

Times of Power and Voice

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**Activist
Richa Chadha
Celebrates
Womanhood at
the "I Am
Woman"
Awards**



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MAGGI Crafts New 'Happy Bowl' with Love: Delightful Noodles for young ones!

Pune (Voice news service):- Continuing with its spirit of culinary innovation, MAGGI has unveiled the Happy Bowl. The new product combines irresistible taste with goodness of atta, and is a source of protein, calcium, vitamin A, and fiber. Available in two delightful flavours, 'Yummy Masala' and 'Twisty Tomato,' this new offering is crafted to delight young palates while embodying MAGGI's commitment to delivering great taste through innovation. Mr. Rajat Jain, Director, Foods Business at Nestlé India, shared his enthusiasm for the new product and said, "At MAGGI, we are deeply passionate about the food we create, and MAGGI Happy Bowl holds a truly special place in our hearts. It promises to continue MAGGI's legacy of creating beloved products for everyone in the family and



provide them with more options. MAGGI Happy Bowl is our offering for the kids and a gift to moms, offering joyful simplicity in every bite" Supporting the launch, MAGGI has rolled out a comprehensive marketing campaign that spans TV, digital media, print, and outdoor advertising across major cities. The campaign highlights the dual appeal of great taste and goodness, aiming to make the Happy Bowl a new favorite at family tables.

Thermax Partners with Ceres for Green Hydrogen Production with Large-Scale Solid Oxide Electrolysis Cell (SOEC) Manufacturing in India

Pune (Voice news service):- Thermax, a leading energy and environment solutions provider and a trusted partner in energy transition, has announced a strategic collaboration with Ceres Power Limited, a subsidiary of Ceres Power Holdings plc (CWRL), a leading developer of clean energy technology. The two companies have entered a non-exclusive, global license agreement for Thermax to manufacture, sell and service stack array modules (SAM) based on Ceres' advanced solid oxide electrolysis cell (SOEC) technology. Thermax will also develop, commercialise and sell SAM balance of modules (SBM) and multi-megawatt SOEC electrolyser modules. The partnership marks a significant step towards accelerating the deployment of SOEC technology in India and worldwide that will enable cost-effective green hydrogen production. Under this partnership, Thermax will leverage its extensive experience in heat integration and waste heat recovery to manufacture a first-of-its-kind pressurised SAM and design, engineer, and develop SAM balance of module (SBM), a building block for further



development of a multi-MW SOEC electrolyser module. The collaboration is set to revolutionise the hydrogen production landscape by delivering systems that are up to 25% more efficient than incumbent low-temperature electrolysis technologies and effectively utilise steam generated from industrial process heat/waste heat recovery. This makes it an optimal solution for decarbonising hard-to-abate industries such as ammonia/fertiliser, steel, refineries and chemical production. As a step towards commercialisation, Thermax plans to establish a manufacturing facility for the electrolysers, develop the supply chain, and localise critical components. This collaboration positions

ally. This collaboration aligns with our commitment to driving sustainable solutions for accelerating decarbonisation for hard to abate industries." Phil Caldwell, CEO of Ceres, commented: "I am pleased to announce our SOEC systems partnership with Thermax, an engineering leader with expertise in heat integration and waste heat recovery processes and deep industrial customer relationships. This system licence agreement will take Ceres into the Indian market which is rapidly becoming one of the most dynamic and increasingly important markets for green hydrogen, green steel and green ammonia. This is a strategically important agreement for Ceres as we continue to build our global eco-system of world-class partners. Our technology enables Thermax to develop next-generation hydrogen solutions for its customers in the hard-to-abate industrial sectors, stimulating market demand pull for our manufacturing licensees. Our entry into this new region marks an exciting opportunity for Ceres as we help enable the path to industrial decarbonisation in this rapidly developing market."

LATEST NIKKOR Z 50mm f/1.4 LENS OFFERS BRIGHT, BEAUTIFUL BOKEH AND EASY VIDEO RECORDING

Pune (Voice news service):- Nikon India Pvt. Ltd. introduces the NIKKOR Z 50mm f/1.4, a full-frame, FX-format compatible Z mount lens with a 55 mm largest-diameter mount that provides abundant light and great flexibility of expression. Weighing a mere 420 g and with a minimum focus distance of 0.37 m, it is designed for users who wish to expand their range of expression while wanting a lens compact enough to remain mobile on a budget. "At Nikon India, we are committed to offering innovative solutions that empower photographers and videographers to push their creative boundaries. The NIKKOR Z 50mm f/1.4 is a stellar new addition to our expand-



ing NIKKOR Z lineup, offering a perfect blend of portability and performance. With its outstanding sharpness for both stills and video, along with the ability to produce beautifully smooth background blur, the NIKKOR Z 50mm f/1.4 opens up new possibilities for capturing stunning imagery, whether you're shooting stills or video, ensuring that every shot reflects the brilliance and precision unique to Nikon's Z series." said Mr. Sajjan Kumar, Managing Director of Nikon India Pvt. Ltd. NIKKOR Z 50mm f/1.4 Primary Features

MG Windsor to Disrupt the Car Industry

Pune (Voice news service):- JSW MG Motor India, launched India's first intelligent CUV-the MG Windsor, at the price of a manual compact SUV. The Windsor, combining the comfort of a sedan and the expanse of an SUV, will be offered with innovative aerodynamic design, spacious and opulent interiors, reassuring safety, smart connectivity, driving comfort, and many hi-tech features. It is built on 'Pure EV Platform' offering a luxurious business-class experience. With BaaS - a unique ownership program, MG Windsor is offered at INR 9.99 Lakhs + 3.5 Rs. /km for battery".



significantly reduces the initial acquisition cost and lowers the per-kilometre expense, ensuring an economical and hassle-free ownership experience. In addition, the company is offering a first-of-its-kind lifetime battery warranty to the first owner of MG Windsor. With the eHUB by MG app, the company is offering one year of free public charging, making it easier than ever for Windsor owners to power up anytime, anywhere. JSW MG Motor India is also introducing its 3-60 assured buyback plan for the Windsor which ensures that it will retain 60% of its value after 3 years/45,000kms**. The Intelligent CUV features an AeroGlide design language, which is futuristic and transcends the concept of traditional segmentation. The interiors are opulent and

luxurious with spacious Aero Lounge seats that can be reclined to 135°, coupled with the expansive Infinity View Glass Roof, adding to the business class experience. Immersive entertainment and smart connectivity features are powered by a massive 15.6" GRANDVIEW Touch Display in the central console. The Windsor comes with the powerful PMS Motor which is IP67 certified. Impressive performance is derived through a 38 kWh Li-ion battery pack and 4 driving modes (Eco+, Eco, Normal and Sport) that deliver 100KW (136ps) power and 200Nm of instant torque, offering a range of 331 kms**. It can be charged in 40 minutes at any DC fast charger. Speaking at the launch, Parth Jindal, Director, JSW MG Motor India, said, "The MG Wind-

sor is the realization of the vision and promise behind JSW MG India and marks a significant milestone in this journey. The Windsor is the first car that has come out of the JV and the team has worked very hard in developing and bringing it to the Indian market. This vehicle embodies our commitment to delivering to our Indian customers the best of innovation the world has to offer. As a crossover utility vehicle, the Windsor merges the comfort of a sedan with the expanse of an SUV, making it an ideal car for the Indian household. With its advanced features, innovative design, and disruptive pricing, the Windsor sets a new benchmark. I look forward to seeing the MG Windsor on our Indian roads, delighting our customers and helping them travel sustainably with comfort, style

and power." Sharing his views on the occasion, Rajeev Chaba, CEO Emeritus, JSW MG Motor India said, "With its delightful features and easy to drive dynamics, MG Windsor will certainly invite newer sets of customers to try EVs. Enabling this, we have created a clear channel for smart and unique ownership through the BaaS program, complemented with additional benefits. With these initiatives, we are addressing the barrier of incremental upfront cost of owning an EV and supporting easy and hassle-free ownership through the user-friendly eHUB by MG app that brings the EV ecosystem to the fingertips of customers. I am confident that the overall package of the Windsor will prove to be a catalyst in strengthening the EV segment further for prospective car buyers." MG Windsor is a vision to bring the luxury of business class lifestyle and travel to the lives of every Indian. It is an ideal vehicle for customers looking to beat the bustling urban roads and tighter spaces in smaller towns, in comfort and style. The Intelligent CUV is being offered in three variants: Excite, Exclusive, and Essence; and four colours: Starburst Black, Pearl White, Clay Beige, and Turquoise Green.

