



Radisson Blu Pune Hinjawadi Elevates Diwali Gifting with Luxurious Customisable Hampers

Pune (Voice news service):- This Diwali, Radisson Blu Pune Hinjawadi is bringing a touch of luxury to the festive season with their exquisite Diwali hampers.

Designed to make gifting elegant and hassle free, the hotel offers a variety of customizable hampers that cater to different tastes and price ranges, perfect for both personal and corporate gifting.

Radisson Blu Pune Hinjawadi's Diwali hampers are thoughtfully curated with premium quality products that reflect the spirit of the festival.

From gourmet treats, artisanal sweets, and fine beverages to wellness products and traditional Diwali essentials, each hamper is a symbol of sophistication. What makes these hampers truly special is the ability to customize them according to preferences and budget, ensuring a perfect fit for every recipient.

Our festive hampers are more than just a gift. They are a heartfelt expression of love, warmth, and happiness, carefully curated to bring joy to your loved ones. Each item has been thoughtfully selected to offer a guilt-free indulgence, so you can celebrate the moments that matter most with those you cherish, without compromise" says Mr. Amit Raman, General Manager, Radisson Blu Pune



Hinjawadi.

Understanding the need for seamless and hassle-free gifting solutions, Radisson Blu Pune Hinjawadi is also offering bulk orders for corporate clients. Whether you are looking to show appreciation to employees, clients, or business partners, these hampers make the perfect festive gesture. The hotel's team would be happy to create personalized gifting experiences that reflect the brand's ethos and values.

Located in the heart of Pune's IT hub, Radisson Blu Pune Hinjawadi offers world-class hospitality with its upscale accommodations, fine dining, and event spaces. The hotel is known for delivering exceptional experiences to its guests, ensuring comfort and luxury in every aspect. Radisson Blu Pune Hinjawadi invites individuals and corporates alike to celebrate Diwali in style with their luxurious and customisable hampers.

Toyota Kirloskar Motor Announces the Introduction of 'Festival Limited Edition' of Toyota Glanza

Pune (Voice news service):- Marking the festive spirit, Toyota Kirloskar Motor today announced the introduction of 'Festival Limited Edition' of the Toyota Glanza. Customers can now enjoy exclusive dealer-fitted Toyota Genuine Accessory (TGA) packages, designed to elevate their driving experience with enhanced style, performance and comfort of the Glanza during this festive period.

Celebrated for its advanced technology, sleek design, and high fuel efficiency, since 2019, the limited-edition Toyota Glanza comes equipped with 13 exclusive TGA Package, worth ₹20,567. The vehicle features standout elements like premium chrome and black body side moulding, back door garnish chrome, and ORVM garnish chrome. Additional highlights include 3D floormat, door visor premium, and neck cushions (black & silver) for extra comfort. The stylish appeal of the Toyota Glanza is further enriched with chrome garnishes on the rear bumper, fender as well as rear reflector, and welcome door lamp, adding a premium touch.

Commenting on the introduction of the festive limited edition of Toyota Glanza, Mr.



Sabari Manohar – Vice President, Sales-Service-Used Car Business, Toyota Kirloskar Motor, said, "Our aim is to bring added excitement to our customers during this festive season with the introduction of the 'Festival Limited Edition' of the Toyota Glanza. Glanza has always been appreciated for its blend of dynamic-sporty design, advanced features, and superior performance, and with this limited edition, we are enhancing its appeal even further.

We have taken great care to ensure that the accessories not only uplift the visual appeal of the Glanza, but also add to the overall comfort and utility, making it ideal companion for customers looking for a premium and refined driving experience. We are committed to delivering quality and value that go beyond

the product itself, reinforcing our commitment to providing exceptional after-sales services that Toyota is known for. We believe this festive edition will resonate strongly with our customers, offering them the opportunity to celebrate in style while enjoying the performance and prestige of their favourite Toyota model." As Toyota's most affordable hatchback, the Glanza has become a preferred choice for countless Indian families. Over the years, the vehicle has continuously evolved to meet the needs of tech-savvy customers, building a legacy of delivering an exceptional driving experience while maintaining efficient performance. Now, with the Festival Limited Edition, available across all variants, the ownership experience is further enhanced with a perfect blend of

Introducing Exclusive 'Festive Limited Edition' of the Glanza, featuring Premium TGA Packages, aimed to further elevate the style, comfort, and prestige

As a part of the festive offer, the complimentary TGA packages for the customers opting for Toyota Glanza Festival Limited Edition will be available until 31st October 2024. Furthermore, each accessory is expertly fitted by certified Toyota technicians at dealerships, ensuring quality to deliver unmatched customer experience. The festival limited edition not only adds a festive flair to the popular Toyota model but also offer exceptional value with extended warranties, genuine Toyota accessories, and Toyota's renowned after-sales services—all designed to cater to the diverse needs of the customers.

Bookings are open across all Toyota dealerships. Customers can either book the car online <https://www.toyotabharat.com/online-booking/> or visit their nearest Toyota dealership.

'The \$2 Trillion Opportunity: How Gen Z is Shaping the New India'

Pune (Voice news service):- With a population of 377 million, Gen Z is now the largest generation ever to live in India. While they're often perceived as teenagers, Gen Z is far from a homogeneous group. Their immense purchasing power and unique perspectives, behaviours demand the attention of businesses and marketers alike.

To separate fact from fiction and gain a deeper understanding of this influential generation, Snap Inc. partnered with Boston Consulting Group (BCG) to develop a report on Gen Z titled "The \$2 Trillion Opportunity: How Gen Z is Shaping the New India". This expansive research offers new perspectives into Indian Gen Z's distinctive spending power across multiple categories, that no other report has explored in the past. The report also delves into uncovering unique insights into how they engage, influence, shop, and spend—shaping the future of India's economy.

Top key headlines from the report: Collective spending power reaches an impressive \$860 billion, surging to \$2 trillion by 2035.

In 2025, Gen Z's direct spends will amount to \$250B. 1 of 4 Gen Z are already in the workforce, by 2025 every 2nd Gen Z will be earning.

Gen Z buys as many times as Millennials and is 1.5 times more likely to research their purchases.

45% of businesses recognize Gen Z's potential, but only 15% take action to actively address them indicating a huge opportunity.

With 90% of its daily active users aged 13-34, [1] Snap-

chat is the undisputed voice of young people in India.

Commenting on the findings from the report, Pulkit Trivedi, Managing Director, India, Snap Inc., said, "India is a young nation with a 377 million Gen Z population which will shape the future of India's growth in the next two decades. Gen Z will be the biggest contributor to India's consumption growth driving \$ 1.8 Trillion worth of direct spend by the year 2035. In partnership with the Boston Consulting Group we are excited to share deep insights on the economic potential, values and shopping behaviour of Gen Z in India. As a platform that serves the Gen Z audience, we look forward to working with brands and businesses to harness this growth potential."

"Our research evaluated the substantial impact of Gen Z on consumption in India. Gen Z is already driving 43% of India's consumer spending. Their influence is not limited to select categories – it cuts across categories ranging from fashion, eating out, to automobiles and consumer durables. It is important for marketers to take note that this generation is driven by unique values and beliefs and therefore have distinctive purchase behaviors, however we noticed that only 15% of brands we spoke to are actively taking steps to tap into this opportunity. For businesses, understanding and authentically engaging with Gen Z isn't just good to have; it's necessary for winning today and will be imperative for survival tomorrow," said Nimisha Jain, Senior Partner and Managing Director at BCG India.

400 Students of Samsung Innovation Campus Certified in Future-Tech Skills at Gautam Buddha University

Pune (Voice news service):- Samsung India's flagship CSR programme, Samsung Innovation Campus, concluded the Artificial Intelligence (AI) course for 400 students of Gautam Buddha University in Greater Noida, Uttar Pradesh, reiterating the brand's commitment to being a strong partner of the country and working alongside the Government in its mission of skilling the country's youth and powering #DigitalIndia.

The students were certified at a felicitation ceremony attended by Prof. R.K. Sinha, Vice Chancellor, Gautam Buddha University, alongside officials from Samsung and the Electronics Sector Skills Council of India (ESSCI). At the conclusion of the entire programme for the year, the toppers from each domain will be awarded a cash prize of INR 1 lakh and will get a chance to visit Samsung's facilities in Delhi/NCR. During these visits, they will have the opportunity to engage with Samsung's leadership team. Not just that, the national course toppers will receive exciting Samsung products. "Educating the nation's youth in future-tech skills such as AI, IoT, Big Data and Coding is part of a larger plan at Sam-

sung to contribute to the nation's growth story and drive the Digital India initiative.

The second season of Samsung Innovation Campus, Samsung's flagship CSR programme, has taken a step further in that direction by imparting valuable knowledge and training to youngsters across the country to boost their employability," said SP Chun, Corporate Vice President, Samsung South West Asia.

Samsung Innovation Campus offers in-depth training across four key technology areas—AI, IoT, Big Data, and Coding & Programming. Students gain hands-on experience through capstone projects and soft skills training aimed at boosting their employability. The AI course participants undergo 270 hours of theory training followed by 80 hours of project work, while those enrolled in IoT and Big Data courses receive 160 hours of theory training and complete 80 hours of project work. Participants in the Coding & Programming course complete 80 hours of training and take part in a hackathon. Samsung will train 3,500 students across India as part of this programme.

The programme covers eight educational institu-



tions across four states. In the northern region, training centres are established in Lucknow and Gorakhpur, besides two in Delhi NCR. In the southern region, which includes Tamil Nadu and Karnataka, training centres are located in Chennai and Sriperumbudur, in addition to two in Bengaluru.

During the programme, participants will continue to receive instructor-led blended classroom and online training through approved training and education partners of ESSCI across the country. Youth enrolled for the programme will undergo classroom and online training and complete their hands-on capstone project work in their selected technology areas in AI, IoT, Big Data and Coding & Programming.

