

Times of Power and Voice

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Rubiscape and Pune University Jointly Announce Artificial Intelligence and Machine Learning Course!
Pune (Voice news service):- On this occasion, Dr. Aditya Abhyankar, Head of Department (HOD) of the Department of Technology (DOT), said, "Our main goal is to teach students the latest skills in the industry and provide them with employment opportunities."

Rubiscape and Pune University have jointly announced a one-year Data Science and Artificial Intelligence course. This course will provide students with practical knowledge and technical skills in advanced fields like Data Science, AI, and Business Analytics. Developed with the support of Rubiscape's cutting-edge technology, the course will equip students to be industry-ready according to modern industry demands. Rubiscape's CEO, Dr. Prashant Pansare, said, "This partnership marks a

Franklin Templeton Launches Franklin India Arbitrage Fund

Pune: Franklin Templeton (India) announced the launch of its open-ended arbitrage fund — Franklin India Arbitrage Fund (FIAF). The fund will aim to achieve capital appreciation and income by predominantly investing in arbitrage opportunities in the cash and derivative segments of equity markets, as well as arbitrage opportunities within the derivative segment, with the remainder allocated to debt and money market instruments. The fund will be managed by Rajasa K, VP & Portfolio Manager, Emerging Markets Equity – India; Yogik Pitti, Senior Manager, Emerging Markets Equity – Trading; and Pallab Roy, Portfolio Manager, India Fixed Income. The New Fund Offer opens from November 4, 2024, and will close on November 18, 2024, during which units will be available at Rs. 10/- per unit.

The fund will employ an active investment strategy, adjusting its defensive or aggressive postures

AMITY INNOVATION INCUBATOR WINS AABI'S INCUBATOR OF THE YEAR AWARD OUTPERFORMING INCUBATORS FROM 19 MEMBER COUNTRIES

Pune (Voice news service):- The Amity Innovation Incubator won the Asian Association of Business Incubation (AABI)'Incubator of the Year Award 2024', outperforming incubators from 19 countries. The award was presented at the ISBACON 2024, the 16th Annual Conference of the Indian STEPs and Business Incubators Association (ISBA), in the presence of over 200 industry experts, thought leaders and government representatives.

The Amity Innovation Incubator and TusStar were awarded the title of 'Best AABI Incubator of the Year for 2024' surpassing nominations from AABI's 19 member countries including China, South Korea, Japan, Chinese Taipei, the Philippines, Indonesia, Australia, Hong Kong, New Zealand, Vietnam, Thailand, Pakistan, Malaysia, Singapore, India, Saudi Arabia, Uzbekistan, Kazakhstan, and the Kyrgyz Republic.

The AABI grants the 'Incubator of the Year' award annually, recognizing outstanding business incubators across the Asia-Pacific region. The award evaluates several criteria,



including: Support for Innovation and Entrepreneurship: How effectively the incubator fosters innovation and assists startups, especially in technology-driven sectors. Graduation Success: The number and success of companies graduating from their programs, including funding raised, patents filed, and global market reach. Impact on the Ecosystem: The incubator's broader contributions to the entrepreneurial ecosystem, such as collaborations with universities, research institutes, and other stakeholders. Upon receiving the award, Mr. Ojasvi Babber, CEO, Amity Innovation Incubator, said "This accolade is a testament to the dedication and efforts that align with the vision of our Pres-

ident Dr. Aseem Chauhan, as well as the support of our exceptional network of startups and stakeholders in the ecosystem, along with the hard work of our entire team. It motivates us to continue driving entrepreneurial success and contributing to the global startup ecosystem with renewed energy and vision."

Mr. Babber also shared his thoughts in a panel discussion at the summit, known to be India's largest gathering of startup incubators, on the topic "AI Transformation: Challenges and Opportunities for International Business Incubation".

The Amity Innovation Incubator constantly strives to be at the forefront of technology and innovation, having been ranked in the band of 'Top Performers'

among the 12 best incubators of India in 2023 as per the 'Assessment Framework for Startup Incubation Centres' created by the Atal Innovation Mission, NITI Aayog in collaboration with the World Bank and the Indian Institute of Technology, (IIT) Delhi. The AABI, founded in 2002, is a global network dedicated to fostering collaboration and promoting innovation and entrepreneurship throughout the Asia-Pacific region. By bringing together business incubators, government organizations, and innovation hubs, AABI builds a solid support framework for startups and rising firms.