Costa Coffee Unveils Autumn's Best-Kept Secret: The Maple Hazel Menu



Pune (Voice news service):- Costa Coffee, the coffee brand under The Coca-Cola Company, introduces autumn's best kept secret, the new Maple Hazel menu in India. As autumn unfurls the golden tapestry, painting the nature in a rich palette of red and amber, Costa Coffee is offering a cozy indulgence with 3 distinct flavours - Maple Hazel Latte, Iced Latte and Frappe. The launch marks Costa Coffee's commitment to quality, innovation and diversification of offerings and seasonal flavors, ca-

tering to coffee lovers in India. With a unique taste experience that captures the spirit of autumn, these beverages are designed to warm up cool days and add a touch of seasonal cheer. The Maple Hazel Latte features rich hazelnut and sweet maple syrup notes, while the Maple Hazel Iced Latte offers a cool, refreshing twist. For those who prefer a frosty treat, the Maple Hazel Frappe provides a delightful blend of seasonal flavors in a creamy, chilled format. The introduction of Maple Hazel in India is a testament

of the evolving coffee culture, highlighting the rising popularity of seasonal flavours. The launch aligns with the growing trend of unique and artisanal coffee experiences, reflecting the global shift towards more personalized and diverse coffee offerings. Introducing Costa's delicious secret in the Indian markets, Vinay Nair, General Manager, India & Emerging Markets, Costa Coffee, said "We're delighted to bring the warmth and charm of our Maple Hazel menu to India this autumn. The launch brings a fresh seasonal twist, celebrating the global trend of autumn flavors embodying the essence of fall with its comforting notes. At Costa Coffee, we're dedicated to crafting seasonal experiences that bring people together, and we hope our Maple Hazel coffees will become the perfect companions for autumn's crisp days and cozy moments." Costa Coffee, with over 50 years of experience in crafting the finest quality coffee, continues to revolutionize India with rich flavour and smooth taste. The brand is actively expanding its footprint with a clear focus on deepening and broadening its presence on the back of innovation, tapping the ever-growing coffee consumption in India. The all-new Maple Hazel menu is now available at your nearest Costa Coffee outlet or order online at <https://www.costacoffee.in/>

Samsung Announces Exciting Limited Period Offer on Galaxy S24 Ultra; Now Available Starting INR 109999 in India



Pune (Voice news service):- Samsung, India's largest consumer electronics brand, today announced a never-before-seen price on its flagship Galaxy S24 Ultra smartphone. Starting September 12, 2024, Galaxy S24 Ultra will be available at just INR 109999 as part of a limited period offer. The smartphone was originally priced starting INR 129999. The special price includes an instant cash back of INR 8000 along with an additional upgrade bonus of INR 12000. Alternatively, consumers can also avail bank cashback of INR 12000. Additionally, consumers seeking enhanced affordability can take advantage of no-cost EMI for 24 months. Galaxy S24 Ultra ushers in a new era of mobile AI, enabling consumers to do

more with Galaxy AI. Galaxy S24 Ultra enhances and redefines the phone's most fundamental role: communication with Live Translate, two-way, real-time voice and text translations of phone calls within the native app. With Interpreter, live conversations can be instantly translated on a split-screen view. It even works without cellular data or Wi-Fi for messages and other apps. In addition, Chat Assist can help perfect conversational tones to ensure communication sounds as it was intended. AI built into the Samsung Keyboard can also translate messages in real-time in 13 languages, including Hindi. With the Note Assist feature in Samsung Notes, users get AI-generated summaries and create templates that streamline notes with pre-made formats. For voice recordings, even when there are multiple speakers, Transcript Assist uses AI and Speech-to-Text technology to transcribe, summarize and even translate recordings. Galaxy S24 Ultra also gets 'Circle to Search' with Google. Galaxy S24 Ultra features ProVisual Engine, a compre-

hensive suite of AI-powered tools that transform image capturing abilities and maximize creative freedom. The Quad Tele System on Galaxy S24 Ultra comes with a 5x optical zoom lens that works with the 50MP sensor to enable optical-quality performance at zoom levels from 2x, 3x, 5x to 10x, thanks to Adaptive Pixel Sensor. Images also show crystal clear results at 100x with enhanced digital zoom. With upgraded Nightography capabilities, photos and videos shot on Galaxy S24 Ultra's Space Zoom are brilliant in any conditions, even when zoomed in. Galaxy S24 Ultra's larger pixel size, now 1.4 µm, is 60% bigger, helping capture more light in dim conditions. Galaxy S24 Ultra has a 6.8" flat display, optimized not just for viewing but also for productivity. It is equipped with Snapdragon® 8 Gen 3 Mobile Platform for Galaxy that delivers remarkable NPU improvement for incredibly efficient AI processing. Galaxy S24 Ultra features 2600 nits of peak brightness. Corning® Gorilla® Armor on the Galaxy S24 Ultra is optically enhanced for superior

durability. It delivers dramatically reduced reflection by up to 75% in a wide range of lighting conditions, ensuring a smooth, comfortable viewing experience. Available in four vibrant colours - Titanium Gray, Titanium Violet, Titanium Black and Titanium Yellow, Galaxy S24 Ultra is the first-ever Galaxy phone to feature a titanium frame, enhancing device durability and longevity. Galaxy S24 Ultra's significantly thinner body enables a better on-the-go experience with a more comfortable grip. Galaxy S24 Ultra continues Samsung's commitment to extending the product lifecycle, offering seven generations of OS upgrades and seven years of security updates to help users reliably experience the optimized performance of their Galaxy devices for even longer. Galaxy S24 Ultra is secured by Samsung Knox for safeguarding critical information and protection against vulnerabilities with end-to-end secure hardware, real-time threat detection and collaborative protection. Galaxy S24 Ultra is available in all leading online and offline retail stores.

Yamaha Unveils R15M in Carbon Fibre Pattern Graphic and Enhanced Upgrades



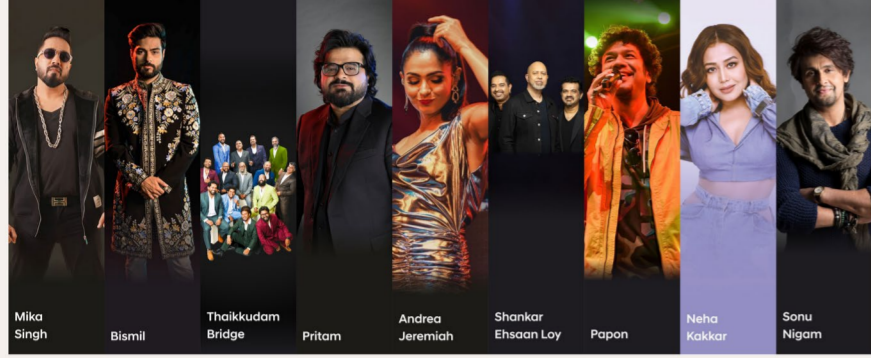
Pune (Voice news service):- India Yamaha Motor (IYM) Pvt. Ltd. has launched the R15M with a Carbon Fibre Pattern graphic that encapsulates the spirit of top-tier Japanese motorcycle design & engineering. The bike features a 155cc liquid-cooled engine that has been inspired by the venerable R1 and is designed as a SuperSport in line with Yamaha's Racing DNA. The latest upgrade in R15M aligns perfectly with Yamaha's 'The Call of the Blue' brand campaign. The Carbon Fibre Pattern is inspired by the legendary R1M's carbon body work and has been applied using modern water-dipping technology for exceptional finish. This pattern can be seen on the front cowl, sides fairing, and the flanks of the rear side panels. In addition to the carbon fibre pattern, the R15M also gets an all-black fender, new decals on the tank and sides fairing along with blue wheels

at both ends to complete its alluring race-derived aesthetics. Among the latest upgrades, R15M now gets a Turn-by-Turn Navigation feature for a hassle-free riding and music & volume control function, which can be accessed through Y-Connect Application available on Play store (Android)/ App store (iOS). The rider simply needs to download and install the App on their smartphone in order to connect and sync with the bike. Not just that, the model also has an upgraded switchgear and a new LED license plate light for the convenience of the user. Speaking on the occasion, Mr. Eishin Chihana, Chairman, Yamaha Motor India Group of Companies said, "Yamaha motorcycles are well known for their exhilarating performance, exciting agility and eye-catching sporty design. Since its launch in 2008, the R15 has embodied class leading performance and has enabled numerous consumers in India to experience the joy of riding a SuperSport motorcycle with thoroughbred Yamaha Racing DNA. The young consumers in India are well versed with our international models and the