They will also be imparted soft skills training to enhance their employability. The par-

ticipants are being mobilized through ESSCI's training and education partners across India. The approach includes a combination of offline and online learning, immersive hackathons and capstone projects, as well as expert mentorship provided by Samsung employees.

In 2023, Samsung Innovation Campus successfully trained 3000 students in future-tech courses. Samsung's involvement in this initiative underscores its commitment to nation building through Corporate Social Responsibility (CSR) activities in India. It complements Samsung's other CSR endeavours, including Samsung Solve for Tomorrow. Through these initiatives, Samsung aims to empower future leaders of India by providing them with the necessary education and skills to drive meaningful change.

Vijay Sales Announces Festive Celebration Sale: Unmissable Deals up to 70% off on Latest Tech

Pune: As the festive season has kicked in, Vijay Sales, India's leading electronics omni-channel retail chain, brings its customers an exciting opportunity to upgrade their lifestyle and maximize savings with the Festive Celebration Sale. This festive bonanza promises to offer customers unparalleled discounts of up to 70% on a wide range of electronics and appliances, transforming their tech shopping experience into an unforgettable one.

Mr. Nilesh Gupta, Director from Vijay Sales shared, "We're thrilled to unveil our Festive Celebration Sale, offering the latest technology at unbeatable prices. Whether you're upgrading your phone, enhancing your home entertainment, or looking for the best computing devices, we've got something for everyone. It's a great time for our customers to explore new innovations and elevate their lifestyle."

Apple Ecosystem: Premium Products at Unbeatable Prices

Experience the best of Apple with unbeatable deals on a variety of products. In addition to incredible discounts on the iPhone 14 and iPhone 15 series, the new iPhone 16 series is also available starting from ₹74,900 inclusive of Instant Bank Cashback, with Apple Watches starting from ₹22,900 inclusive of Instant Bank Cashback. MacBook enthusiasts can find great offers starting from ₹72,590. Enhance your audio experience with the latest AirPods 4, starting from ₹11,900 with instant bank cashback. iPad lovers can explore options starting from ₹25,990 including Bank Cashback. Complete your Apple ecosystem with accessories starting from just ₹899.

Smartphone Spectacular: From Budget-Friendly to Flagship Models

Upgrade your mobile experience with incredible deals on smartphones. For those seeking more affordable options, smartphones are available starting from just ₹7,999. Tech enthusiasts can explore the best 5G smartphones starting from ₹10,999. The latest smartphone launches are priced from ₹7,999, while premium smartphones begin at ₹31,999, including instant bank cashback. Don't miss out on the OnePlus Nord 4 5G smartphone, available at just ₹31,999 including bank cashback.

Computing Power: Laptops and Tablets for Every Need Enhance your computing and entertainment with amazing deals on laptops and tablets. Affordable laptops are offered starting at ₹19,990, with up to 40% off on select models. Gaming enthusiasts can enjoy up to 50% off on gaming gadgets & accessories. Tablet us-



ers can benefit from up to 40% off on a range of devices.

Home Entertainment Refresh: TVs and Audio Systems

Transform your living room with incredible deals on TVs and audio equipment. Blockbuster TV deals start from ₹8,500, with QLED TVs available from just ₹14,990. Enhance your audio experience with the boAt Aavante Bar Theme at ₹8,999. Speakers are offered with up to 30% off, while home audio systems start from ₹1,299. Party speakers are available with up to 50% off.

Wearable Tech and Accessories: Stay Connected in Style Stay connected and stylish with our range of wearables and accessories. The FireBolt 4G Pro VoLTE Smartwatch is priced at just ₹1,999, with other smartwatches starting from ₹999. Enhance your audio experience with the CMF by Nothing Ear Buds at ₹1,799. Explore a wide range of smartphone accessories and audio products starting from ₹149.

Home Appliance Upgrades: Efficiency Meets Affordability

Upgrade your home with our selection of appliances. The LG 7.5 KG 5 Star Inverter Fully Automatic Top Load Washing Machine is priced at ₹18,990, with other fully automatic washing machines starting from ₹12,990.

The LG 20 Litres Solo Microwave Oven is available at ₹7,490, with other microwaves starting from ₹5,790. Prepare for the changing seasons with inverter ACs starting from ₹26,390 and refrigerators with up to 50% off. Air purifiers are available starting from ₹6,449, while vacuum cleaners begin at ₹2,999. Steam irons are offered from ₹499, and water heaters start from ₹3,045.

Kitchen Innovations and Personal Care: Elevate Your Daily Routine

Equip your kitchen and enhance your personal care routine with our deals. The Wonderchef Regalia Digital Airfryer 4.5L is priced at ₹3,799, with other kitchen appliances starting from ₹649. For healthier cooking options, air fryers are available from ₹3,799. Also, juicer mixer grinders start from ₹2,299.

The Bombay Shaving Company Power Play NXT Trimmer is available at ₹599, with other personal care products starting as low as ₹499. The Bajaj Steam Iron MX 3 Neo (1250W) is priced at just ₹949.

Gaming Galore: Enhance Your Experience Level up your gaming experience with our gaming essentials, offering up to 50% off on a wide range of products.

NPST Achieves 264% Growth in Q2 FY'25 Net Profit, Announces Move to Mainboard



Pune (Voice news service):- Network People Services Technologies Limited (NSE EMERGE – NPST), a leading provider of digital banking and payment technology solutions listed on the NSE SME exchange, has reported strong financial results for Q2 and the half-year of FY 2025.

In Q2 FY'25, the company registered ₹68.91 crore in revenue, marking a significant 142% growth compared to the same quarter in the previous fiscal year. For the half-year FY'25, NPST achieved ₹129.11 crore in revenue, reflecting an impressive growth of 68% compared to the same period in FY' 24. The company's net profit in

Q2 FY'25 surged to ₹18.19 crore, up from ₹5 crore in the corresponding quarter of the previous year, representing an impressive 264% increase. In the first half of FY'25, net profit surged by 104%, rising to ₹33.78 crore, up from ₹16.55 crore in the previous year.

Additionally, the company's Board of Directors has formally approved the company's transition to a Mainboard listing, representing a significant milestone in NPST's ongoing growth journey. The Board also authorized the allotment of equity shares under the NPST Employee Stock Option Plan 2023 with an aim to strengthen the company's talent pool, foster a performance-oriented culture, and build a strong leadership pipeline.

Other Business Initiatives In Q2 FY 2025, NPST undertook several business initiatives to expand its market presence. The company launched

PayJoy (an Instant Credit Line on UPI) to address unmet consumer needs for embedded credit to fund discretionary spending.

Additionally, NPST introduced the Risk Intelligence Decisioning Platform, which leverages machine learning to predict fraud in the rapidly growing online payments segment. Furthermore, NPST continues to expand its technology footprint among Regional Rural Banks. The company recently partnered with a leading bank in the segment to implement its Bill Direct platform.

Speaking on the results, Deepak Chand Thakur, Co-Founder and CEO NPST, stated, "Our business once again demonstrated a solid trajectory this quarter. The company continues to execute the NPST 2.0 vision and its key pillars – Innovate, Transform, and Grow. Our commitment to these principles is evident in our highest-ever quarterly



revenue growth and our new launches aimed at addressing significant white spaces in the market. With our decision to transition to the Mainboard, we are poised to accelerate NPST's evolution into a mid-market enterprise, positioning ourselves for sustained long-term growth."

Commenting on the company's financial performance, Ashish Aggarwal, Co-Founder and Joint Managing Director of NPST, said, "Over the last three years, we have demonstrated consistent performance against a backdrop of operational discipline, continued scale, and ongoing innovations. The Board's approval to transition to the mainboard validates our strategy and positions us for future growth."

Ajay Devgn and Rohit Shetty announce theatrical re-release of Singham

Pune: Filmmaker Rohit Shetty has officially announced the re-release of his 2011 blockbuster, "Singham," starring Ajay Devgn, in theaters on October 18.

This exciting news comes just weeks before the highly anticipated release of the third installment in the franchise, "Singham Again," set to debut on Diwali. In his announcement, Shetty invited fans to relive the original experience, stating, "Before he comes with his full force on Diwali. Experience how it all began again. Experience the mass again. Experience the euphoria again. Experience 'SINGHAM' once more before 'SINGHAM AGAIN!' The post was accompanied by a captivating motion



poster for "Singham."

The decision to bring back the original film is a response to the overwhelming demand from fans eager to enjoy this iconic mass entertainer on the big screen once more before the new film's release, as highlighted in a press release from the

makers.

In "Singham Again," Devgn will reprise his role as the brave policeman Bajirao Singham, known for his relentless fight against injustice. The series kicked off with "Singham," followed by "Singham Returns" in 2014, successfully launch-

ing Shetty's ambitious cop universe. This universe has since included beloved characters portrayed by Akshay Kumar in "Sooryavanshi" and Ranveer Singh in "Simmba."

The cast for "Singham Again" boasts an impressive lineup, featuring Ranveer Singh, Akshay Kumar, Kareena Kapoor Khan, Tiger Shroff, Deepika Padukone, Jackie Shroff, and Shweta Tiwari. Notably, Arjun Kapoor will take on the role of the antagonist, adding more excitement to the franchise. With the re-release of "Singham," fans are gearing up for an exhilarating experience leading into the festivities of Diwali and the unveiling of the next chapter in this beloved action series.

Dedhia Music Foundation Celebrates the Next Generation of Hindustani Classical Vocalists

Pune (Voice news service):- Dedhia Music Foundation (DMF), a non-profit organization devoted to promoting and preserving Hindustani Classical Music, proudly announced the winners of Yuva Sur Sartaj 2024, a prestigious talent hunt for emerging Hindustani classical vocalists, at a grand finale held at the Nehru Centre Auditorium in Worli, Mumbai.

