, and Trainer Rajesh Singh, who witnessed Dr. Punde’s demonstration of exercises designed to foster self-reliance and problem-solving. Emphasizing the need for a harmonious blend of luxury and health, Dr. Punde introduced the revolutionary Glamowell concept to the audience, encouraging them to greet each day with positivity and manage interpersonal relationships effectively for a happier life.

Medicover Hospital Bhosari Joins Nationwide Protest in Support of Healthcare Professionals

Pune (Voice news service):- Medicover Hospitals stood in solidarity with healthcare professionals across India by joining the nationwide protest called by the Indian Medical Association (IMA). As part of the protest, all routine OPDs and elective surgeries were suspended at Medicover Hospitals, demonstrating the hospital’s commitment to supporting the demands of the medical fraternity. Despite the suspension of routine services, Medicover Hospitals ensured that emergency services, including critical care and emergency surgeries, remained fully operational, strictly adhering to the Supreme Court’s guidelines. This measure underscores the hospital’s unwavering commitment to patient care even amidst widespread advocacy efforts. Dr. Vyas Maurya (Center-head), Dr. Pooja Nimbalkar (Medical Head), Dr. Kirti Mane (Consultant ENT), Dr. Sumit Chaudhari (Consultant Urologist), Dr. Aditya Sondarkar (Consultant General Medicine), Dr. Rahul Gagare (Consultant Orthopaedic), Dr. Trupti Deshpande (Intensivist) participated in the protest. Dr. Vyas Maurya centre head

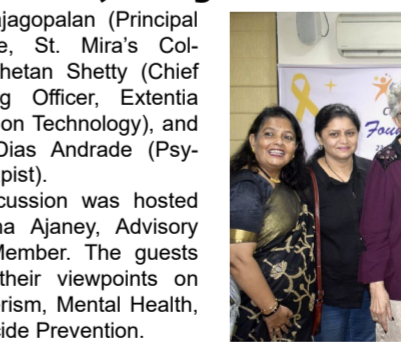
of Medicover Hospital Bhosari , emphasized the significance of this movement: “Our healthcare professionals are the backbone of our society, tirelessly working to ensure the health and well-being of our communities. It is crucial that their voices are heard and their rights protected. At Medicover Hospitals, we stand united with our colleagues across the nation, advocating for a healthcare system that values and supports its frontline workers.”



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Empathy, Sensitivity & Dialogue are Crucial for Suicide Prevention, Say Mental Health Experts

Pune: “The threefold strategy of Empathy, Sensitivity, and Dialogue is crucial for suicide prevention. There is a need for widespread awareness to prevent suicides before individuals reach such an extreme decision,” experts in the field of mental health have expressed. Connecting Trust proudly enters its 20th year as a beacon of hope in Mental Health and Suicide Prevention – supporting people since 2005. The 19th Foundation Day of Connecting Trust was celebrated Friday at the Royal Connaught Boat Club. The theme was ‘Bridging the Gap: Volunteerism in Mental Health and Suicide Prevention’. Manoj Patil, Additional Commissioner of Police, was the Chief Guest. Arnava Damania, Founder of Connecting Trust, graced the occasion with her presence. Pranita Madkaikar, the CEO of Connecting Trust, provided a brief overview of its programs. A panel discussion with distinguished speakers included Sachin Chidambaram (President, Befrienders India), Dr.



Jaya Rajagopalan (Principal In-charge, St. Mira’s College), Chetan Shetty (Chief Operating Officer, Extentia Information Technology), and Sandy Dias Andrade (Psychotherapist). The discussion was hosted by Amina Ajaney, Advisory Board Member. The guests shared their viewpoints on Volunteerism, Mental Health, and Suicide Prevention. Sachin Chidambaram said, “It’s no longer just a mental health issue; it’s a social issue, and the responsibility lies with us. Volunteerism is very important and the need of the hour. We don’t live by logic, but we like logic, so it is important to express ourselves.” Dr. Jaya Rajagopalan shared her viewpoint, stating, “Intervention is not the way forward; we have to focus on prevention.” Sandy Dias Andrade emphasized the importance of mental health and community support. Chetan Shetty added that allowing employees to take time to volunteer makes them feel good and they look forward to it. “Which is great!” The evening also witnessed the presence of honorable founding trustees, volunteers, funders, corporates, and various NGOs. Arnava Damania unfolded the journey of the organization since its inception. She said that Connecting Trust was established in 2005 and has been at the forefront of Mental Health and Suicide Prevention for nearly two decades. Dedicated to the cause, our team of trained volunteers has been supporting thousands of people in distress. We are committed to making a difference in people’s lives. Schools, colleges, senior citizens, self-help