lineage, styling and technology that percolates into the R15 from the R1 has also been significantly recognised and appreciated by them." "The new R15M raises this bar even higher, with its powerful engine, innovative features, racy decals and sporty carbon-fibre patterned accents. We are confident that the R15M will continue to delight our consumers who crave for a premium motorcycling experience, with ample performance to keep them enthralled for a long time to come", he added. The R15M delivers powerful performance, all thanks to its Fuel-injected 155cc engine, which produces a maximum torque of 14.2Nm @ 7,500rpm and maximum power of 13.5 kW @ 10,000 rpm. The Traction Control System is a dedicated electronic system that reduces the chances of wheel spin. The Quick Shifter enable seamless gear shifts without the need for manual clutch operation or rolling back on the throttle while upshifting. The Assist and Slipper Clutch reduces the lever pulling effort for the rider and prevents excessive engine braking that might unsettle the bike's rear end during rapid downshifting

like when decelerating hard to attain the right entry speed for a corner. The unique high-performance Variable Valve Actuation (VVA) system provides optimal power and torque across the RPM range by operating one intake valve cam for low to mid-range revs and another one which kicks in at 7,400 rpm for the higher revs. Further, it sports exciting features including a fully digital color TFT screen and Bluetooth Connectivity. Overall, these combined features ensure a smooth, enjoyable and comfortable riding experience while enhancing the sportiness of the R15M no matter where it is ridden. These new updates underscore Yamaha's commitment to innovation and fulfilment of customer needs by understanding their evolving tastes and preferences in the segment. The latest R15M with Carbon Fibre Pattern is Rs. 2,08,300 (Ex-showroom, Delhi) and can be purchased from any of the Yamaha Blue Square Showrooms across the country. While the price of the upgraded R15M in Metallic Grey is Rs. 1,98,300 (Ex-showroom, Delhi) and can be purchased at all Yamaha dealerships.

Hyundai Motor India Limited to Organize 2024 Edition of 'Hyundai Spotlight Concerts'



Hyundai Spotlight Live concerts.

Pune (Voice news service):- Hyundai Motor India Limited (HMIL), India's smart mobility solutions provider, announced the 2024 Edition of 'Hyundai Spotlight Concerts', a unique engagement initiative, exclusively for Hyundai customers in India. In its second edition this year, these live concerts will be organized across six cities

including Chennai, Mumbai, Guwahati, Chandigarh, Bangalore and Ahmedabad, featuring some of India's most renowned performing artists and musicians. Commenting on this unique customer centric initiative, Mr. Tarun Garg, Whole-time Director and Chief Operating Officer, Hyundai Motor India Limited, said, "At Hyundai

Motor India Limited, we believe in going beyond transactional terms and fostering long-term and meaningful relationships with customers. As a lifetime mobility partner, the Spotlight Concerts are Hyundai Motor India's way of celebrating the trust and strong bond that brand Hyundai shares with its customers and stands as a testament to

its 'Customer First' approach. With tremendous response to the first edition, I am confident the second edition this year will be a much bigger success and raise the bar. In its second edition, HMIL is taking 'Hyundai Spotlight Concerts' to the next level with a formidable line-up of renowned artists, trendsetting live performances, and specially curated customer experience zones across multiple cities. Hyundai customers can register themselves with up to four members to be a part of this captivating experience. 'Hyundai Spotlight Concerts' were first introduced in 2023 with concerts across four cities. The concerts were a huge success with more than 8,500 customers attending these live performances with their loved ones. In 2024, HMIL has already organized four such concerts in New Delhi, Kolkata, Lucknow and Kochi.

Mobil Hosts India's First Night Street Race in Chennai with 'Indian Racing Festival 2024'



Pune (Voice news service):- Mobil, a leader in automotive lubricants, associated with Racing Promotions Private Limited (RPPL) for India's first-ever night street race in Chennai during the 'Indian Racing Festival 2024' at the Chennai Formula Racing Circuit on August 31 and September 1. This landmark event marked Mobil's third year of association with the Indian Racing Festival, showcasing a spectacular combination of speed, skill, technology and performance. As the official lubricant partner for both the Indian Racing League and the Formula 4 Championship, Mobil underscored its commitment to advancing Indian motorsports, aligning with its focus on 'Performance by Mobil 1'. The festival, organized by RPPL,

has five exciting rounds across the country all the way through November 2024. This event also celebrated Mobil 1's 50-year presence in India. Commenting on the occasion, Mr. Vipin Rana, CEO - ExxonMobil Lubricants Pvt. Ltd. said, "We are honoured to be a part of the India Racing Week, an event that not only demonstrates our dedication to advancing global motorsports but also accelerates the future of racing in India. In the last three years, we have empowered racers and enthusiasts with the confidence provided by Mobil™ products, enabling them to unlock their potential. Mr. Akhilesh Reddy, Chairman of RPPL, added, We are incredibly proud of this association with Mobil and thrilled to bring India's first night street

race to life. The excitement and energy of night racing have added a new dimension to the festival, showcasing the talent and passion of our racers. Congratulations to all the teams of F4 and IRL for their remarkable performance, and we look forward to continue the same momentum in the future. The festival attracted significant attention, with celebrity team owners such as

Bollywood stars John Abraham and Arjun Kapoor, cricket legend Saurav Ganguly, and actor Naga Chaitanya contributing to its high profile. The event concluded with a grand award ceremony, celebrating the exceptional performances of the winning teams and individuals, and further cementing Mobil 1's role in driving the future of motorsport in India.

Pune based endurance cyclist Aashish Joshi completes 1001 miles Miglia Italia



Pune (Voice news service):- Pune based endurance cyclist Aashish Joshi recently completed the 1001 Miglia Italia cycling event spanning a distance of 1001 miles (1600 km). About 12 endurance cyclists from India participated with Aashish Joshi the only one from Pune. Navigating the difficult terrains with long climbs, harsh gradients, descends, mishaps

and re-routings Aashish Joshi completed the distance in 142 hours. The time allotted was 134 hours with six finishers completing in time and three finishers completing out of time one of which was Aashish Joshi. The 1001 Miglia, a cycling event requiring great physical effort, was conceptualised and started by Fermo Rigamonti. Over the course of a decade six editions have taken place with international cyclists from more than five continents participating in large numbers. The elevation is about 16000 km which is the biggest challenge. About 700 cyclists took part this year from 16-22 August 24. An Interior Designer by profession and endurance cyclist by passion, 50 year old Aashish Joshi, said that the event is one of the most extreme cycling events. It is all about

crossing the finish line without any external support and testing your will power, endurance and emotional quotient to the limit. Apart from harsh terrains, it was a holiday season, so with empty towns and villages resources like food and water, cycle repairs were sparse. The challenges were compounded with harsh weather like cold rains, night temperatures which would feel much colder, hotter day temperatures of about 36 degrees and with lesser network connectivity in mountainous terrains, it was difficult to find right paths and I had to re-route a few times. The organisers presented Aashish Joshi with a medal for finishing the distance and displaying extreme endurance and resilience. Prior to this, Aashish Joshi had participated in London -Edinburg London (1535 km)



in 2013, 2017, 2022 and completed the distance in stipulated time in 2017. He has also participated in 1235km long distance cycling event Paris-Brest - Paris.

Pune short film "Attar" has been selected for the British University International Students Film Festival

Pune (Voice news service):- Pune based Director Ramkumar Shedge short film Attar selected North Eastern African country Egypt's prominent and popular British University of international Students Festival. "Attar" as an Indian short film to display in their festival 2024. This is a proud moment for India as well as Maharashtra. This festival will take place on 14th-Oct-2024 at Al. Shahrakh, New Cairo governorate,

Egypt. The story is about a little girl's struggle to gift a perfume to her father who is a man-hole worker. Director of this short film Mr. Ramkumar Shedge said it's a very special moment in his life, the kind of appreciation and response received for his craft from the international platform is unbelievable, further he added, he is really looking forward for this festival in Egypt. The main protagonist of this film child artist Miss Meera



Shedge has performed a role of a struggling girl is amazing, she has done some advertisement commercials in India also. Audiences of Maharashtra are admiring her performance in the film. Dark Shadow Motion Pictures and Raju Lul-

la of Ruhani Music are producer of this film, The story tells the importance of perfume in everyone's life and how it becomes the integral part of our life. This is a heart touching story of perfume will be experienced in 60 countries across the globe.