Bhakti Pawar, a 22-year-old vocalist from Pune, captivated the audience with her soulful renditions and was crowned one of the winners in the age group 15 to 22.

Joining her in the accolades from the age group 23 to 30, was 29-year-old Yogita Raikar from Kudal, Maharashtra, whose mastery over classical nuances left an indelible mark on the judges.

The finale brought together 10 exceptionally talented finalists, divided into two age groups — Group 1 (ages 15-22) and Group 2 (ages 23-30) — after an exhilarating three-month journey of numerous auditions across India. These finalists were selected as the top five vocalists from their respective groups through a rigorous selection process, representing various states and cities from across India. Each finalist showcased their remarkable talent during the



grand finale, performing in front of an esteemed panel of judges. Their performances embodied the spirit and richness of Hindustani classical music, a testament to the diversity and skill of the participants.

The prestigious panel of judges comprised of musical stalwarts Kaushiki Chakraborty, Rahul Deshpande, and Pandit Sanjeev Abhyankar, who played a crucial role in identifying the remarkable talent among the ten finalists who showcased their extraordinary skills on stage.

Their expertise and passion for Hindustani classical music guided the selection process and elevated the entire competition. Kaushiki Chakraborty, renowned artist in India shared her thoughts on the finalists,

"The talent displayed by these young vocalists has reignited hope for the future of India's musical heritage. Their dedication and passion for Hindustani classical music are a testament to the enduring power of our traditional art forms. It's truly heartening to see how they are keeping the spirit of Indian music alive, and I am confident they will play a vital role in shaping its future."

Rahul Deshpande another renowned musician echoed his sentiments, stating, "The talent displayed during the grand finale reaffirmed my belief that the future of Hindustani classical music is bright. It was a privilege to judge such gifted performers, and I look forward to seeing their growth in the coming years." Pandit Sanjeev Abhyankar

also remarked, "The depth of talent we witnessed this year is a testament to the richness of our musical traditions. I am hopeful that these winners will inspire many others to pursue Hindustani classical music."

In a heartfelt moment during the event, the winners were announced: Bhakti Pawar from Group 1 and Yogita Raikar from Group 2 was crowned as the Yuva Sur Sartaj 2024 and awarded a cash prize of ₹1,50,000 along with an additional ₹1,50,000 for mentorship. The 1st Runner-Up, Anjali Gaikwad from Group 1 and Hiranmayee S from Group 2, received ₹1,00,000 plus ₹1,00,000 for mentorship. The 2nd Runner-Up, Nandini Gaikwad from Group 1 and Jayashree Patil from Group 2 was awarded ₹50,000 plus ₹50,000 for mentorship. Aatish Dedhia, CEO of Zycus and founder of DMF says, "The Yuva Sur Sartaj finale was more than a competition—it was a celebration of India's musical heritage. Our goal is to find and nurture the next generation of leaders in classical music, and witnessing the immense talent and passion these young vocalists brought to the stage fills us with great hope for the future of Hindustani classical music."

India to host 20th Asian Women's Handball Championship for the first time

Pune (Voice news service):- South Asia's first women's handball league, the World Handball League (WHL) India - Women, will be hosting the historic 20th edition of the prestigious Asian Women's Handball Championship in New Delhi from December 1 to 10, 2024, with the support of the Asian Handball Federation (AHF), the South Asian Handball Federation (SAHF), and the Ministry of Youth Affairs & Sports (MYAS).

Alongside India, the Asian Women's Handball Championship will witness continental heavyweights, Iran, South Korea, China, Japan, Kazakhstan, Hong Kong, and Singapore in action. The championship is scheduled to take place at the Indira Gandhi Indoor Stadium, where close to 200 players from the aforementioned countries will compete for continental glory and the chance to qualify for the 2025 IHF World Women's Handball Championship in Germany and the Nether-



lands.

"We are delighted to host the 20th Asian Women's Handball Championship in India. This event reflects our strong belief in India's potential as a vibrant sporting nation and a key player in the handball revolution. We commend the exceptional synergy that WHL has achieved in such a short time, actively supporting women athletes and promoting the game across the country. I extend my heartfelt gratitude to the Handball Federation of India and WHL for their dedication to ensuring that this championship not only highlights India as a remarkable host but also

guarantees a memorable experience for all participating nations. Together, we look forward to celebrating the spirit of handball and empowering women in sports," said Abdullah Al-Theyab, an Assistant Director Technical of the AHF. The Championship was originally set to take place in Almaty, Kazakhstan, but unforeseen circumstances led to its relocation—presenting India with a golden opportunity. The WHL, eager to promote women's handball in the country, saw this prestigious tournament as the perfect launchpad to elevate the sport on a national scale. "Hosting this prestigious

tournament is a significant milestone for Indian handball, marking a pivotal moment in our journey to elevate the sport to new heights.

With our women's team recently securing a bronze medal at the Asian Women's Club Championship, we are thrilled to welcome some of Asia's leading nations to India.

This event is an opportunity to showcase India's immense potential on the Asian stage and inspire future generations to embrace handball with passion and determination," said Swapnil Jain, Managing Director of Pavna Group and a co-promoter of the WHL. India will compete in the Asian Women's Handball Championship for the eighth time, with strong backing from WHL, the Handball Association of India (HAI), and the Ministry of Youth Affairs and Sports (MYAS). The team aims to make this home debut unforgettable, as four top teams will secure direct qualification for the World Championship.

ISL 2024-25: Birthday boy Jordan Gil hits brace as Chennaiyin FC beat NorthEast United 3-2 to maintain unbeaten away run

Pune (Voice news service):- Determined Chennaiyin FC came from a goal down to beat NorthEast United 3-2 in an Indian Super League (ISL) 2024-25 clash at the Indira Gandhi Athletic Stadium in Guwahati on Thursday, courtesy of a brace from Wilmar Jordan Gil.

The Marina Machans played the final few minutes with a man lesser but held firm to register their second win of the season. An eventful first half saw Chennaiyin FC come from a goal down to lead 2-1 at the interval, courtesy of strikes from Jordan Gil (25') and Lukas Brambilla (36') after Nestor Albiach (5') had given

through Nestor. The Marina Machans bounced back, however, and turned the screw on their opponents, especially through the lively Brambilla, who tested his luck once from close range and twice from distance. After a period of sustained pressure, Jordan Gil powered a bullet header past Gurmeet Singh in goal from an inswinging Connor Shields corner in the 25th minute.

Eleven minutes later, after Michel Zabaco fouled Ryan Edwards in a clash-of-captains inside the box, Brambilla stepped up to give CFC the lead from the spot—which they subsequently preserved till the break, courtesy of a smart stop from Samik Mitra to deny

the in-form Alaeddine Ajarai. Six minutes after the restart, Jordan Gil grabbed his second of the night. Showing plenty of awareness and finesse to chest down a pass from Laldinliana Renthlei, before firing past Gurmeet from close range. Confusion by the corner flag saw Dilliana receive his second yellow card in the 83rd minute, forcing Chennaiyin FC to play the final minutes with a man less. Despite a late concession through Ajarai, the Marina Machans stood resolute to take all three points. Chennaiyin will now look to build on this result when they face FC Goa in Chennai on October 24.

ISL 2024-25: Chennaiyin FC Aim to Stretch Unbeaten Away Start Against NorthEast United FC

Pune: Chennaiyin FC will look to prolong their unbeaten away start to the Indian Super League (ISL) 2024-25 season against NorthEast United FC on Thursday, with the two teams set to meet at the Indira Gandhi Athletic Stadium in Guwahati.

CFC have been on the road for two out of their first three matches this season. Speaking to the media ahead of their third away match, Chennaiyin head coach Owen

Coyle praised NorthEast United while highlighting the need for his team to be more clinical.

"What you have is two very good teams," Coyle told the media. "Two very attack-minded teams, going all out to win a tough game. NorthEast [United] are always a very dangerous opponent—they were last year and they certainly are this year. I think Juan Pedro Benali has done a fantastic

job." "Equally, we know we have a good team, we know we have good players and can stand toe-to-toe with the best teams in this league when we are at our best. So that's our focus, being very respectful of our opponents but focusing on our qualities. In truth, we should probably be sitting with 7-9 points; in the last two games alone, we had just under 40 chances, so we know we have to be more clinical,"

he added. Due to heavy rainfall in Chennai, the Marina Machans had to travel to Guwahati prematurely and resume training away from home. Coyle expressed gratitude to the Highlanders for their sporting integrity in opening their gates early and also wished for the safety of those back home. We haven't been able to train for the last three days because of the severe weather in Chennai.

Get Your Home Festive Ready with Life n Colors' New Launch of Stunning Embroidered Furnishings and Artistic Wallpapers

Pune (Voice news service):- As the festive season approaches, Life n Colors offers the perfect way to transform your home with its new collection of embroidered furnishings and hand-crafted wallpapers. Known for reviving ancient Indian or International art through stunning home textiles and decor, Life n Colors has curated a range that seamlessly blends heritage and modern aesthetics, creating a luxurious and elegant ambiance for any home. The collection features beautifully crafted furnishings from the brand's home line, Prasannaakshi, including curtains, wall art, and art prints. With intricate designs that include hand-embroidered depictions of Ram-Sita and delicate

threadwork on chinoiserie patterns, these pieces add a refined touch to any living space. Each item is crafted to enhance the festive spirit while serving as a timeless addition to your home decor. Alongside these exquisite furnishings, Life n Colors presents a breathtaking array of wallpapers that are nothing short of artistic masterpieces. Designs such as the "Sangeet Bhawan," inspired by Raja Ravi Verma's painting style, and the "Lotus of Kailasaa," reflecting Kerala art murals, allow homeowners to infuse their spaces with a sense of tradition and history. The brand's attention to detail and craftsmanship shines through in each wallpaper, turning walls into canvases of story-



telling. The combination of artistic wallpapers and richly embroidered textiles offers a unique way to prepare your home for the upcoming festive celebra-

tions. Whether you're hosting Diwali gatherings or simply looking to refresh your space, Life n Colors provides decor that exudes warmth, heritage, and sophistication.