groups, and NGOs receive awareness workshops and initiatives on suicide prevention and mental health from Connecting Trust. In 2024, the trust has resolved to appoint campus ambassadors at 5 colleges in Pune, she added. Manoj Patil appreciated the work done by Connecting Trust. He mentioned that due to insufficient awareness, the number of suicide cases and attempts reported to the police department is low. As a result, crime registrations also appear to be low. “We need to create widespread awareness among individuals and make society stronger.”

Godrej Properties launches a first-of-its-kind initiative

Pune (Voice news service):- Godrej Properties Limited (GPL), a leading real estate developer in India, recently announced the launch of its visionary campaign, #WhereTrustResides. Given that home buying is one of the most significant milestones in an individual’s life, consumers often look at brands that have stood as a testament to time and legacy. While elevated lifestyle, designer homes, and premium amenities are on the rise in the list of what consumers seek today,

the top priority remains the same – trust. The journey of home buying is surrounded by ambiguity and uncertainty, and Godrej Properties believes that there is both a huge need and a responsibility to give credence to this feeling, be it by simplifying the world of real estate or by educating consumers about the right things to look out for at various stages of this journey. To do so, the brand took a first-of-its-kind approach by introducing a 9-year-old character – Diya. As part of

the campaign, the brand has released a digital video featuring ‘Diya’, a curious and uninhibited mind who embodies the collective consciousness of today’s home buyers – be it their joyful explorations, nervous excitement, or outright apprehensions. The storyline uses an unfiltered lens to narrate Diya’s quest to explore the world of real estate which starts with her parents buying a Godrej home. While the brand has her parents’ trust, her trust is a little more difficult to win.

IKEA India Makes Bold Leap Towards Sustainability with 100% EV Deliveries across Bangalore, Hyderabad and Pune

Pune (Voice news service):- IKEA, one of the world's most trusted home furnishings brand and an advocate of sustainable business, clocked its first big milestone in India with 100% EV-powered deliveries across Bangalore, Hyderabad, and Pune. Its Mumbai operations will soon join this wagon, and the company will enter all new markets with an EV-first approach; starting with Delhi NCR. IKEA is also piloting same day delivery in its birth city of Hyderabad and plans to scale it across all its markets in the coming year. This milestone demonstrates IKEA India's steadfast commitment to a sustainable value chain. From commercial exploration of EV solutions in 2019, to achieving 28% green deliveries in 2023 and 88% EV adoption rate now, the company is making significant strides in reducing its carbon footprint nationwide. Through these efforts, IKEA India continues to set a new standard for environmentally responsible operations, paving the way for a greener future. IKEA is leading India's EV transition by co-creating a robust EV ecosystem in India; an essential to reduce carbon emissions and driving climate control. To scale its network transformation, IKEA has partnered with local original



equipment manufacturers in India, including small and medium-sized businesses and startups, to develop innovative mobility solutions. These efforts are helping to create a robust local economy, driving job creation, and empowering small businesses to thrive alongside global industry leaders. Susanne Pulverer, CEO and Chief Sustainability Officer, IKEA India said, "For IKEA, a sustainable value chain is an essential part of our growth journey. This is just the first of the many milestones in that effort and we are proud to lead the EV journey from our foundational years in India. We strongly believe that profit and planet can be co-created and will continue to lead with this mindset." IKEA India's transition to 100% electric last-mile delivery is a groundbreaking step towards a sustainable and safe future. The journey towards zero-emission began in 2019 when IKEA intro-

duced electric vehicles into its delivery fleet. Initially, the store deployed 3-wheeled tuk-tuks delivering thousands of orders a month. To accommodate larger furniture deliveries, the company also incorporated retrofit trucks into its operations and established in-house infrastructure for charging these electric vehicles. By championing EV adoption at scale, IKEA India aims to inspire a larger ecosystem including manufacturers, partners, delivery drivers, and green energy infrastructure planning for all. Commenting on the development, Saiba Suri, Country Customer Fulfillment Manager, IKEA India said, "Our approach to sustainable logistics at IKEA India goes beyond adopting EVs—we are focused on building an efficient infrastructure, skill building initiatives and future opportunities for all in the value chain. As we grow in India with an EV first approach, IKEA India is now more prepared to ad-