Actor-Activist Richa Chadha Celebrates Womanhood at the "I Am Woman" Awards

Pune (Voice news service):- In a powerful celebration of female empowerment, actor-activist Richa Chadha graced the "I Am Woman" Awards, where she was honored with the "Woman of Substance Award." The event, presented by the Karan Gupta Education Foundation (KGEF) and IE University, marked its fifth edition with a focus on celebrating the achievements and leadership of women. Dr. Karan Gupta, Founder of KGEF and Managing Director of IE University, opened the evening with heartfelt praise for Chadha, highlighting her as a true embodiment of the award's spirit. "Richa Chadha is an amazing Woman of Substance, one who is never afraid to speak her mind. Her courage and conviction extend beyond her film career, as she passionately advocates for women's rights and social justice," Gupta remarked. Dr. Gupta further explained



the ethos behind "I Am Woman": "The vision behind 'I Am Woman' is rooted in the belief that when women come together, they create an unstoppable force for change. This platform was conceived as a space where women from different walks of life can gather to support, learn, and inspire each other. It was founded on the idea that sharing stories of resilience and success can empower others to overcome their own challenges." The evening was a testament to this vision, featuring a series of panels and awards

aimed at sparking impactful discussions and recognizing outstanding contributions. Topics covered included Women in Business, Women's Safety in India, Social Impact, and Women of Substance. The panels included notable figures such as Minal Deshpande, Managing Director at Deloitte; Advocate Mrunalini Deshpande, a prominent voice for women's rights; and Swarnalatha J, a disability rights activist, Resham Chhabria, Vice Chairperson, ABDL among others. These

discussions were moderated by influential personalities like Rohit Roy, Zayed Khan, and Madhoo Shah, who provided valuable insights into the evolving landscape of women's achievements and challenges. Richa Chadha's recognition as Woman of Substance celebrated her significant impact in the film industry and her relentless advocacy for women's rights. Her work extends beyond cinema, using her platform to support underrepresented voices and address crucial societal issues. The collaboration between KGEF and IE University highlights a shared commitment to advancing diversity, inclusion, and the empowerment of women, striving to create a more inclusive and supportive global community.



Pune's Forest County Society's Ganeshotsav 2024 Celebrations Kick Off with Enthusiasm and Joy!



Pune (Voice news service):- This year's Ganesh Chaturthi celebrations at Forest County (FC) in Pune commenced with an invigorating start, marking Day 1 with vibrant festivities and a profound sense of community spirit. Celebrations on the first day began with a grand Ganesh Aagam - where the idol of Lord Ganesh was welcomed with traditional musical beats and enthusiastic dancing by all the residents. The evening featured a serene aarti, uniting everyone in prayer and devotion. The event was later graced with a captivating classical dance performance and an engaging game of Tambola by residents. The first night of FC's Ganeshotsav was a visual and auditory delight,

showcasing a blend of classical dances and devotional songs. Performers of all ages mesmerized the audience with their talents, as melodious Sthapnas and rhythmic devotional beats filled the FC amphitheatre. The presence of Mrs. Prabha Karpe, a distinguished social worker and founder of a social foundation - that goes by her name, added an inspiring social touch and heightened social awareness among all residents present. Young anchors Yashi, and Garima further enriched the experience with their exceptional oratory skills, leaving a lasting impression on all attendees. A notable highlight of the evening was the House game, with approximately 215 tickets sold! The game, guided by the engaging an-

chors Mrs. Punam Joshi and Mrs. Rachana Sharma, featured exciting rules such as corners, framework, and temperature, which contributed to the fun and participation of the community. Celebrations on the second day began with a beautiful aarti at 10 a.m. in the amphitheatre. Followed by a ladies' Thali decoration and Toran making event, showcasing beautifully crafted thalis and torans. A highly anticipated treasure hunt was held with activities organized for two age groups, (Ages 10-12: 11 a.m. in the badminton court; Ages 13-16: 1:30 p.m. in the badminton court) The evening featured an engaging skit titled - 'Maharashtra Lok Katha', exploring the origins of Maharashtra. The final act of the evening was the much-anticipated kids' solo dance performances, a cherished highlight of the celebrations. Additionally, a pottery workshop was held in the restaurant, providing residents with an opportunity to explore new creative skills. Some very enthused FC community members responded to the beautiful festivities; Tarun Jain (FC Resident) praised the divine Ashtvinayak-themed decorations stating, "The stage decoration looked divine and soothing. On witnessing the moortis



long enough, one feels like they have entered a meditative state and feels like they're actually connected with God!" Nikhil Oza (FC Resident) expressed his excitement, "The team involved did some truly wonderful decoration, and arrangements to welcome Bappa in FC. If this is the start, we are all truly excited about the next 10 days!" Prerana Umate (FC Resident) commended the effective management by stating, "Handling such a huge crowd during House was not at all easy, but it was managed so well! Kudos to Manish, Poonam and Rachna!" An annual occurrence, the Ganeshotsav at Forest County continues to be a memorable celebration, fostering community spirit and offering enjoyable experiences for all its community members.

FOOD & RESTURANT

Culinary Odyssey: Kotak Private collaborates with Celebrity Chef Marco Pierre White to redefine luxury dining for UHNI & HNI clientele

Pune (Voice news service):- Kotak Private, renowned for curating luxury and bespoke experiences recently hosted an exclusive gastronomic soiree for its distinguished UHNI & HNI clientele. The illustrious British Chef, Restaurateur, and global Icon, Marco Pierre White, 'known as the Godfather of modern cooking' led this extraordinary series featuring intimate dinner and masterclass across three cities. Building on the successful culmination of last year's collaboration with the Master-Chef Australia judges, Kotak Private once again elevated the art of fine dining with an even grander extravaganza this year in collaboration with World On A Plate. Guests had the extraordinary opportunity to indulge in the culinary brilliance of Marco Pierre White.

The meticulously curated events took place in Mumbai on August 30th, Bangalore on September 1st and Delhi on September 6th, 2024. Each by-invitation-only affair included a live cooking demonstration, curated tasting sessions, an insightful Q&A and a personal meet-and-greet with the chef himself. The first-ever interactive culinary masterclass for Kotak Private Clientele offered a rare opportunity to learn the art of creating world-class signature dishes under the expert guidance of Marco Pierre White. With a commitment to curating unforgettable experiences, Kotak Private Banking strives to create moments that resonate with clients for a lifetime. Guided by the philosophy 'Live Your Purpose', the institution has, for over two decades, elegantly blended the



realms of finance, lifestyle, food, travel, and culture, enriching every aspect of its clients' lives. The present association is a testament to this commitment. Oisharya Das, CEO - Kotak Private Banking, said, "At Kotak Private, we are dedicated to curating extraordinary experiences that create lasting memories. Partnering with a culinary legend like Marco

Pierre White aligns perfectly with our mission to deliver unparalleled moments and foster lasting relationships with our clientele." To further commemorate this exclusive dining and learning experience, participants received bespoke memorabilia, by Kotak Private, ensuring that this experience remains a truly immersive and memorable one for its clients.

Vivek Oberoi's 66-Carat Lab-Grown Diamond Offering Kicks Off Solitario's Bling Better Tour

Pune (Voice news service):- In a momentous event today, Bollywood actor and co-founder of Solitario Lab-Grown Diamonds, Vivek Oberoi, humbly presented a 66-carat tilak, complete with 68 lab-grown diamonds to Sri Dagadusheth Halwai Ganpati, the most revered Ganpati Mandal in Pune. This ceremonial offering, held during the Ganpati Aarti, commemorates the 133-year legacy of the Ganpati Mandal and marks the beginning of Solitario's Bling Better India Tour this September. Vivek Oberoi, accompanied by Ricky Vasandani, CEO and Co-Founder of Solitario



Lab-Grown Diamonds, sought Bappa's blessings during the Aarti. Speaking on the occasion, Oberoi expressed his gratitude, saying, We started with

humble beginnings in Pune, and have now scaled to over 7 countries and 21 cities across the globe, which could not have been possible without Bappa's grace.