Taneira brings Celestial Wonders to Life with an all new 'Tarini Collection'

Pune (Voice news service):- This festive season, Taneira unveils the Tarini Collection, a mesmerizing range of celestial-inspired sarees that celebrate the grace, strength, and timeless elegance of the modern Indian woman.

This exquisite collection features nearly 100 meticulously crafted sarees, each one weaving the magic of the universe into luxurious drapes. Designed for festive occasions, weddings, and year end soirées, the Tarini Collection seamlessly blends tradition, artistry, and the allure of the stars into every piece.

Cosmic Elegance in Lightweight, pure and Luxurious Fabrics With fabrics as rich as Moonga silk, organza, tussar, and tissue, each saree in the collection is handpicked to reflect the depth and splendor of the night sky. Through a seamless fusion of traditional weaving techniques and intricate modern artistry, these sarees become

canvases where the wonders of the universe come alive. Delicate hand-painting, intricate batik, and refined prints are expertly layered, mirroring the complexity and magnificence of stardust, cosmic landscapes, and the ever-changing phases of the moon.

Masterful techniques and Handcrafted Masterpieces The magic lies in the meticulous hand embroidery that adorns each piece, transforming fabric into an enchanting work of art. Gold and silver zardozi, shimmering sequins, and tissue appliqué are applied with precision, casting an ethereal glow that reflects the brilliance of the stars. The sarees are adorned with celestial motifs—abstract representations of the moon, starbursts, and heavenly bodies—that add a layer of elegance and a sense of otherworldly charm. Every stitch, every embellishment, contributes to the enchanting aura that envelops the collection.

A Palette of the Night Sky: Dark Hues and Vibrant Contrasts Deep, mesmerizing cosmic shades dominate the collection's color palette, capturing the mystery and depth of the cosmic expanse. These rich hues are beautifully contrasted by vibrant fuchsia, bold metallic accents, and contrasting piping, adding a contemporary edge to the traditional elegance. The interplay of color and design reflects the harmony of the cosmos, where tradition and modernity meet in perfect balance.

Mystical Motifs and Cosmic Symbolism The motifs within the Tarini Collection draw upon the mysticism of ancient cosmic symbols, evoking a sense of wonder and connection to the universe's divine forces. The tree of life, guarding tigers, and abstract space-craft-like shapes adorn the pallas and bodies of the sarees, symbolizing protection, fulfillment, and cosmic energy. Whether through meticu-



lous embroidery or delicate block printing, these motifs tell stories of the celestial realm, inviting the wearer to embrace the magic of the universe. The Tarini Collection is an invitation to embrace the ethereal beauty of the stars and carry the cosmic energy with grace and elegance. Offering a diverse range of styles, priced between INR 5,999 and INR 25,000, the collection is available both online at www.taneira.com and in Taneira stores.

Scandalous Foods Survey: Traditional sweets see 55% surge in pre-festive sales, surpassing demand for western desserts

Pune: Scandalous Foods, a leading B2B innovator in Indian sweets for the restaurant and catering industry, has released a revealing survey detailing consumer preferences during the festive season. The report sheds light on the dominant position of traditional Indian sweets, which have surged ahead of Western desserts and ice creams in festive consumption patterns.

The survey, conducted among a mix of over 1,000 consumers and 100 restaurants, underscores a clear preference for classic Indian mithais prior to the festivities, which now account for 55% of all festive dessert sales. By comparison, Western desserts make up only 25% of sales, with ice creams and

chocolates rounding out the remaining 20%. Rasmalai, Gulab Jamun, and innovative fusion desserts such as Rasmalai Tiramisu have emerged as top choices, especially in the HoReCa (Hotel/Restaurant/Catering) segment.

Scandalous Foods attributes this growth to several factors, including the growing trend toward healthier, innovative dessert options and a pricing strategy that resonates with both consumers and businesses. Expanding their distribution network from 400 to over 1,500 touchpoints in the last year alone has also contributed to the increased availability and accessibility of these beloved sweets, particularly

during the festive season. Commenting on the findings, Sanket S, Co-Founder of Scandalous Foods, stated, "It has never been in doubt that Indian sweets are world-beaters when it comes to satisfying sweet cravings, especially during festive seasons. Our latest survey reinforces that traditional mithais continue to hold a special place in the hearts of Indian consumers, particularly in moments of celebration.

As we scale our operations and innovate with fusion desserts, we are excited to meet the evolving demands of the market while staying true to the rich heritage of Indian sweets." The survey also highlights the pivotal role that the HoReCa

sector plays in the resurgence of traditional Indian desserts. Quick Service Restaurants (QSRs) and cloud kitchens, in particular, have driven the surge in orders, with festive gifting also contributing strongly to sales growth. Additionally, the rise of fusion sweets, blending traditional and modern flavors, reflects a growing trend toward culinary experimentation, especially among younger consumers.

As the festive season continues to unfold, Scandalous Foods anticipates sustained demand for both classic and innovative sweets, predicting that Indian mithais will continue to capture a dominant share of the market well into the wedding season and beyond.

Workshop Report: Recent Trends & Scope in Paramedical and Biotechnology Organized by: Alard School of Health & Biosciences, Alard University

Pune: Alard School of Health & Biosciences at Alard University, Pune, conducted a comprehensive workshop titled "The Scope and Recent Trends in Paramedical Sciences & Biotechnology." The event included four informative sessions focusing on key areas: Radiography & Imaging Technology, Operation Theatre Technology, Optometry, and Biotechnology. The workshop featured distinguished speakers including Dr. Abhijit, Mr. Sanjeev Singh, and Mr. Pramod, who discussed the diverse opportunities available in the paramedical field across various sectors such as hospitals, research and development, and corporate companies. They



highlighted the latest trends shaping the industry and the expansive scope within both paramedical and biotechnology fields. The workshop was inaugu-

rated by Vice Chancellor Dr. Poonam Kashyap, with blessings from Chairman and Chancellor Dr. L. R. Yadav. Dr. Ajai Kumar Jain, Dean of the School, underscored the sig-

nificance of these programs, noting their high demand in the industry and encouraging students to consider careers in these growing fields.

Approximately 100 students participated in the workshop, which received positive feedback for its insightful content. The event was expertly managed by a dedicated team of students and faculty, including Dr. Savita Petwal, Mr. Ashish, and Ritu, ensuring a smooth and engaging experience for all attendees. This workshop not only enriched the students' understanding of the paramedical and biotechnology sectors but also inspired them to explore their potential career paths in these vital areas of health and science.

Mastercard Opens New State-of-the-Art Tech Hub in Pune, India

Pune (Voice news service)- Mastercard today announced the inauguration of a new, state-of-the-art Tech Hub in Pune, which will support the company's growth in India and play a crucial role in advancing its technology on a global scale. Spread over nearly half a million square meters, the campus in Pune is the latest addition to Mastercard's global Tech Hub ecosystem which spans seven locations, including Arlington, Dublin, New York, Pune, St. Louis, Sydney and Vancouver.

Located at Bluegrass Business Park in Yerwade, Pune, the Tech Hub will house over 6,000 technologists, engineers and experts from diverse backgrounds and disciplines, ranging from software development to finance, data architecture to cybersecurity and beyond, making it Mastercard's largest workforce in a single city, globally.

With an established presence in India for over four decades, today, Mastercard operates at the center of a thriving payments ecosystem that makes commerce in the country smarter, safer, and more inclu-



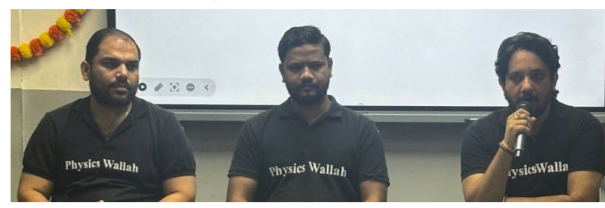
sive. In 2014, Mastercard established its first India Tech Hub in Pune, starting with a small workforce which has grown manifold over the past decade, demonstrating the company's substantial investment in the local workforce and economy. Ed McLaughlin, President & Chief Technology Officer, Mastercard, said: "We are thrilled to open the doors to our new Tech Hub in Pune which will play a pivotal part in Mastercard's global technology strategy. As one of the key nodes for our technology operations worldwide, the new Pune Tech Hub will collaborate with other hubs around the world to build

the revolutionary technologies that shape our world, powering economies to make everyday life happen. It also serves as a testament to Mastercard's enduring commitment to empowering India, furthering its digital ambitions, and nurturing the immense talent in the country." The launch of Mastercard's new campus will support several goals within the government's "Viksit Bharat" vision, which seeks to transform India into a fully developed, technologically advanced economy by 2047—the 100th anniversary of the country's independence. Already, the Pune workforce has been supporting the

way in delivering technological solutions for India's domestic market. Key initiatives include the financial inclusion platform Community Pass, the global pilot launch of the Payment Passkey Service in India which integrates biometrics and tokenization for secure online checkout, and its role as an authorized Authentication Service Agency, enabling banking and government partners to offer Aadhaar-based services and benefits. Gautam Aggarwal, Division President, South Asia, Mastercard, said: "India remains a strategic location for Mastercard, where we are deeply committed to investing in technologies that help the digital economy work all across the continent. Our newest Tech Hub in Pune marks a significant milestone, demonstrating Mastercard's focus on growth in this market. With a strong team in India supporting global technological breakthroughs, we look forward to building on the work to achieve the Government of India's ambitious digitization goals, alongside our valued partners in the region."