dress the challenges related to it and committed to investing in long-term, innovative solutions. We're truly grateful for partners who share this vision with us. As we enter new markets, our priority is to ensure they are equipped for this change, laying the groundwork for the future of our supply chain." As a key player in decarbonization, IKEA is expanding charging stations for large EVs in India to make the adoption of EVs more accessible and efficient. The company has also installed EV charging stations across all its large-format stores for delivery vans, customers, and co-workers. The brand's diverse EV fleet, supported by advanced inbuilt Telematics technology, handles load from 680kg to 1700kg. By integrating these advancements, IKEA is setting a benchmark in the industry while maintaining 100% compliance with government regulations. The company aims to achieve 100% EV deliveries by 2025 across all its operations, advancing large-scale EV fleet, driving continuous innovation and collaborating with the government. Globally, KEA aims to become climate positive and halve greenhouse emission across the value chain by 2030 and reaching net zero by 2050.

TOTO India Celebrates 10 Years of Manufacturing Excellence in Gujarat; Announces Strategic Expansion to Strengthen Regional Connect

Pune (Voice news service):- Celebrating a decade of excellence, TOTO India proudly marks the 10th anniversary of its state-of-the-art manufacturing plant in Halol, Gujarat. Since its inception in August 2014, the plant has been a cornerstone of TOTO's vision for the Indian market, embodying commitment, innovation, quality, and sustainability. The TOTO India Halol plant produces products that adhere to Japanese quality standards and has significantly contributed to the company's growth, with output increasing by 400% since 2014 while maintaining high-quality production standards. Employing nearly 1,200 workers, 80% of whom are from the local community, the plant exemplifies the brand's commitment to regional development and employment.



"India is a strategic market for TOTO, and we are excited about its immense growth potential," said Mr. Shiozawa Kazuyuki, Managing Director, TOTO India Industries Pvt. Ltd. "The increasing urbanization, rising disposable incomes, and growing awareness of hygiene and wellness are driving the demand for premium bathroom solutions. We aim to strengthen our foothold in Tier-2 and Tier-3 cities by expanding our dealer network

and introducing a wider range of products to cater to diverse consumer preferences." The event showcased product innovations and growth trajectory, highlighting the company's dedication to the Indian market and its work with the local economy. TOTO India plans to enhance its regional presence and strengthen its dealership network through its Authorized Channel Partner (ACP) and Authorized Channel Dealer (ACD) programs. This

strategy aims to expand the brand's footprint in India, ensuring better accessibility and availability of its high-quality products nationwide. By increasing market penetration, especially in Tier-2 and Tier-3 cities, TOTO seeks to bring its innovative and sustainable sanitary ware solutions to a broader audience. With plans to launch a new range of products, TOTO aims to meet the dynamic needs of Indian consumers, further solidifying its presence in the market. Additionally, the brand is set to launch a new collection of toilets, basins, faucets, showers and designed to meet the evolving tastes of Indian consumers. By combining its manufacturing prowess, innovative product portfolio, and expanded dealer network, TOTO aims to become the preferred choice for premium bathroom solutions in India.

SPJIMR concludes legacy Autumn placements with record stipend offers

Pune (Voice news service):- Bharatiya Vidya Bhavan's S.P. Jain Institute of Management and Research (SPJIMR), concluded its legacy Autumn placement cycle for the combined Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management (Business Management) (PGDM (BM)) 2025 cohort, comprising 341 students, who secured autumn internships with leading companies, with an average stipend of ₹3,15,000. The batch received a remarkable 390 offers from 75 companies. The FMCG sector dominated placements, with 35% percent of participants placed in this sector, followed by consulting companies, which absorbed 21% of the batch. The median compensation for the batch reached a record high of ₹3,10,000, marking a 3.5% increase from the previous year. The top 50% of the batch secured an average offer of ₹4,17,000. Recruiters from diverse sectors offered projects in Corporate Strategy, Investment Banking, Private Equity, Product Management, Analytics, E-Commerce, General Management, Corporate Finance, Corporate IT, Healthcare, Sales & Marketing, Branding, Operations, and Supply Chain roles. "We are immensely proud of our students and grateful to our industry partners for their continued support. I encourage our students to make the most of their internships, leveraging this invaluable experience to grow both professionally and personally," said Prof. Varun Nagaraj, Dean, SPJIMR.