The group accelerates the establishment of innovative firms and drives economic development throughout the region by sharing expertise, exchanging resources, and forming strategic relationships.

The award represents the shared success for all stakeholders in the ecosystem of the Amity Technology Innovator, highlighting the collaborative spirit and dedication to excellence that drives its mission.

Thums Up Teases the Most Epic Partnership of the Year with Allu Arjun



Pune (Voice news service):- Thums Up, India's iconic homegrown brand, synonymous with bold toofani spirit recently launched an electrifying teaser featuring the unmistakable silhouette of Allu Arjun.

With this bold move, the brand has set off a wave of excitement, leaving fans eager to see what's coming next.

This teaser release comes on the heels of the much-anticipated trailer for Pushpa 2, sparking curiosity around the role Thums Up will play alongside the film's high-energy momentum.

The teaser not only taps into Allu Arjun's massive fan base but also strengthens Thums Up's connection with consumers who resonate with its fearless and adventurous spirit.

Sumeli Chatterjee, Category Head – Sparkling Flavours, Coca-Cola India and Southwest Asia, shared, "We're continuously crafting stories that keep our fans at the edge of their seats, and Thums Up's campaigns are all about delivering that perfectly timed thrill. Whether it's launching a new partnership or tapping into fan-favourite moments, we're here to bring something bold and memorable to our consumers. This journey with Allu Arjun is just the latest chapter—stay tuned, there's much more in store!"

With suspense hanging in the air, Thums Up is set to launch a mind-blowing experience that captures the essence of its bold and adventurous spirit!

Medica Super specialty Hospital highlights NGOs' role in accessible cancer care on National Cancer Awareness Day



Pune: In commemoration of National Cancer Awareness Day, Medica Super specialty Hospital, a leading healthcare provider in Kolkata, hosted an interesting panel discussion - 'Focusing on the important role of NGOs in making modern cancer treatment more accessible to economically disadvantaged patients in private healthcare facilities'.

Representatives of reputable NGOs such as Rotary, Fight Cancer, Cancer Fight Foundation, Jadavpur Pension Association, Gauri Bari Welfare, Cankids and Dinante joined the discussion as panelists, moderated by Prof. (Dr.) Subir Ganguly, Senior Consultant and Advisor in Radiation Oncology. A few of the cancer survivors were also present during the discussion.

This year's National Cancer Awareness Day theme, "Prevention, Early Detection and Treatment," emphasizes the need for vigilance to recognize early signs and accessible care. Financial barriers often prevent many people from seeking cancer treatment. And NGOs play a key role in bridging this gap. In cooperation with private hospitals, these organizations help patients get the treatment they need. They usually support or subsidize medical expenses. During the discussion, Prof.

(Dr.) Subir Ganguly, remarked, "Many lives are lost to cancer, and sadly, some of these losses are due to limited access to treatment.

For many, the high cost of cancer care makes it unaffordable, leaving critical treatments out of reach. Here, non-governmental organizations (NGOs) have an important role to play in making cancer treatment more accessible and affordable for people from lower economic backgrounds. These organizations fill health care gaps by providing essential services such as financial assistance.

In collaboration with private hospitals, they provide inexpensive treatment options and necessary services, like free screenings to patients. NGOs often run awareness campaigns to prevent cancer and are additionally involved in providing emotional and logistical support, such as counseling, nutrition advice and transportation assistance to cancer patients. At Medica, we also work with many

PNB Marks Vigilance Awareness Week 2024 with Nationwide Integrity Pledge

Pune: In line with the Central Vigilance Commission (CVC) directives and this year theme "Culture of Integrity for Nation's Prosperity", Punjab National Bank (PNB), nation's leading public sector bank, celebrated the Vigilance Awareness Week, PNB also organised numerous outreach and awareness activities, including a Cyclothon (Cycle Rally) and a walkathon, both flagged off by PNB CVO Shri Raghvendra Kumar from the Bank's Corporate Office in New Delhi, to raise awareness about the menace of corruption. In addition, a health check-up camp was conducted in collaboration with local hospital. In-house competitions for employees and their families such as essay and jingle contests, poster making competitions etc. were also organised.