Physics Wallah (PW) to Launch 77 New Tech-enabled Vidyapeeth Offline Centres Nationwide: Quality Education Becomes More Accessible

Pune (Voice news service)- Physics Wallah (PW), India's leading multinational edtech company, committed to democratizing affordable, high-quality education across Bharat, has announced the launch of over 77 new offline tech-enabled learning centers nationwide in Academic Year 25-26. These new centers will be spread across the states of Tamil Nadu, Gujarat, Jammu & Kashmir, Rajasthan, Madhya Pradesh and Maharashtra, amongst others. This expansion effectively doubles PW's offline footprint to 203 centres across 141 cities, building on its existing 126 Vidyapeeth and Pathshala centres, reflecting the growing trust in PW's mission to democratize education across India. PW aims to educate another 250,000 students in the coming academic year and remains dedicated to providing the guidance and resources necessary for every learner to thrive, ensuring that education becomes a tool for empowerment and equal opportunity for all. Presently, there is one student of PW in almost every IIT and AIIMS across the nation. PW's offline segment is divided into two models – Vidyapeeth (VP) and Pathshala (PS). Vidyapeeths are tech-enabled offline centres where students attend in-person classes led by experienced teachers. The Pathshala model offers



a more innovative approach with its unique two-teacher system. In Pathshala centres, students attend physical classes taught by teachers who are virtually present, while a second teacher is physically available in the classroom to address doubts and queries. This model allows students to benefit from the expertise of renowned teachers, regardless of their geographical location. By integrating both models, PW effectively combines digital and physical learning environments, consistently delivering high quality education to every corner of the country. Ankit Gupta, CEO Offline, Physics Wallah (PW) said, "At PW, we always prioritise the needs and wellbeing of

the student. By opening more centres, we want to make sure that students don't have to travel long distances to access quality education, which eases their financial burden. Another key aspect that we want to solve is the mental and emotional stress that students face when they have to shift to another city or state to pursue education, thereby creating more educational hubs across the country." Physics Wallah (PW), recently held its third edition of the National Scholarship Common Admission Test (NSAT) 2024 which was held across both online and offline options, making quality education accessible to all deserving students. A scholarship fund of INR 250 crores was set aside for students who cleared the exam, making it the biggest scholarship test. This initiative aims to help students aspiring to excel in NEET-UG and IIT-JEE exams by providing education and expert guidance, regardless of their financial situation.

Work towards healthy mind and body to overcome obstacles caused by Arthritis



Pune (Voice news service)- People with Arthritis need to prioritize healthy mind and body to overcome the obstacles caused by Arthritis, opined various experts. Mission Arthritis India (MAI), a charitable organization and Centre for Rheumatic diseases (CRD) organized a special awareness program on the theme 'Mind and Arthritis at the Poona Club on Sunday to mark 'World Arthritis Day'. Dr. Prachee Sathe, Director, Critical Care, Ruby Hall Clinic (through audio visual medium), Psychiatrist Dr. Manjiri Dixit, Physiotherapist Dr. Aparna Sadhale and Rheumatologist Dr. Arvind Chopra along with Sharayu Bhat Founder MAI, Dr. Vajiyanti Lagoo were present on the occasion. Speaking through audio-visual medium Dr. Prachee Sathe said that people with arthritis have to deal with a lot of obstacles like pain and stiffness, also deformities in chronic illnesses. Regular exercise, muscle strengthening, good nutrition, taking medications on time, practicing mindfulness is the key to dealing with arthritis. Honest talk about problems, stress, needs, worries, fears with family members and friends can be helpful. Dr. Aparna Dixit said that common psychological dis-

orders in arthritis include insomnia, anxiety disorders, mood swings, worries, fears and depression, physical symptoms like panic attack, cognitive symptoms etc. pain is an important symptom of arthritis, Chronic pain inflammation results in feeling of frustration, irritability and hopelessness. Reduced mobility affects social interaction and confidence. Pain causes stress and stress worsens pain and this is a vicious cycle and both must be treated. While medications can be given for a short term duration, our focus is on Psychotherapy like mindfulness, relaxation, cognitive based therapies and supportive therapies. Physiotherapist Dr. Aparna Sadhale in her presentation said that exercise helps reduce stiffness and pain, helps strengthen muscles, improves balance and improves functional abilities. This was followed by a demonstration of simple exercises. Mrs. Deepa Mehta, Chairperson MAI informed that Mission Arthritis India has entered 25 year of its existence. This patient support group was formed with an aim to spread awareness by providing scientific information and guidance on various aspects of arthritis and related problems.

The three-day 8th International Dairy and Feed Expo begins on October 24

Pune (Voice news service)- The 8th International Dairy and Feed Expo, organized for dairy, poultry, fish farming, and feed industry professionals, as well as farmers, will take place from October 24 to 26, 2024, at the Auto Cluster Exhibition Center in Pimpri, Pune. The expo will be inaugurated on Thursday, October 24, at 10:30 AM by Union Minister Murlidhar Mohol. Prominent attendees will include Mr. Arun Dongale, Chairman of Gokul Milk; Dr. Chetan Narke, Director of Gokul Milk; Mr. Indranil Chitale of Chitale Bandhu Mithaiwale; and Mr. Prasad Wagh, Managing Director of Japfa Comfeed, among others. Prachi Arora stated, "This is the eighth year of the expo, organized by Benison Media. The Dairy and Feed Expo will feature informative seminars, workshops, and discussions on various topics, including cattle farming, animal health and nutrition management, clean milk production, laboratory setup, testing methods, dairy plant machinery, modern technologies for milk processing and dairy product manufacturing, ice cream and sweets production, packaging and storage technologies, opportunities in dairy product exports, dairy business, import-export, animal feed production technology, machinery setup, raw material selection and formulation, and the status of the poultry, fish, and animal feed markets." She added, "Around 100 companies from India and abroad will showcase live demonstrations of machinery related to the dairy and animal feed industries. Participants will have the chance to interact directly with experts to understand the economics of this field. Additionally, information about government schemes and legal matters will also be provided."



Anand Gorad remarked, "India is an agricultural country and ranks first in the world in milk production. A significant portion of the rural economy and livelihoods in certain areas depends on the dairy business. In recent years, there has been significant improvement in both the quantity and quality of milk production, leading to increased demand for dairy products from foreign countries. As the purchasing power of the Indian population grows, along with rising awareness of the importance of nutritious food, the consumption of dairy products has also increased, creating new business opportunities." He continued, "Educated rural youth, in addition to producing milk, are increasingly turning to manufacturing their own dairy products and setting up outlets to sell their brand of dairy products in local markets, at tourist and religious sites, and near bus and railway stations. They are also supplying products to hotels, restaurants, and roadside eateries, thereby significantly expanding into this sector." Further, Anand Gorad noted, "Small and large-scale milk producers, collectors, and processors, along with poultry and

fish farming entrepreneurs, are establishing their own small or medium-capacity feed production units, thereby increasing profits. Entrepreneurs involved in rural milk collection are also diversifying into transportation, distribution, and sales of dairy products. As a result, rural youth are increasingly interested in learning advanced technology, and their participation in dairy and feed expos is growing day by day." Dr. Sujit Kulkarni said "By observing live demonstrations and attending various workshops, seminars, and discussions, a large number of rural youth are actively participating in these events. The expos provide valuable information on how to leverage the remaining production capacity of their projects and how to access local, national, and international markets for their products." Supporting and invited associations include the CLFMA of India, Poultry Federation of India, Poultry Farmers and Breeders Association, NECC, Vets in Poultry, VIPWA, Maharashtra Dairy Association, Sagali-Kolhapur Dairy Association, Mithai Farsan Dairy Association, and Dairy Technologies Forum, as mentioned by Prachi Arora.

Indian Automotive Industry a beacon of growth, Second Edition of 'CII NexGen Expo 2024 kicks off in Pune

Pune (Voice news service)- As India aims to be a developed country by 2047 and plans to achieve net zero by 2070, the quantum of growth and opportunities are huge. The Indian automotive industry is a beacon of opportunities, opined experts at the inauguration of the CII NexGen mobility expo 2024. The second edition of CII NexGen Expo 2024 was inaugurated today at the Pune International Exhibition Center at Moshi. The three-day expo from 18th October to 20th October 2024, themed 'Integrating Indian Mobility', features a comprehensive range of vehicles and technologies, from internal combustion engines (ICE) to electric, hybrid, hydrogen, CNG/LNG, and ethanol/biofuel powertrains. It also highlights the latest innovations in automobile components, electronics, and sub-systems. Arvind Goel, Chairman, CII WR Taskforce on Future Mobility, and Chairman, Tata AutoComp Systems Ltd., said that the auto industry currently is about 80 billion dollars in India with 15 billion dollars in exports. It is expected to grow more than three times to 250 billion dollars in the next few years. With the auto industry growing, employment will also grow. He added that as India plans to achieve net carbon zero by 2070, many companies have targets to achieve it much before that. A huge amount will be invested by companies to take India to net carbon zero. With the abundance of renewable energy, the industry will move more quickly in the EV space. The auto industry will have a major role to play in the quantum of growth and opportunities as



India aims to be a developed country by 2047. Swati Salgaocar, Chairperson, CII Western Region 2024-25, said "Mobility is the backbone of economic life, connecting people to jobs, communities, and opportunities. Yet, urban mobility faces challenges like congestion, pollution, and uneven access. Future mobility must be sustainable, integrated, and automated. Trends like EVs, shared mobility, and autonomy are transforming cities globally. India is at a crucial stage of urbanization, and decision-makers must act now. CII Western Region is leading the way with the NexGen Mobility Show, driving the future of clean, efficient, and innovative transportation solutions." Rishi Kumar Bagla, Deputy Chairman, CII Western Region 2024-25, said that the auto industry has historically been a good indicator of how the economy is doing. The country's automotive component sector has seen steady growth in exports over the past decade, driven by cost optimization in manufacturing, skill development, adherence to global standards, and government support with the Make in India initiative.