The number of Investment Banking/Private Equity and Product Management offers reached record highs, with increases of over 110% and 400% respectively, compared to the previous year. Prominent recruiters in these sectors include DC Advisory, Nomura, JM Financials, Edelweiss Alternatives, American Express, Intuit, Tata Digital, and Samsung Research. Prof. Ashita Aggarwal, PGDM and PGDM (BM) Chairperson, said, "It was heartening to witness our students' performance during the Autumn recruitment process as they secured opportunities aligned with their skills and aspirations. The success of the internship programme is a testament to the strength of our curriculum and the school's commitment to excellence." This marked the final Autumn Internship Cycle as SPJIMR transitioned to the Summer Internship Cycle for the PGDM and PGDM (BM) batch of 2024-2026.

Maruti Suzuki offers Electronic Stability Program+ as standard safety feature in Alto K10 and S-Presso



Pune: In its commitment towards passenger safety, Maruti Suzuki India Limited (MSIL), today, announced that the Electronic Stability Program+ (ESP) will now be available across its entire passenger vehicle product portfolio. The Alto K10 and S-Presso are the latest models to be equipped with ESP, making this crucial safety technology a standard feature across all Maruti Suzuki cars. Notably, the Company has added ESP on these models without a price increment, underscoring its attention to addressing the evolving needs of customers. Equipping all its cars with ESP reflects Maruti Suzuki's endeavour to democratize advanced features, delivering an exceptional value proposition to customers alongside a safer, more confident driving experience. Commenting on this, Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited, said, "The addition of Electronic Stability Program+ as a standard feature on Maruti Suzuki product portfolio aligns with our endeavour to democratize advanced features and it significantly increases the value proposition of our vehicles. This is a step towards ensuring that our customers enjoy enhanced safety through improved driving confidence regardless of the model they choose. At Maruti Suzuki, we believe that advanced technology should be accessible to all, and this reinforces our commitment to delivering high-quality vehicles that cater to the diverse needs of Indian consumers." In addition to ESP, the standard safety suite on Maruti Suzuki portfolio includes dual front airbags, ABS with EBD, reverse parking sensors, engine immobiliser, HEARTECT Platform, collapsible steering column, etc. How does Electronic Stability Program+ work: The Electronic Stability Program+ system counteracts a vehicle's skidding movements, ensuring it remains in line with its natural path of motion. The ESP system, integrating the Anti-lock Braking System (ABS), Traction Control System (TCS), and Stability Control (SC), utilizes a range of sensors to measure the vehicle's movement.

Firefly Fire Pumps Launches the FIRE WARRIOR: High-Performance Firefighting for Diverse Sectors

Pune (Voice news service):- Firefly Fire Pumps, Asia's largest manufacturer, supplier, and exporter of firefighting pumps, is thrilled to unveil its latest breakthrough in firefighting solutions: the FIRE WARRIOR. This robust firefighting pump is designed to deliver high performance and reliability, making it an essential tool for various sectors. Developed to address critical gaps in fire safety and emergency response, the FIRE WARRIOR boasts unmatched performance, versatility, and rapid response capabilities. Its high-performance pump (150 LPM at 18 BAR) and mobile design ensure swift and efficient water delivery, making it an ideal first responder

in emergencies. Versatile across sectors, the FIRE WARRIOR's twin pump and ability to suction from open water sources make it suitable for diverse environments. Whether it's a toll plaza, remote industrial site, resort, small municipality, corporation, or warehouse, the FIRE WARRIOR offers reliable protection. Designed as a high-pressure, durable tool, the FIRE WARRIOR can tackle large-scale blazes. Its mobility and power are particularly beneficial for remote or industrial areas, bridging the gap until professional firefighting teams arrive. The FIRE WARRIOR's single-axle trailer design enhances mobility and accessibility, enabling faster deploy-

ment to remote or challenging locations. Mr. Rohit Mali, Director of Firefly Fire Pumps, stated, "With the launch of the FIRE WARRIOR, Firefly Fire Pumps makes a significant advancement in redefining fire safety. It represents a trivium advancement in firefighting technology, reflecting our commitment to innovation and excellence. This innovation empowers industries and organizations to be better prepared to combat fire emergencies. It will become a game-changer in the firefighting industry, setting new standards for performance, reliability, and versatility. We are pleased to announce the successful delivery of a bespoke FIRE WARRIOR to a

prominent agro-tourism resort in Maharashtra. This customized fire safety solution has been meticulously designed to meet the resort's unique fire protection requirements and enhance the safety of its guests". The FIRE WARRIOR's cutting-edge technology aligns perfectly with the increasing demand for robust fire safety solutions. By enhancing preparedness and response capabilities, it plays a crucial role in safeguarding lives and property and is most suitable for toll plazas, remote industries, shopping malls, resorts, and small municipal corporations where Fire Warrior can work as a stand-alone fire fighting emergency responder till the fire site gets an external help.