Speaking about the brand's extensive festive schedule, Ricky Vasandani added, Solitario is committed to redefining how Indian customers experience diamonds. From our thoughtful designs and unmatched quality to our exceptional value offerings, we've crafted a unique identity that resonates with modern, eco-conscious consumers. Our lab-grown diamonds represent luxury that is both timeless and ethical, designed to be cherished for a lifetime. With Vivek visiting the stores during his tour, our zeal to continuously deliver unique offerings to our customers has been renewed.

BNCA organises 26th Graduation Ceremony



Pune (Voice news service)- MKSS's Dr. Bhanuben Nanavati College of Architecture for Women, recently organised its 26th Graduation ceremony for over 175 students including those from undergraduate and post-graduate programs.

ness and jobs, there will be ample job opportunities for the architect professionals in the public works department (PWD) and town planning department of the state. Creating Design is the foundation of architecture, there is a growing requirement of such manpower in government jobs.

'Pune on Pedal' Cycle Rally to Raise Awareness About Fitness and Environmental Conservation



Pune: A cycle rally was organized from the Chhatrapati Shivaji Maharaj statue in Kothrud to the Dharmavir Sambhaji Maharaj statue in Deccan. The primary aim of the rally was to commemorate Prime Minister Narendra Modi's birthday and raise awareness among Puneites about physical fitness and eco-friendly lifestyles.

Khadse further stated, "Prime Minister Narendra Modi has consistently promoted the 'Fit India' movement. Cycling plays a key role in staying fit and healthy. To instill the importance of sports in children, awareness campaigns are being conducted from village to village.

JIH Women's Wing, Pune launches Campaign for Morality to curb sexual crimes

Pune: A month-long nationwide campaign - 'Morality is Freedom' was launched by the Women's Department of Jamaat-e-Islami Hind (JIH), Pune. Addressing a Press Conference at the Patrakar Bhavan, Asiya Shaikh, City Incharge of JIH Women's Department Pune said, "The objective of this campaign is to raise awareness among people and inform them about what true freedom is and how it is linked to morality."



Expressing regret over the increasing incidents of sexual violence and homicide targeting women and girls in the country, Shaikh stated, "We wish to clear the misconception in society that freedom is curtailed because of morality. In fact, it is the opposite. When we follow some moral laws and develop our moral character, our women will experience freedom and be confident and safe in public spaces. We feel that the rising cases of sexual violence

against women and girls is because of a serious decline in moral values. Recent incidents, such as the rape and murder of a female doctor at RG Kar Hospital in Kolkata (West Bengal), the gang rape and murder of a 14-year-old Dalit girl in Gopalpur (Bihar), the rape and brutal murder of a Muslim nurse in Udhampur (Jammu and Kashmir), and the sexual assault of two kindergarten girls at a school in Badlapur (Maharashtra), prove that there is a serious need to reflect

Pune based BMI trust to participate in UN Summit of the Future 2024 at New York

Pune (Voice news service)- Pune based BMI Trust (Ballerina Management Institute) will participate in UN 'Summit of the Future 2024' to be held at New York on the 22nd and 23rd of September 2024. Rajwardhan Joshi, Secretary, BMI will represent the organisation at the conference. BMI trust as a ECOSOC member (United Nations Economic and Social Council) was invited for this conference after which the request of BMI Trust to participate was approved by a special committee as this is a limited seating event.

ally impaired covering vast array of work from health to environment protection. Since 2013, when BMI was accredited with ECOSOC status, the organisation been invited to participate in several significant UN programs and international forums. The "Summit of the Future" is a landmark event that focuses on shaping a sustainable and inclusive future. It will address critical global challenges, including advancements in technology, sustainable development, and social equity.

participating in the UN 'Summit of the Future 2024'. Attending this summit provides a unique opportunity to engage with global leaders, innovators, and thinkers. The knowledge and connections gained from the summit will directly impact our work at BMI Trust. By understanding the latest global strategies and innovations, we can refine our programs to better address the needs of rural communities, particularly women, senior citizens, the visually impaired and technology advancement.

ingful change and advance our mission of creating equitable and inclusive societies. BMI Trust's role at the summit will involve showcasing our work and sharing our insights on rural development, women's empowerment, and support for marginalized groups. Prior to this BMI has been invited to participate in several significant UN programs and international forums, including Conference for Senior Citizens and Disability at UN Headquarters, New York (2016), UN Women Empowerment / DESA, New York (2017), International Alliance of Women, Geneva (2018), Women Empowerment and Gender Equality, New York (2023), World Peace Forum, South Korea (2024) among others.

"MIT-ADT Gives Wings to Dreams of Becoming Administrative Officers"

Pune (Voice news service)- In today's competitive environment, preparing for exams like the Union Public Service Commission (UPSC) or State Public Service Commission (MPSC) is often seen as a daunting task. Each year, countless students dream of becoming administrative officers and dive into competitive exam preparations without a solid backup plan. Many face disillusionment due to the lack of proper guidance from the undergraduate level, repeated failures, and the advancing age limit. Recognizing this widespread issue, MIT Art, Design, and Technology (ADT) University has taken a significant step to support these aspirants through UG and PG Courses. Dr. Sujit Dharmapatre, Director of MIT School of Indian Civil Services (SICS), briefed about this Courses during a recent press conference. Dr. Dharmapatre emphasized



that while lakhs of students appear for competitive examinations annually, a lack of guidance and the high cost of coaching often impede their success. "Every year, many students invest heavily in coaching classes in cities like Delhi, only to face disappointment due to inadequate guidance," Dr. Dharmapatre explained. "Our institution aims to address this gap by providing structured and expert-led guidance from the undergraduate level, thus nurturing the dreams of future administrative officers." MIT ADT University's "School of Indian Civil Services" of-

fer comprehensive guidance and personality development courses tailored for students aspiring to enter public services. The institution provides a B.A. degree in Administration and an M.A. in Public Administration, making it a pioneering entity in India to offer such specialized programs. The curriculum, designed with input from former UPSC Chairman Dr. D.P. Aggarwal, Telangana ADGP Mahesh Bhagwat, and former NABARD Chairman Dr. M.L. Sukhadeve, integrates skillful training and academic studies. This approach ensures students are well-prepared

for the rigorous three-level competitive examinations, enhancing their chances of success. MIT SICS emphasizes quality training with a limited number of students to ensure personalized attention and development. The fully residential course aims at the physical, mental, and spiritual growth of students. Additionally, post-graduate courses in MBA, Law, Design, and other fields are available to provide alternative career opportunities for those who may not succeed in competitive exams. The sprawling 125+ acre campus of MIT ADT University is equipped with world-class sports and educational facilities, providing an ideal environment for holistic development. Experienced guides with vast knowledge of competitive exams like UPSC are available to mentor the students.

AI posing threat to engineering jobs, say experts from MIT World Peace University

Pune (Voice news service)- The rapid evolution of AI is posing a threat to significant number of engineering jobs because of its ability to automate routine and repetitive tasks and perform complex calculations and data analysis. According to an estimate, as many as 20-40% of all engineering tasks are at risk of automation in the coming decade. Engineers who can leverage AI tools effectively will stay in high demand while those unable to adapt will increasingly face job insecurity. This was said by professors of the Pune-based MIT World Peace University ahead of Engineers Day. Said Dr. Dinesh Seth, Dean, School of Engineering & Technology, MIT World Peace University, Pune: "The role of engineers is going to be hugely impacted as AI becomes more prevalent due to automation of routine tasks across all engineering disciplines. As the future unfolds, today's engineers will need to evolve by focusing on supervising and interpreting AI outputs, integrating AI with existing systems and managing AI-driven processes. This can create uncertainties and challenges for those not prepared for this transition." Added Dr. Mangesh V. Be-



dekar, Dean, School of Computer Engineering & Technology, MIT World Peace University: "Most traditional engineering tasks are increasingly being automated with AI. This is leading to less demand for certain kind of engineering jobs and triggering a shift towards roles that require higher-level problem-solving and integration of AI. As AI takes over more routine tasks, roles that require more advanced skills or human judgment will be more in demand. Engineers who lack skills in AI and data analytics will find themselves at a disadvantage. There is going to be a growing divide between high-skill, high-paying jobs and low-skill, low-paying jobs, with fewer job opportunities in the middle." According to the professors, engineering jobs that involve repetitive or routine tasks,

those having standard procedures or well-defined rules, and those relying heavily on data analysis are at higher risk of redundancy due to AI. Dr. Mangesh V. Bedekar said: "Not everything is gloomy, however. AI is also expected to create new opportunities and transform existing roles, leading to a shift rather than an outright reduction in employment. The rise of AI augmented engineering will require engineers to work alongside AI systems. They will need to focus on tasks that require human creativity and complex decision-making, while AI would handle more of the data-driven and repetitive aspects." The rise of AI is already impacting the kind of engineers that employers are looking to hire. "Recruiters want candidates who can bridge the gap between engineering and AI. Engineers with skills in AI,

machine learning, and data analytics are in high demand as companies look to integrate AI into their operations. There is also a growing number of job openings related to AI and data science, leading to an increased emphasis on these areas in campus recruitment. Students with experience in AI projects, internships, or specialized courses are attracting more attention. There is also a noticeable increase in recruitment by startups and tech companies focusing on AI innovations," said Dr. Dinesh Seth. To stay relevant in job market, engineers will have to focus on developing skills that complement AI technologies, said the professors. "Learning about AI, machine learning, and data analytics would continue to remain valuable as these cannot be replaced with AI yet. To survive and thrive in the new AI environment, engineers will need to embrace life-long learning, develop AI and data-science skills, focus on complex problem solving through innovative thinking, and focus on roles that AI cannot easily replace," added Dr. Dinesh Seth.