India has a few automotive hubs, and the western region is the flag bearer of the Indian automotive industry. India ranks among the top auto component suppliers in the world. If we continue to grow by 7 to 8 percent till 2047, the requirement will be eight times of the current consumption, and therefore the opportunities are huge. Akash Passey, Co-Chairman, CII WR Taskforce on Future Mobility & President, India, ZF Group, said that India is rapidly becoming a global automotive powerhouse. Our task force on mobility at CII is working on challenges and opportunities and developing strategies to ensure sustainable and inclusive growth. Technologies like ADAS and innovations will play a pivotal role. The future of mobility hinges on our ability to create a safe, sustainable, and technologically advanced automotive system. Therefore, there are new opportunities coming in and a new dimension showing up in the coming years. India can position itself as a global leader in the global automobile industry. Rajnikant Behera, Co-Chair, CII NexGen Mobility Show 2024, said that auto is a key

driver in economic growth. We are also on the cusp of a significant transition of technology from ICE to EVs. We want the entire industry to come together and have a dialogue in one space, which is the main aim of this expo. Nishant Arya, Vice Chairman and Managing Director, JBM Group, said When the norms are global, the opportunities are global. With the scale and size, we are looking to address. Indian companies can use this opportunity to grow multifold. Reji Mathai, Director, the Automotive Research Association of India (ARAI), said that it is time to look ahead and address India-specific needs. Our focus can be summed into two parts: one is net zero, and the other is the safety of the cars, two-wheelers, and pedestrians. At ARAI, we have been on this journey, not only developing a regulatory framework but also helping to develop capabilities. These steps can take the ecosystem forward to become more safe and sustainable. Prashant Nayak, Co-Chair, CII NexGen Mobility Show 2024, and Managing Director, Yazaki India gave the closing remarks.

Tally Solutions and Kerala Start-up Mission Collaborate to Accelerate Technology Adoption amongst Emerging Start-ups

Pune: Leading technology player Tally Solutions has signed a memorandum of understanding (MoU) today and announced its strategic partnership with the Kerala Start-up Mission (KSUM), an undertaking of the Government of Kerala, to empower emerging businesses. The primary focus of the partnership will be to accelerate technology adoption for emerging businesses, spearhead skilling and technology training, and foster innovation and economic growth of start-ups in the region. Under this partnership, KSUM and Tally Solutions will drive training & awareness around digital integration in accounting and compliance, while also providing business management solutions (BMS) for emerging start-ups. The MoU also entails knowledge transfer sessions for startups on several relevant subjects like marketing trends, customer retention and acquisition, competition analysis, building growth strategy, and more. Commenting about this partnership Jayati Singh, Chief Marketing Officer, Tally Solutions, said, "We are excited to collaborate with Kerala Start-up Mission and our association is aligned with Tally's vision to nurture the entrepreneurs' ecosystem in India. This strategic collaboration is not just about technology adoption; it's about fostering a robust ecosystem where innovation thrives. By focusing on skilling and technology training, we aim to equip

start-ups with the necessary tools for success in a digital-first world. Together, we will drive awareness around digital integration in business management and compliance, ensuring that these businesses not only survive but flourish in an increasingly competitive landscape." Mr. Anoop Ambika, CEO of Kerala Start-up Mission, said, "This partnership with Tally Solutions is a pivotal step for the Kerala Startup Mission. By focusing on skilling and technology training, we will equip start-ups with the essential knowledge and tools to thrive in today's digital economy. Together, we are committed to creating a vibrant ecosystem that not only supports local entrepreneurs but also drives sustainable economic growth across the region." The strategic partnership between Tally Solutions and the Kerala Startup Mission (KSUM) is set to significantly enhance the startup ecosystem in Kerala, which boasts over 6000 start-ups across key sectors such as IT, healthcare, agriculture, and clean energy. With Kerala's startups having recently raised approximately ₹1NR 5,000 crore in investments, this initiative will further nurture an entrepreneurial culture through workshops and networking events. Together, Tally Solutions and KSUM are committed to fostering innovation and driving sustainable economic growth, positioning Kerala as a leading hub for startups in India.

98% Awareness, Only 53% Enrolled: College Vidya Study Reveals India's Online Education Gap

Pune (Voice news service)- College Vidya, a one-stop solution for making informed online education choices, has released its latest study, 'The Digital Education Frontier,' shedding light on the growing awareness and adoption of online education among students and working professionals across India. This study is based on a survey of more than 5000 students delving into the advantages, challenges, and perceptions surrounding digital education, offering key insights into its potential to reshape the learning landscape. The study highlights that the most compelling advantages of online education are the lack of geographical constraints and time-saving benefits. Approximately 82% of students and 66.2% of professionals appreciate the flexibility of learning from anywhere, while 81% of students and 71.1% of professionals value the time efficiency it offers. Other notable benefits include cost-effectiveness (69% of students and 51.9% of professionals recognize its affordability), flexible attendance criteria, and access to global faculty for both groups. The spokesperson of College Vidya said, "The future of education is undeniably digital,

but there are still significant barriers to overcome in terms of accessibility and trust. Our study sheds light on the potential of online education while emphasizing the importance of providing unbiased guidance to help students and professionals make informed choices. We believe that with the right initiatives, the credibility and utility of online education will continue to grow and drive higher adoption across India." Despite these advantages, challenges remain. The majority of respondents are from Tier 1 and Tier 2 cities, and there is still limited access to technology and the internet, particularly in rural areas. Only 11% of the population has access to electronic gadgets, and only 24% have internet access, presenting a major barrier to online education's widespread adoption. In addition to technological limitations, the report identifies other perceived disadvantages, such as the lack of face-to-face interaction, cited by 70% of students and 58.4% of professionals, and a perceived lack of practical exposure. Concerns over the credibility of online qualifications also persist, with many respondents feeling that online degrees do not hold the same value as traditional degrees.

USV Launches OnArni- Heart Failure Medication at An Affordable Price

Pune: USV Pvt. Ltd. has introduced OnArni, a fixed dose combination of Sacubitril and Valsartan, for the management of Heart failure, priced at an accessible ₹8 per tablet for 50mg. This cost-effective option addresses the rising cases of heart failure in India, offering life-saving care to millions of patients who need it the most. India is experiencing an alarming increase in heart failure cases, with patients developing the condition nearly 10 years earlier than in other parts of the world. This early onset puts tremendous pressure on both families and the healthcare system. Managing heart failure typically requires lifelong medication and results in frequent hospitalization, leading to overwhelming increase in medical costs. For many, the high cost of treatment leads to poor adherence to prescription, thus worsening health outcomes. The introduction of bioequivalent OnArni by USV Pvt. Ltd. offers an affordable, timely solution that helps reduce the financial burden of lifelong heart failure treatment. Mr. Prashant Tewari, Managing Director, USV, stresses the need for af-

fordable heart failure solutions, stating, "As leaders in cardiovascular care, introducing bioequivalent OnArni was a pivotal step for us at USV to ensure heart failure treatment is both affordable and accessible. With a price of ₹8 per tablet of the starting dose, OnArni helps patients stay consistent with their medication, which is critical in managing the condition effectively. By alleviating the financial strain that often leads patients to skip doses, we aim to reduce hospital readmissions and improve long-term health outcomes." OnArni comes with packaging that reflects its life-changing potential. The alu-alu blister packs feature smiling hearts and music notes, symbolizing healthier happy hearts after treatment. Now available nationwide, OnArni underscores USV's commitment to enhancing heart failure outcomes by ensuring that the cost of medication is no longer a barrier to effective treatment. By providing an affordable and accessible option, USV continues to align its mission with government initiatives to reduce the healthcare burden on Indian families.

Nikon is developing a new version of the NX MobileAir app that will include support for Adobe's Frame.io Camera to Cloud

Pune (Voice news service):- Nikon Corporation plans to make its NX MobileAir app, which enhances the efficiency of professionals' workflow by providing high-speed image delivery without using a computer, compatible with Adobe's Frame.io, the industry-leading creative collaboration platform that stream-

lines and simplifies workflows across content creation and production. The version of NX MobileAir that will include support for Frame.io Camera to Cloud is currently being developed. Nikon hopes to release this latest version in the first half of 2025. The version currently under development allows the automatic video file

upload to Frame.io, enabling smooth cloud-based sharing and collaboration. Nikon will provide a more efficient workflow by seamlessly connecting the entire video production process, from recording to final editing with support for Frame.io. Nikon will continue to provide software updates to satisfy

the needs of those involved in video production, and to contribute to the development of imaging culture with the hope of further expanding possibilities for imaging expression. Availability: For more information on the new version of the NX MobileAir app and other Nikon products, please visit <https://www.nikon.co.in>

Nikon develops firmware that adds a function compliant with C2PA standards to the Nikon Z6III full-frame mirrorless camera

Pune (Voice news service):- Nikon Corporation is currently developing firmware that adds an image provenance function compliant with the standards set forth by the Coalition for Content Provenance and Authenticity (C2PA) to the Z6III full-frame mirrorless camera. The Z6III equipped with the firmware currently under development will be exhibited during this year's Adobe MAX

2024 Creativity Conference held October 14-16, 2024 (EDT). Nikon is committed to developing solutions, including compliance with the C2PA standards, with the goal of protecting individuals and enterprises in the imaging industry, and ultimately society, from any unfavorable results caused by fake images and/or unauthorized use of images. Our aim to implement

a mechanism that preserves original, unaltered image data recorded using the camera, making it easier to verify the authenticity of images and protect the rights of photographers. This firmware, currently under development for the Z6III to reflect the results of testing of the mechanism's practicality as part of the workflows adopted by news agencies, is scheduled for release to

some media agencies in mid-2025. Nikon will continue to work to address the ever-changing issues surrounding image authenticity, and contribute to the further development of imaging culture by working toward a society in which those involved in the imaging industry are able to conduct their creative and business activities with greater peace of mind.