AIC Pinnacle Launches EvolutioNari: A Women-Focused Program to Empower Women Entrepreneurs

Pune (Voice news service):- AIC-Pinnacle Entrepreneurship Forum, a leading incubator supported by the Atal Innovation Mission (AIM) -NITI Aayog, Government of India, is excited to unveil EvolutioNari Women Entrepreneurs Program, its latest initiative designed to empower and nurture the entrepreneurial spirit of women. Launched by Pinnacle Industries in 2023, EvolutioNari has been instrumental in promoting gender diversity and fostering an inclusive workplace. This multifaceted program aims to support women at every stage of their career journey, offering them opportunities to re-enter the workforce, explore new business ventures, and advance their careers across various sectors. Building on the success and positive impact of EvolutioNari, AIC-Pinnacle is proud to announce its own dedicated initiative exclusively for women entrepreneurs. EvolutioNari Women Entrepreneurs Program (WEP) is a 6-month long incubation program, designed to further encourage

and support female entrepreneurs by providing them with a unique opportunity to join a carefully curated cohort of 10 women entrepreneurs. By creating a dedicated space for women entrepreneurs, AIC-Pinnacle seeks to build on the momentum of EvolutioNari WEP and extend its benefits to a broader group of women entrepreneurs. This program will have over 100 mentors spanning across various sectors and geographies. Mentors are allotted based on the need and requirement of the start-up. Former ARAI director Rashmi Urdhwareshe; Cofounder and CTO at Railofy Hrishabh Sanghvi; Acuitas TechCom Director Dr. Rijwan Pinjari; are some of the mentors who would be guiding the female business leaders in their entrepreneurial journey. At AIC-Pinnacle, 3 women-led ventures - Krishigati Pvt Ltd, Serenum Products Pvt Ltd and Mommy Mills Foods Pvt Ltd, have already demonstrated remarkable potential and have benefited immensely from the incubator's resource-

es and expert guidance. These women led startups have received comprehensive support including mentoring, technical assistance, networking opportunities, and substantial funding comprising of grants from MeitY startup Hub, Atal Innovation Mission and Startup India Seed Fund (SISFS). "The goal of this program is to create a nurturing environment where women can excel, innovate, and lead as entrepreneurs. For our previous cohorts, we have been receiving applications from women entrepreneurs across diverse sectors. To increase the percentage of women entrepreneurs, the incubator focus is more towards generating viable and innovative ideas first. We are confident that if women entrepreneurs come up with such ideas, our dedicated team of incubation managers, acceleration managers and mentors can support to commercialize them," said Mr. Sunil Dhadiwal, CEO of AIC-Pinnacle Entrepreneurship Forum. EvolutioNari WEP will offer a

comprehensive support system, including mentorship, networking opportunities, and resources tailored to the needs of women entrepreneurs. The program's funding will be determined based on the ideas and needs presented by applicants, ensuring that each participant receives the necessary support to succeed and achieve their goals. Sector Focus – EvolutioNari WEP is sector agnostic, open for all the sector preferably tech based. Eligibility – any female entrepreneurs above 18 years of age is encouraged to apply. Industry experience is not required. Freshers with good ideas can also apply. Duration – 6 months (weekly 2 hours of virtual sessions will be conducted for 3 months) How to Apply – please fill in this form - <https://forms.gle/TZTV4aGXT9Awf8T9> or contact +91-9307305181 Dates to Remember – Application deadline is 31st August 2024. Selection will be announced in mid-September 2024. Program commences from October 2024 onwards.