Nykaaand 2.0: India's Biggest Beauty Playground Returns to Mumbai!



Pune (Voice news service)- Nykaaand 2.0 is back and better than ever! After the incredible success of its debut, India's largest beauty extravaganza is set to dazzle once again. Taking place from October 25th to 27th, 2024, at the Member's Enclosure, Mahalaxmi Racecourse in Mumbai, this year's event promises an even more immersive experience with a captivating lineup of beauty brands, expert sessions, and exclusive masterclasses. The event will feature over 80 renowned Indian and international beauty brands, including iconic names like Charlotte Tilbury, M.A.C, and Estée Lauder, alongside exciting new launches from Carolina Herrera, Versace, and more. Korean beauty enthusiasts will also be delighted with the presence of popular brands such as Etude, Innisfree, and Laneige. In addition to exploring the latest products and trends, attendees can enjoy more than 10 new launches and 10+ experience zones designed to engage and inspire. Nykaaand 2.0 will also host a series of exclusive masterclasses from global beauty icons. Sofia Tilbury will demonstrate her signature beauty looks alongside Bollywood star Shanaya Kapoor,

while Patrick Ta will share his renowned techniques used on celebrities like Gigi Hadid and Demi Lovato. Attendees will also have the chance to witness Romero Jennings from M.A.C as he showcases his artistry blending color and technology. Fashion and sneaker lovers will find plenty to explore, with offerings from FootLocker, PUMA, and the latest trends from Revolve and Gajra Gang. The event will feature interactive zones, special celebrity appearances, and a focus on sustainable beauty practices, ensuring a well-rounded and exciting experience for all attendees. Anchit Nayar from Nykaa Beauty expressed enthusiasm for the event, stating, "Nykaaand 2.0 is set to be even more engaging, reflecting our vision of creating a unique beauty and lifestyle space where attendees can explore and experience the best in beauty." Owen Roncon of BookMyShow added, "We aim to redefine beauty experiences in India with immersive fun and expert-led sessions." Tickets for Nykaaand 2.0 are now live on BookMyShow, starting at Rs. 500/-. For the latest updates and behind-the-scenes content, follow @Nykaaand on Instagram.

5-Year-Old boy recovers from Severe Chikungunya Infection at Sahyadri Hospitals MomStory

Pune: A five-year-old boy who suffered severe complications from a chikungunya infection, including brain encephalitis and multi-organ failure, was discharged from Sahyadri Hospitals MomStory this week, marking a significant triumph in paediatric medical care. The child was initially seen by Dr Vinod Shelar, Pediatrician at Chandan nagar on August 18, due to a high fever but he started getting fits hence was urgently transferred to Sahyadri Hospitals MomStory Nagar Road - PICU, for specialized care. "On arrival at MomStory, he had persistent convulsions and signs of severe brain infection including unequal pupils indicative of increased intracranial pressure. We noted the child's condition required immediate intervention with ventilator support due to his unstable breathing and ongoing seizures, continues EEG monitoring also showed ongoing continuous convulsions needed aggressive management to control it. This entity is called Non Convulsive Status Epilepticus where convulsions are not seen but in the brain there are ongoing convulsions. Hence he was started on continuous infusion of medicine to control ongoing seizures and raised brain pressure. Slowly EEG started to normalize. This if not treated urgently can cause severe brain dysfunction," said Dr. Sagar Lad, Senior Pediatric Intensivist at Sahyadri Hospitals MomStory.

tions require strong treatment plans, including Intravenous Immunoglobulin and steroids, to effectively control the immune system's excessive response," explained Dr. Sagar Lad. Dr. Pradeep Suryawanshi, Director of Neonatology & Paediatrics at Sahyadri Hospitals MomStory, stated, "During his stay, the child underwent continuous monitoring and multiple treatment adjustments to address the complex interplay of the infection and its broad impacts on his brain and other organs. The brain scans revealed widespread signs of encephalitis, a severe and uncommon condition in chikungunya cases." "After a tough but successful 14-day stay in the hospital with 2 weeks of ventilation the child made incredible progress and no longer needed the ventilator. His thinking and movement skills are almost back to normal, despite the severity of his case. He is now interacting well with the world around him," said Dr. Suryawanshi. On September 1, the child was discharged from the hospital. His condition had stabilized significantly, and he was able to return home with no ongoing neurological deficits. "The family thanked the doctors and hospital staff deeply for their dedication and care, which transformed a critical situation into a story of survival and hope," said Dr Prateek Kataria, senior consultant at hospital.

The concerted efforts of a multidisciplinary team include Dr Prateek Kataria, Dr Preeti Lad, Dr Sushmita Nimagadda, Dr Nikita Manekar, Dr Aishwarya Dalal, Dr Pranjali Fulari, Dr Neha Kunturkar, and Dr Dinesh Thakre, with critical support from paediatric liver specialist Dr. Snehardhan Pandey and paediatric hematologist Dr Kannan. "Chikungunya is considered to be not much serious infection in children but in this current situation in Pune, we are seeing very complicated chikungunya infection especially in children affecting brain causing convulsion, decreasing level of consciousness and even coma. If not detected early can be life threatening. Probably this is due to change in Virulence factor of virus," said Dr Sagar Lad.

Autocar India sets GUINNESS WORLD RECORDS Title in a Mercedes EQS for the Longest Journey by an Electric Car on a Single Charge



Pune (Voice news service):- In a landmark achievement that underscores the future of mobility, Autocar India and Mercedes-Benz India have set a GUINNESS WORLD RECORDS title for the Longest Journey by an Electric Car on a Single Charge, covering 949.0km in the Mercedes EQS 580 from Bengaluru to Navi Mumbai without plugging in. Autocar India has beaten the previous record of 916.74km, set in the UK by a Ford Mustang Mach E. While the record is an impressive feat in itself, the arduous conditions during this drive made it an even greater achievement. Undertaken in the thick of the monsoon,

the route from Bengaluru to Navi Mumbai saw the car get lashed with torrential rainfall on many stretches, making for tricky driving conditions during an already high-pressure record-setting drive. The exceptionally heavy monsoon has also resulted in roadwork needing to be carried out at many spots along the route, creating diversions and detours, further upping the challenge. The final curveball came in the form of a puncture during the closing stages of the drive, which was quickly and efficiently dealt with, and the run continued. The choice of car was crucial and the Mercedes EQS was the obvious pick. Not least because its massive 107.8kWh battery pack affords the EQS 580 the highest certified range in the market, coming in at 857km as per ARAI. The record-setting mileage managed was even higher than this certified range, exceeding it by over 10 percent. The Mercedes EQS' drag coefficient of just 0.20 makes it the most aerodynamically efficient car in India, further helping maximise range. An average speed of 50-60kph was maintained on the

highway to maximise range. Along with this, all three levels of regen were used on the car to eke out every last kilometre from the battery pack, making this GUINNESS WORLD RECORDS title possible. The man behind the wheel for the record, Autocar India's very own Rahul Kakar, remarks on the world-beating achievement: "I've hypermilled in a lot of vehicles before, both internal combustion and EVs, but this was my first time hypermiling a luxury EV. It's by far the most challenging test I have undertaken, as in the past I never chased to break an existing record. A lot of factors made it all the more challenging like heavy rainfall, traffic, broken roads and worst of all, getting a flat tyre. With a target to achieve, it was equal hypertension as it was hypermile as the entire time I made calculations of the remaining range of the EQS with each percentage drop in the battery. In retrospect though, all the effort and stress was well worth claiming a GUINNESS WORLD RECORDS title." Autocar India is proud to celebrate not only this record-setting achievement, but also proudly marks its