Yamaha Achieves Milestone of 400 Blue Square Showrooms; Expands its Presence in Tier-2 and Tier-3 Cities

Pune (Voice news service):- India Yamaha Motor (IYM) has achieved a significant milestone by establishing 400 Blue Square showrooms nationwide, adding 100 new outlets in just the past six months. This rapid expansion underscores Yamaha's ongoing commitment to delivering an unmatched customer-centric experience. By bringing its premium two-wheeler offerings closer to customers, particularly in India's rapidly growing tier-2 and tier-3 cities, Yamaha is catering to the rising aspirations of its consumers across the country. Since the launch of 'The Call of The Blue' brand campaign in 2018, Yamaha has focused on bringing its premium offerings closer to customers and building stronger connections. The introduction of

Blue Square showrooms in 2019 has been instrumental in creating an exclusive environment that reflects Yamaha's racing DNA and caters to the growing demand for performance-oriented products. Commenting on this achievement, Mr. Eishin Chihana, Chairman, Yamaha Motor India Group of Companies, said, "Crossing the milestone of 400 Blue Square showrooms reflects our continuous effort to be closer to our customers, especially in India's fast-growing tier-2 and tier-3 cities. We recognize the growing aspirations of customers across the country, and we are here to cater to those ambitions by offering a premium, personalized experience through our Blue Square outlets. These spaces are not just retail touchpoints—they

are where customers can truly immerse themselves in the Yamaha world and explore our products in an environment designed for them. We extend our heartfelt thanks to our dealer partners and customers for their continued trust and support in achieving this milestone." The design of Blue Square showrooms caters to the evolving needs and aspirations of today's discerning customers. With dedicated zones for accessories, merchandise, and community engagement, these showrooms embody Yamaha's philosophy of innovation, sportiness, and style. Each outlet serves as a hub for Yamaha's 'Blue Streaks' rider community, enabling customers to participate in group rides and build connections with fellow enthusiasts.

The Blue Square network houses Yamaha's most exciting products, including the track-oriented R3, street fighter MT-03, and the maxi-sport AEROX 155 scooter, alongside models equipped with advanced features like Traction Control System (TCS). Customers can also explore a range of other motorcycles and scooters, including the YZF-R15 V4, MT-15 V2, FZ-X, Fascino 125 FI Hybrid, and Ray ZR Street Rally 125 FI Hybrid, all designed to offer a thrilling riding experience with superior performance. With 400 operational Blue Square outlets across India, Yamaha continues to expand its footprint, ensuring that more customers, especially in emerging regions, have access to its premium products and services.

Justdial helps Pune's small businesses flourish in a competitive market

Pune (Voice news service):- The second-largest city in Maharashtra after Mumbai, is a thriving hub of education, culture, and industry. Known as 'The Oxford of the East' due to its prestigious educational institutions, Pune is home to numerous colleges and universities. The city has a rich cultural history, celebrated for its classical music, theatre, sports, and literature. Pune's economy has seen remarkable growth over the years, emerging as a significant player in sectors such as IT, manufacturing, and automotive industries. With its status as a new startup hub, Pune is rapidly expanding across key industries, making it one of the fastest-growing cities in the Asia-Pacific region. The city boasts a strong industrial base and has approximately 7.5 lakh Udyam-registered MSMEs (Micro, Small, and Medium Enterprises) that contribute to its dynamic business environment.

In line with Pune's growth, Justdial has been playing a pivotal role in supporting and empowering MSMEs by providing them with a digital platform that enhances visibility and helps businesses reach potential customers with ease. Justdial has become a trusted partner for many entrepreneurs in Pune, enabling them to tap into the city's vast market potential through increased leads, brand awareness, and customer engagement. Several MSME owners in Pune have shared how Justdial has transformed their businesses. For instance, Prashant Pawar, the owner of Modern Water Purifier, expressed his gratitude for his long-standing association with Justdial. "I have been in the water purifier business for the past 10 years, and my Justdial registration has been active for 8 to 10 years. Justdial has significantly boosted my

business, providing genuine leads and customers. Thanks to my long-term partnership, I receive 8 to 10 quality leads daily, and the majority of my business comes from Justdial. It has been a very beneficial journey, and I rely on Justdial for continued business growth." Justdial's services provide businesses with the digital exposure they need to grow in a competitive market. Swapnil Kudale, the owner of Evergreen Enterprises, spoke about the benefits of upgrading his Justdial package as his business expanded. "I have been associated with Justdial since 2009. We initially started with a basic package of ₹12,000, but as our business grew, we upgraded to a package worth ₹3 lakh. Justdial has proven to be the best platform for digital marketing, increasing both business and footfall significantly. Their team has guided us tremendously, and our growth is largely due to

Justdial's support. Thank you, Justdial, for helping us reach new heights." Beyond visibility and lead generation, Justdial provides its clients with access to a large customer base, enhancing footfall and revenues. Samadhan Pinjari, the owner of Hotel Rest Inn, shared how Justdial has helped him attract the right kind of customers. "After registering with Justdial, we started attracting the kind of customers we were looking for, which led to a significant increase in footfall. Since then, we've seen good profits and received many quality leads. Justdial has been instrumental in the growth of my business, and I'm truly grateful for their support." With countless MSMEs experiencing similar success stories, Justdial continues to empower businesses in Pune and beyond, offering a comprehensive platform for growth, visibility, and customer engagement.

FNP Elevates Gifting with 30-Minute Instant Delivery

Pune (Voice news service):- FNP (Ferns N Petals), India's largest and most trusted gifting platform, today announced the introduction of its new 30-minute delivery service across 36 cities nationwide. Building on its legacy as the pioneer of same-day delivery in India, this new offering reflects FNP's commitment to continuously innovating and providing more seamless options for thoughtful gifting. FNP has always led the industry in delivering gifts on the same day, being one of the

first to introduce this service nationwide. Now, the company has raised the bar even higher by offering 30-minute delivery in major urban centers such as Delhi NCR (Gurgaon, Noida, Ghaziabad), Mumbai (Thane, Vasai, Virar, Dombivili), Bangalore, Chandigarh (Zirakpur, Mohali), and Chennai, as well as key cities like Pune, Ahmedabad, Ludhiana, Kanpur, Jaipur, and Hyderabad. "At FNP, we believe that gifting is an expression of thoughtfulness and care," said Pawan Gadia, Global CEO & Director

at FNP. "Our 30-minute delivery service enhances the experience for our customers by ensuring that their thoughtful gestures are carried out seamlessly. Whether for a special occasion or a spontaneous moment of connection, our goal is to help customers create memorable experiences with the people who matter most." FNP's fast delivery service is powered by AI and real-time logistics optimization technology. This system enhances route efficiency, improves predictive order management, and ensures flaw-

less last-mile execution. With this cutting-edge approach, FNP continues to deliver not just gifts, but moments of happiness, straight to customers' doorsteps. This new initiative underscores FNP's commitment to innovation and customer satisfaction, blending speed, reliability, and care into every delivery. Whether it's a last-minute surprise or a well-planned celebration, FNP is ensuring that every gift arrives on time, reinforcing its position as India's most trusted name in gifting.

EaseMyTrip launches the Travel Utsav Sale with unbeatable savings on flights, hotels, and more

Pune (Voice news service):- EaseMyTrip.com, one of India's largest online travel tech platforms, has announced the commencement of its grand festive season offer, the Travel Utsav Sale. This limited-period sale will be active on the official website of EaseMyTrip from October 15th to 22nd, 2024. The eye-catching deals pack a bountiful basket of discounts on international and domestic flights, hotels, buses, cabs, and holiday packages.

During the Travel Utsav Sale, customers can enjoy up to 34% off on flights, up to 65% off on hotels, a flat 15% off on bus bookings, and a flat 12% off on cab rentals. For those eyeing a complete getaway, holiday packages start at an incredibly low price of INR 6,999*. To unlock these savings, customers can book through using respective banks promo code on the EaseMyTrip app or website. Mr. Rikant Pittie, Co-Founder of EaseMyTrip, expressed his

delight on the occasion. "As the festive season approaches, we at EaseMyTrip are thrilled to present our Travel Utsav Sale. This sale is our gift to travelers, allowing them to embark on new adventures and create cherished memories with loved ones at unbeatable prices. We've curated an extensive range of offers across all travel categories, ensuring that every type of traveler finds their perfect deal to celebrate

this festive season." The Travel Utsav Sale is not just about discounts; it's also an opportunity to win exciting rewards. The highest spender during the sales period will have the chance to win a pre-owned car worth up to INR 5 Lakhs from CARS24. Furthermore, the few highest spenders will receive an exclusive Puma vouchers worth INR 5,000, while the other highest spenders will win a stylish backpack from Nasher Miles.

Odisha's Vision for Industrial Growth Shines at Mumbai, Sparks Global Investor Interest

Pune (Voice news service):- Odisha's ambitious plans for industrial growth and investment took center stage during a successful roadshow in Mumbai, the second stop of its global investment roadshow following Delhi. Led by Hon'ble Chief Minister Shri Mohan Charan Majhi, this high-profile event further advanced preparations for the marquee Utkarsh Odisha - Make in Odisha Conclave 2025, scheduled for January 28-29, 2025, in Bhubaneswar. Building on the momentum of the Delhi roadshow, the Mumbai event attracted top industry leaders and influential business figures, who engaged in strategic discussions centered on Odisha's burgeoning investment landscape. Chief Minister Majhi, in his keynote address, outlined Odisha's rapid transformation into a hub for skill-driven industries, emphasizing sectors such as IT, textiles, renewable energy, plastic, chemicals and petrochemicals.