KyLaq: Škoda Auto India's upcoming all-new compact SUV

Pune (Voice news service):- Today marks a major milestone for Škoda Auto India as it approaches a new era in India with its all-new compact SUV. Announced in February and following a recent teaser of its design, the vehicle has been named through an imaginative nationwide campaign. Reflecting the choice of thousands of people, Škoda Auto India's new SUV will be called the KyLaq, embodying a unique connection with its future drivers. Speaking at the name unveil, Petr Janeba, Brand Director, Škoda Auto India, said: "Our new compact SUV KyLaq is for the people of India. We want them to be part of every milestone of our biggest-ever launch in the country. The

'Name Your Škoda' campaign aimed at inculcating a sense of pride and belonging among participants and potential customers. The results are humbling with over 200,000 entries. It reinforces our legacy in India and showcases the great affinity people have towards brand Škoda. The naming process of a car is important for us. And this upcoming all-new compact SUV represents the ultimate milestone within the fastest growing and biggest segment in India. With the KyLaq, people, customers and fans have themselves named our newest family member, which is developed jointly by the teams in India and Europe, and will be locally manufactured."

Named by the people, The Name Your Škoda campaign, rolled out in February 2024, enabled the involvement and engagement of users, customers and the Fans of Škoda in picking the name for the all-new compact SUV that is to make its India and world debut in 2025. Through 'Name Your Škoda', participants suggested names for the compact SUV that begins with the letter 'K' and ends with the letter 'Q' with one or two syllables, in line with Škoda's tradition of naming their ICE SUVs. The campaign resulted in over 200,000 entries with over 24,000 unique names. In the next phase, participants cast their vote for the choice among 15 shortlisted names. Basis the number of



votes, from the 15 shortlisted names, 10 names were announced by Škoda Auto India. From the list, the winning name, which received the most votes and met all legal compliance criteria, was chosen for the all-new compact SUV. KyLaq is derived from the Sanskrit word for crystal, reflecting both the vehicle's pristine qualities and inspiration from Mt. Kailash.

The all-new BMW F 900 GS and F 900 GS Adventure



Pune: BMW Motorrad India will open bookings for the all-new BMW F 900 GS and F 900 GS Adventure from 12:30 Hrs, 21 August 2024 onwards. These motorcycles will be available as Completely Built-Up (CBU) models and can be booked at the BMW Motorrad India dealer-network. The all-new BMW F 900 GS and the all-new BMW F 900 GS Adventure are new premium mid-range touring enduros from BMW Motorrad, that provide purist riding fun thanks to even more

sophisticated off-road, touring and adventure capabilities. The all-new BMW F 900 GS heralds a new era in BMW Motorrad's off-road history and contains hardly any components of its predecessor, is significantly lighter and "Reduced to Perform." The all-new BMW F 900 GS Adventure is the ideal tour companion for short or long distances. Customers can contact their nearest authorised BMW Motorrad dealership to book the all-new BMW F 900 GS and F 900 GS Adventure.

Kia Seltos a Standout in the Mid-Size SUV Market

Pune (Voice news service):- Since its launch in August 2019, it has made a significant impact in the Compact SUV market with its impressive features and modern design. In terms of sales, the Seltos has been the flag bearer for the company and contributes over 48% of total domestic sales. The Seltos, with a 65% contribution, holds the primary position in driving Kia's total Connected Car sales. Customer preference for Seltos models has also consistently leaned towards variants equipped with Connected Car features, comprising 57% of all Seltos units sold. Dual-Zone Climate Control: The Seltos is the first in its segment to feature dual-zone climate control, allowing both the driver and passenger to set their preferred temperatures individually. This ensures maximum comfort for all occupants, regardless of weather conditions, making it a highly desirable feature for those who value comfort on the road. Dual Screens: The new Seltos features a large Dual Screen panoramic display with a 26.03 cm (10.25") HD Touchscreen Navigation System and an all-new Full Digital Cluster with a 26.04 cm (10.25") Color LCD MID

display. This deeper integration of technology lends a futuristic experience for the passengers and accentuates the premium appeal of the vehicle. Advanced Driver Assistance Systems (ADAS): Kia has equipped the new Seltos with level-2 ADAS technology, setting a new standard for safety and convenience. This includes features such as adaptive cruise control, lane-keeping assist, blind-spot monitoring, and more. The inclusion of these systems helps reduce driver fatigue and enhances safety, making the Seltos a smart choice for tech-savvy drivers. Connected Tail Lamps: New Star Map LED Connected tail lamps exude distinctiveness, gives the Seltos a distinctive and modern look. This design element has become increasingly popular in the automotive industry, and its inclusion in the Seltos contributes to its sleek and contemporary exterior. Panoramic Sunroof: Responding to consumer demand, Kia has equipped the top-end variants of the Seltos with a panoramic sunroof. This feature allows more natural light into the cabin, creating a sense of openness and luxury. It also provides an enhanced driving experience,