25th anniversary. Speaking on the occasion, Editor Hormazd Sorabjee remarks: "We are delighted to celebrate our 25th anniversary with a GUINNESS WORLD RECORDS title. This record of 949.0km on a single charge in adverse conditions is easily the most challenging drive we have ever undertaken. You can never be prepared enough for what Indian roads throw at you but some incredibly disciplined driving in a car like the EQS which has the best range and an efficient aerodynamic shape, helped us overcome all obstacles to achieve this amazing distance without plugging in" Santosh Iyer, Managing Director & CEO, Mercedes-Benz India, shared his excitement: "I thank all the early adopters of BEVs and every EQS customer for their trust in Mercedes-Benz, for creating a greener planet, by leading this BEV transition from the front. Congratulations to Autocar India team for accomplishing the GUINNESS WORLD RECORDS title, driving a 'Made in India' EQS sedan, under real and arduous driving conditions from Bengaluru to Navi Mumbai during the monsoon."

Cleartrip records 150% growth in the Bus category

Pune (Voice news service):- Cleartrip, a Flipkart company, registered a phenomenal 150% growth in the bus category, since its launch in April 2023. This impressive growth highlights the strong demand for bus travel, especially from tier 2 cities. Riding on the opportunity in this category, Cleartrip has launched 'Bus Pass', an industry-first offering to make bus travel more affordable for its customers. Bus Pass, is a cost-effective solution, which aims to provide frequent bus travellers with significant savings and enhanced value-based offerings. **Consumer data on Cleartrip**

revealed that: The bus category sees the highest number of frequent travellers with 32% of users repeating their bookings in the last 3 months 15% of users book at least three times within three months. Bus users are also highly value-conscious, with 75% of travellers using discount coupons while booking. Bengaluru-Hyderabad, Indore-Pune, Chennai-Madurai and Coimbatore-Bengaluru are top routes with high repeat bookings. **Customers can purchase the Bus Pass for a fee of ₹150 while making a bus**

booking. **Benefits of the Bus Pass:** Customers will receive an immediate discount of ₹100 (in addition to availing other coupons) on their current booking for a minimum order value of ₹300. With one Bus Pass, customers can make a maximum of 5 bookings at this discounted rate. Customers can enjoy a cost savings of ₹500 with one Bus Pass. Each Bus Pass is valid for 90 days from the date of purchase. Anuj Rathi, Chief Business & Growth Officer, Cleartrip, stated, "Over the last year, Cleartrip's bus category has

experienced a remarkable 150% growth, mirroring the booming consumer demand in this category. We are committed to building products powered by in-depth market research, aligning with our customers' ever-evolving needs. The Cleartrip 'Bus Pass' will offer exceptional value and convenience to our user base. We aim to make travel affordable while strengthening our position as a trusted travel partner." Cleartrip remains steadfast in its commitment to diversify its offerings and recently introduced Bus service on Flipkart as well.

Turkish Airlines received three financing awards from 'Airline Economics'

Pune (Voice news service):- Flag carrier brand received the "European Supported Finance Deal of the Year" and "European Overall Deal of the Year" awards while Turkish Airlines' Member of the Board and the Executive Committee and Chief Financial Officer (CFO), Assoc. Prof. Murat Şeker won the "European CFO of the Year" award at the ceremony held by "Airline Economics" in London on 9th September. Flying to more countries than any other airline, Turkish Airlines is able to extend its financier base geographically by taking advantage of cost efficiency while minimizing currency risks thanks to its diversified revenue structure. Recent addition of a new currency to its financing portfolio with the financing of three Airbus A350 aircraft in Chinese Yuan by AVIC International Leasing and CCB Financial Leasing was deemed worthy of "European Overall Deal of the Year" award. Furthermore, Turkish Airlines' financing of two Airbus A350 aircraft with an ECA guaranteed JOLCO structure in



Japanese Yen provided by BNP Paribas & Citibank and NTT TC Leasing consortium received "European Supported Finance Deal of the Year" award, showing the airline's well-established position in the Japanese market since 2007. Turkish Airlines' Member of the Board and the Executive Committee, and Chief Financial Officer (CFO), Assoc. Prof. Murat Şeker, was awarded with title of "European CFO of the Year." This recognition underscores his financial leadership, strategic vision, and deep expertise, which have been central

to Turkish Airlines' sustained growth and success over many years. Assoc. Prof. Şeker's contributions have not only strengthened the Turkish Airline's financial health but also have supported its strategic initiatives, enabling the airline to excel in a competitive and volatile market environment. Starting his tenure as CFO of Turkish Airlines in 2016, he has been critical in optimizing financial operations, managing risks, and implementing forward-thinking strategies that have helped the company to achieve significant milestones and maintain its competitive edge on the global stage. Representing the national flag carrier at the awards ceremony, Assoc. Prof. Murat Şeker said; "I am truly honored to receive these awards and grateful to be a part of the strong Turkish Airlines family. This recognition reflects the hard work and commitment of everyone at the airline and I am confident that the national flag carrier will continue to achieve every step towards its strategic goals." Turkish Airlines aircraft financing team achieves one of the lowest financing costs in the airline industry with its experienced staff who has a comprehensive knowledge on a large array of aircraft financing structures. The national flag carrier has been deemed worthy of many financing awards by world-renowned organizations such as 'Global Transport Finance' and 'Airline Economics', 'Airfinance Journal', and 'Bonds, Loans & Sukuk Turkey' with its creative financing models, many of which have been implemented for the first time, since 2009.

Growel Group enters Pet Food Category with the launch of "Carniwell"

Pune (Voice news service):- Growel Group, a prominent leader in aquaculture feeds, aqua healthcare, and seafood processing industry since 1994, today announced its strategic expansion into the rapidly growing pet food sector with the launch of its new pet food brand - "Carniwell". Post COVID, the bond with pets has strengthened tremendously, leading to an evolution in pet parenting. This shift reflects an increased understanding of the emotional and mental benefits pets provide as companions, leading to more evolved needs for their care. Recognising this phenomenon, we have launched "Carniwell," a new line of pet food, that meets the growing demand of pet nutrition, falling under the category of premium nutrition without being heavy on pocket for pet parents. Carniwell provides a diverse selection of high-quality products with super high palatability tailored to meet the evolving needs of pets through their life stages. Our product range offers nutritious and delicious balanced food for pets at every life stage, from puppies and kittens to seniors - even for the pickiest eaters. Our goal is to make the pet parenting journey a celebration. Carniwell enriches pet food with superfoods, essentially comprising nutrient-dense ingredients like Antarctic Krill,



Algal Oil, Spirulina which provides vital proteins, Omega-3 fatty acids, and antioxidants to support cognitive development, immune system function, and skin and coat health. As a first in the industry, Carniwell incorporates fresh protein in almost all products, including fresh chicken, fresh lamb, and fresh fish - a feature typically reserved for the super-premium segment while offering these at prices that are easy on the budget. Recognising that over 30% of Indian households follow a vegetarian diet, Carniwell has introduced an extensive range of vegetarian pet food. Crafted with high-quality, nutritious ingredients and manufactured entirely in India, it offers a complete, balanced diet for pets while staying true to our commitment to catering to diverse dietary preferences. Announcing the launch of Carniwell, Mr. M.S.R Karthik, Promoter Group, Growel, said, "Formulated in the Unit-

ed States with over 50 years of expertise in animal nutrition and carefully adapted for the Indian market by Growel's in-house team, Carniwell meets stringent global standards for premium quality and safety. The Indian pet food market is on track to surpass one billion dollars by 2027, with a CAGR of over 25%. This surge is driven by increasing pet adoption, evolving consumer preferences towards high-quality nutrition, and rising disposable incomes among urban households. As we strive to make the pet food industry self-sufficient and domestically robust, we are set to commence exports in the coming months. We are committed to supporting the nation's efforts in this growing sector." J.S. Rama Krishna, Business Head, Growel Pet Nutrition, stated: "As the number of pet food brands continues to grow, a noticeable gap remains for high-quality food at

affordable price points. Carniwell is the only brand in India that includes 'Fresh Meat' and 'Superfoods' in its recipes, perfect for both dogs and cats. Our proprietary blend of essential nutrients and vitamins supports the holistic health of pets at different life stages. Each recipe guarantees flavor and taste without compromise (96% palatability as per extensive trials of over 1000 pets). With the launch of Carniwell, we are committed to offering pet owners a diverse range of products that cater to the specific needs of their pets, from brain development and joint support to weight management and skin and coat health. Made with high-quality ingredients that are also GMO-free, our aim is to ensure pets receive the best possible nutrition, with all products proudly made in India. "With Growel's presence in over 4,000+ pet outlets, supported by a robust distribution network spanning over 200 cities and an omnichannel presence, we are ensuring widespread availability of our products," he further added. Carniwell provides a range of products tailored to the specific needs of both small and large breed dogs. Our pet food is available in various pack sizes and is suitable for different life stages, from puppies and kittens to adult and senior pets.