Highlighted ongoing initiatives such as food processing parks, garment manufacturing clusters, and the expansion of multimodal logistics hubs. Odisha's alignment with national growth strategies such as the Purvodaya Yojana, ensuring it plays a pivotal role in India's overall economic development. The roadshow, which followed the Delhi event, positioned Odisha as a critical player in India's industrial growth narrative. Shri Manoj Ahuja, Chief Secretary of the Government of Odisha, set the context with an opening address, followed by a detailed presentation by Shri Hemant Sharma, Principal Secretary of Industries, outlining the state's industrial strengths and opportunities. Odisha's comprehensive infrastructure plan, world-class Skilling Ecosystem, and strategic location were key talking points.



Reflecting on Odisha's growing industrial might, Hon'ble Chief Minister Shri Mohan Charan Majhi said, "Odisha offers immense opportunities with its business-friendly environment, demonstrated through recognition in the BRAP 2022. With initiatives like the Single Window Clearance System and GO-SWIFT, the state ensures streamlined investment processes. Its strategic location on India's eastern coast, and access to its premium products and services.

High-level business engagements with top leaders across IT, chemicals, petrochemicals, manufacturing, and plastic and renewable energy sectors. The Chief Minister's engagements included one-on-one meetings with leading industrialists. These discussions explored potential collaborations in key sectors, solidifying Odisha's position as a preferred investment destination for both national and international investors. Key highlights from the Mumbai Roadshow:

Odisha's skilled workforce, combined with strong governance, invites investors to join a vibrant ecosystem and participate in the Utkarsh Odisha Conclave 2025." Hon'ble Shri Sampad Chandra Swain, Minister of Industries, emphasized Odisha's strategic advantages, "Odisha, with its rich heritage and strategic location on India's eastern coast, is poised for transformation into a modern industrial hub. Under the leadership of Prime Minister Narendra Modi and aligned with the "Purvodaya Yojana," Odisha is central to India's growth. The state offers a seamless business environment through initiatives like garment manufacturing clusters, food processing parks, and logistics hubs. Odisha invites industries to leverage its robust infrastructure, skilled workforce, and supportive government policies. The upcoming Utkarsh Odisha - Make in Odisha Conclave

cess to global markets make it a hub for industrial growth. Odisha's skilled workforce, combined with strong governance, invites investors to join a vibrant ecosystem and participate in the Utkarsh Odisha Conclave 2025." Hon'ble Shri Sampad Chandra Swain, Minister of Industries, emphasized Odisha's strategic advantages, "Odisha, with its rich heritage and strategic location on India's eastern coast, is poised for transformation into a modern industrial hub. Under the leadership of Prime Minister Narendra Modi and aligned with the "Purvodaya Yojana," Odisha is central to India's growth. The state offers a seamless business environment through initiatives like garment manufacturing clusters, food processing parks, and logistics hubs. Odisha invites industries to leverage its robust infrastructure, skilled workforce, and supportive government policies. The upcoming Utkarsh Odisha - Make in Odisha Conclave

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TeamLease Digital Highlights Emerging Trends in Tech Employment for FY25

Pune (Voice news service):- TeamLease Digital, a leading tech staffing and solutions provider, has revealed its latest insights on hiring trends and the tech landscape for the upcoming fiscal year 2025. The analysis highlights the surge in demand across various experience levels, influential market factors, and the significance of skill development in the ever-evolving tech industry. The following are some of the key details gauged by TeamLease Digital.

Senior management roles are experiencing a remarkable 21% rise in demand since last year, attributed to the strategic importance of expertise in data engineering, product management, and DevOps, with salary increases ranging between 6.54% and 10.8%.

is expected to require over two million cloud professionals to support the accelerated adoption of cloud technologies across various sectors. TeamLease Digital's outlook also reveals how upskilling and professional development remain priorities as companies seek to bridge the talent gap. Alarmingly, 63% of tech employees did not upskill last year which highlights the urgent need to address this skills gap. Among those, 73% reported a lack of time, and 42% cited a lack of support from managers as barriers to their development. Employees aiming to transition from junior to senior roles are encouraged to pursue certifications in cloud computing, data analytics, and cybersecurity, as these skills are considered mandatory for progression. Upskilling is seen as a cost-effective strategy for employers, enabling them to meet talent demand while equipping professionals with the expertise required for higher-level responsibilities.

The tech industry is currently facing a skills shortage in these areas, leading to a mismatch between demand and supply. Major tech hubs such as Bangalore and Hyderabad offer competitive salaries due to their status as innovation centers, while smaller cities like Kochi and Coimbatore provide lower compensation because of reduced competition. However, companies are increasingly shifting their focus to Tier 2 towns, where the talent pool is gaining more importance. Cost of living is another major factor influencing salary disparities; for example, the high living expenses in Bangalore and Delhi necessitate higher salaries compared to cities like Ahmedabad. Additionally, government policies play a critical role, with Hyderabad's favorable environment attracting tech companies, resulting in higher salaries compared to other regions. Ms Munira Lolivala, VP - Strategy and Growth of TeamLease Digital, shared her thoughts "Mumbai has always been the financial nerve center of India, but today, it's rapidly evolving into a strategic destination for Global Capability Centers and the non-tech sector. The city's unparalleled access to top-tier talent, diverse industry presence, and robust infrastructure are driving innovation and growth in areas beyond finance, including analytics, risk management, and digital transformation. Mumbai's unique blend of business acumen and technology expertise makes it an ideal location for companies looking to expand their global operations."

With respect to hiring in the tech sector, there have been distinct patterns for freshers, mid-level professionals, and senior management. Global Capability Centers (GCCs) have emerged as significant employers of fresh talent, offering entry-level candidates salaries that are up to 30% higher than the industry standard for in-demand skills. This surge is expected to continue, with GCCs projected to increase fresher hiring by 40% compared to the previous year. The IT services sector, while cautiously optimistic, is also anticipating a 20-25% growth in the recruitment of freshers, underscoring the demand for skills in software development, data engineering, and cloud technologies. Meanwhile, mid-level roles demonstrate stability, with consistent demand for project managers, data scientists, and cybersecurity experts. Salaries in these roles have seen an increase of 7.89% to 10.2% as compared to FY 2024, reflecting the market's need for professionals who can apply their hands-on ex-

perience to manage and optimize business operations effectively. Senior management roles are experiencing a remarkable 21% rise in demand since last year, attributed to the strategic importance of expertise in data engineering, product management, and DevOps, with salary increases ranging between 6.54% and 10.8%.

Additionally, the tech workforce solutions provider's outlook shows that state-wise salary differences continue to shape the tech job market, driven by cost of living, concentration of tech companies, and local policies. Senior-level roles are experiencing a notable salary increase of 6.79% to 10.7% compared to FY 24 due to the diverse skill set required for these positions. This skill set encompasses advanced data manipulation, statistical analysis, machine learning, cloud computing, and expertise in big data tools such as Hadoop and Spark.

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Mondelez India takes initiative towards plastics circular economy with "Lighthouse Project" in Mapusa, Goa

Pune (Voice news service):- Solidifying its commitment to sustainability and environmental stewardship, Mondelez India has officially launched its "Lighthouse Project" in Mapusa, Goa, in the presence of Dr. Pramod Sawant, the Hon'ble Chief Minister of Goa. This five-year initiative in association with the Goa State Pollution Control Board and the Mapusa Municipal Council aims to address key waste management challenges and contribute to a circular economy. This project redirects over 1,000 metric tons of plastic waste. "I am delighted to have launched the Lighthouse Project for Plastics Circularity under the CSR initiative by Mondelez India, in association with the Goa State Pollution Control Board," said Dr. Pra-

mod Sawant, Hon'ble Chief Minister of Goa. "The project aims to transform the waste management in Mapusa with a focus on circularity in plastic waste management." Mr. Samir Jain, President, Mondelez India, said, "Sustainability is one of our company's strategic growth pillars and the Lighthouse Project reflects our commitment towards plastics circularity in alignment with the government's vision for sustainable waste management. This project is built on 3 key pillars—behavioral shifts, infrastructure upgrades, and digital innovation. We are laying the groundwork for a scalable circular economy by enhancing waste recovery, promoting sustainability, and engaging communities." During the launch event, Dr.

Pramod Sawant, Hon'ble Chief Minister of Goa unveiled 'The Fisherman Casting Net' - an inspiring art installation created entirely from 100% recycled plastic. The unique artwork depicts the livelihood of communities born and raised by the sea. Shri Aleixo Sequeira, Minister for Law & Judiciary, Environment, Captain of Ports & Legislative Affairs, Government of Goa; Shri Mahesh Patil, Chairman, Goa State Pollution Control Board; Samir Jain, President, Mondelez India and Ophira Bhatia, Vice President, Corporate and Government Affairs, India and AMEA CGA Lead, Mondelez International were also present at the event. The installation, unveiled in association with the Goa State Pollution Control Board and the Corporation of the City

of Panaji reminds citizens to recycle and repurpose plastic waste to protect the environment and planet. It is located at Goa's Miramar Circle and represents the project's vision of a cleaner, greener future. The Lighthouse Project, in collaboration with the Mapusa Municipal Council (MMC), is being carried out in partnership with Anubhuti Welfare Foundation (AWF) as the implementation partner and Responsible Earth Foundation (REF) as the operations partner. The initiative focuses on bringing circularity to the plastics waste management practices such as upgrading the existing Material Recovery Facility (MRF) to Smart MRF to boost recyclable recovery, and digitizing waste management to enhance transparency and traceability.