Acer India Welcomes Jahnvi Kapoor as the Brand Ambassador for Acer and Acerpure Product Lines

Pune (Voice news service):- Acer, one of the leading brands in the PC industry, proudly announces Bollywood actress Jahnvi Kapoor as the new brand ambassador for Acer India. This partnership marks a significant step in Acer's mission to connect with its diverse consumer base. Jahnvi Kapoor will spearhead the brand's campaign across multiple channels to showcase how Acer and Acerpure products enable modern living with style, reflecting Acer's commitment to innovation and excellence. As the face of Acer India, Jahnvi will endorse a wide range of Acer's advanced laptops, Acerpure TVs, and home appliances, including water purifiers and vacuum cleaners. This collaboration symbolizes a fusion of technology and style—cornerstones of Acer's product lineup. From high-performance laptops for professionals and students to innovative Acerpure home appliances, this partnership aims to highlight how Acer's products seamlessly integrate into modern Indian lifestyles. Harish Kohli, President and Managing Director, Acer India, expressed, "We are delighted to welcome Jahnvi

Kapoor to the Acer family. Her vibrant personality and strong connection with the youth make her the perfect voice for our brand. At Acer, we continuously innovate to meet the evolving needs of our customers, and having Jahnvi represent us will help us connect with a broader audience that values quality, innovation, and style in their daily lives. Sharing her excitement about the partnership, Jahnvi Kapoor stated, "I am truly honored to join the Acer family as their brand ambassador. Acer's commitment to merging technology with everyday convenience is inspiring. As someone who appreciates both style and functionality, I am excited to represent a brand that embodies these qualities. I look forward to showcasing how Acer's innovative products elevate how we live and work." Sudhir Goel, Chief Business Officer, Acer India, commented, "Jahnvi Kapoor's collaboration with Acer India comes at a pivotal time as we continue to expand our footprint in the Indian market. Her influence and popularity, especially among the youth, align perfectly with our vision of delivering products that not only



meet the demands of modern consumers but also inspire a lifestyle defined by technology and elegance. Sooraj Balakrishnan, Associate Director & Head of Marketing, at Acer India, added, "At Acer, we believe in the power of technology to transform lives. Our partnership with Jahnvi Kapoor is a testament to our commitment to bringing innovative and stylish products to our consumers. Jahnvi's association with Acer and Acerpure will undoubtedly amplify our brand's presence and help us connect with a younger, tech-savvy audience who are looking for products that combine performance with aesthetics."

Acer's decision to bring Jahnvi Kapoor on board aligns with its broader strategy of driving growth through strategic partnerships and innovative marketing endeavors. As a brand, Acer has consistently led the charge in introducing groundbreaking technologies and products tailored to the varied needs of Indian consumers. Whether it's launching AI-powered laptops or offering smart home solutions that simplify everyday tasks, Acer continues to be at the forefront of technological innovation. Acerpure has also recently expanded its retail presence, offering products in all Acer Malls (Exclusive Stores).

Vidya Balan Appointed as the National Ambassador for the second phase of Federal Bank News 18's Flagship programme 'Sanjeevani: United Against Cancer'



out to the citizens of the nation sparking conversations around dissipating myths, misconceptions and attitudes towards cancer screening and for the adoption of preventive health behaviour." Speaking on the initiative, Mr MVS Murthy, Chief Marketing Officer, Federal Bank said, "At Federal Bank, we work on building deep relationships with our customers. These relationships are further strengthened by our active participation in long-term initiatives to improve the quality of living. Sanjeevani is Federal Hormis Memorial Foundation's flagship initiative, that has strapped itself with multiple partners for an uphill climb. We believe that constant stoking of knowledge leads to action, periodic action to an individual's betterment and a collective of individuals uplifts the society to deservingly lead a good quality life. The Foundation works at various levels including patient support, encouraging early testing, corporate and residential programs to enable screening, and awareness building initiatives. The onus is on us to test regularly, detect early and push back the inevitability, just in case." Deepshikha Goel Surendran, Head of Brand and Marketing Communications, Tata Trusts, commented, "As pioneers in

worldwide, usually being detected much after its first onset. However, testing for cancer well in advance is an efficient method to prevent cancer, early diagnosis, and improved treatment. Being a prominent figure of Indian cinema, and her connect with the diverse audience of the country, Vidya Balan's strong presence in the campaign will take the messaging around early testing, tumour management and system recognition to far and wide in the country. Speaking about the collaboration, Bollywood actor Vidya Balan said, "Screening is an essential component for detecting cancer before symptoms appear, allowing for timely and better health outcomes. Through this programme, I hope to use my voice to reach

cancer care, it has been our endeavor to encourage early detection through regular screening and to empower patients and caregivers. We are optimistic that this message of #TimeNikaaleinScreenKarein will resonate with both rural and urban audiences, not only positively impacting but also potentially saving lives." Sidharth Saini, COO, News 18 Studios said, "With a growing population and the rising number of cancer cases, the need for regular screenings has never been more urgent and important. We are grateful to have Vidya Balan as the brand ambassador for the campaign. Federal Hormis Memorial Foundation, last year, helped us support over 3,000 patients in Assam and Tirupati, conduct screenings for more than 1,700 employees from 30 major corporations, and get over 55,000 individuals to pledge for regular health checkups. This year, with the continued support of The Federal Hormis Memorial Foundation, we will improve our coverage by hosting more screening camps and building awareness for Cancer Screening. As the largest news network in the country, our reach is a small contribution to ensure more people make screening a part of their annual health check-ups."

SPJIMR ranked as India's top business school in the Financial Times Masters in Management global ranking for second consecutive year

Pune (Voice news service):- Bharatiya Vidya Bhavan's S.P. Jain Institute of Management and Research (SPJIMR) has been ranked as India's #1 business school and #35 globally in the Financial Times Masters in Management (FT MiM) global ranking for 2024. This achievement marks the fifth consecutive year that SPJIMR has been ranked among the world's top 50 business schools and the second year in a row as India's top-ranked school. SPJIMR is one of only three Indian institutions to feature in the top 50 globally. SPJIMR secured the 35th position globally for its two-year full-time Post Graduate

Diploma in Management (PGDM), surpassing IIM Ahmedabad and IIM Bangalore, which were placed 39th and 41st respectively. On being recognised as India's top business school in the Financial Times Masters in Management 2024 ranking, Dr. Varun Nagaraj, Dean, SPJIMR, said, "This recognition reflects our commitment to creating a positive impact on business and society by advancing 'wise innovation'. Our consistent performance among the world's top 50 business schools is a testament to the dedication of our faculty and professional staff, the achievements of our alumni, and the partnerships we have cultivated

with industry, the social sector, and academia, nationally and internationally. The recognition motivates us to push the boundaries of excellence further, ensuring that our graduates are well-prepared to shape a better world." The FT Masters in Management 2024 ranking recognises 13 Indian institutions, in addition to SPJIMR, underscoring the growing global recognition of Indian b-schools. The FT MiM ranking evaluates programmes from schools accredited by AACSB or EQUIS, designed for participants with limited or no work experience. The ranking is based on specific criteria, including 'Alumni Career

Progress', which focuses on post-programme alumni success, 'School Diversity', which assesses inclusivity and diversity within the institution, 'International Experience & Research', highlighting the global exposure and research contributions, and 'Career Services'. Notably, SPJIMR achieved a prestigious seventh-place global ranking in the 'Careers Service' category, demonstrating its excellence in supporting student placements and facilitating exceptional career opportunities for graduates.