PNB CVO Shri Raghvendra Kumar in his message on Social media handles of the Bank, emphasizing on the theme and importance of vigilance, stated: "The guidelines set forth by the Commission serve as a foundation for the nation's continued development. This year, the Commission initiated a three-month campaign focusing on five key areas: capacity-building programmes, identification and implementation of systemic improvement measures, updating of circulars, guidelines, and manuals, timely disposal of complaints received before 30 June 2024, and enhancing our dynamic digital presence. PNB has aligned its initiatives with the Commission's objectives to ensure that it upholds the highest standards of integrity and transparency while contributing to a robust framework that supports sustainable development of the nation and fosters a transparent system." Vigilance Awareness Week 2024 at PNB's Corporate Office in New Delhi.

Kia India releases sketches of the 1st SUV from evolved Kia 2.0 transformation in Design, Tech, Space and Safety



PuneKia India, a leading premium carmaker, today unveiled sketches of its highly anticipated, first SUV from Kia 2.0, aimed at creating a unique, new species of SUVs in India. Kia's latest SUV is poised to disrupt with its evolved Design 2.0 philosophy and high-level advancements in tech, space, and safety. The upcoming vehicle embodies futuristic mobility and modern design aesthetics inspired by both EV9 and the Carnival Limousine.

Kia's next will push the boundaries of conventional SUV design to the next level and will invite customers to 'experience a new species of SUV' with its purposeful design and cutting-edge technology, combined with class-leading convenience features and

an ultra-spacious, comfortable cabin. On this release, Mr. Gwanggu Lee MD & CEO Kia India, said "The all-new Kia 2.0 SUV embodies our perennial commitment to break conventions with innovation, design excellence, and customer-centricity with our products. This SUV has been indigenously designed grounds up with inspiration from unrealized needs of Indian customers. It has a unique, progressive SUV design language that doesn't follow the conventional SUV design anymore. This SUV is designed to delight customers with its segment-first features, exceptional performance, and unparalleled comfort. We are confident that it will resonate with discerning Indian buyers who demand the best."

Asia International Tea Summit: A Platform for Change In its commitment to addressing the tea industry's evolving challenges, the Asia International Tea Summit provided a platform for in-depth discussions on critical issues, including sustainability, market volatility, and climate impacts on tea production.

These discussions underscored the urgent need for coordinated action across the region to build resilience and promote the economic welfare of smallholders who form the backbone of the industry. "Tea is a cornerstone of rural economies in Asia, but the challenges we face today require collaboration and innovation.

Formed to address the multifaceted challenges faced by tea producers in Asia, the ATA is committed to creating a more resilient and prosperous tea sector," - Mr. Hemant Bangur, Chairman, Asia Tea Alli-

ance.

The summit also spotlighted the growing importance of carbon trading opportunities, aligning with global sustainability goals, and enhancing tea quality through technology and innovation.

In response to market demands, ATA members explored collaborative measures to reduce carbon footprints, establish fair pricing mechanisms, and promote responsible sourcing across Asian markets.

Honouring Excellence: Asia Tea Alliance Awards To celebrate and recognise excellence among small tea growers, the Asia Tea Alliance hosted a prestigious award ceremony honouring innovation and quality in tea production. The awards were categorised to reflect both machine-made and handmade artisanal teas, acknowledging small growers who uphold the highest standards in each segment.

Mrs. Rituparna Sen Gupta, an acclaimed film personality and prominent supporter of social and environmental causes, graced the event as the Guest of Honour and presented the awards.

Awards were presented in the following categories: Machine-made Teas: Black CTC, Black Orthodox, and Green Tea. Handmade Artisanal Teas: All varieties of speciality teas, including white, yellow, and oolong. Special Recognition: A unique award category was introduced to honour individuals or groups demonstrating innovation and outstanding achievement in tea production.

"Growing up, tea wasn't my first choice. But as I learned about its incredible health benefits and the dedication of smallholders

who bring us each cup, tea—especially green and oolong—became a source of joy and wellness. Today, I am honoured to join the Asia Tea Alliance Excellence Awards, hosted by Solidaridad and the Indian Tea Association, to celebrate an industry built on the resilience of its farmers. The future of tea rests on our commitment to uplift these smallholders and address the social and environmental challenges they face."

— Rituparna Sen Gupta, National Award-Winning Actor-Dancer-Producer, Guest of Honour.

A United Vision for Asia's Tea Sector ATA's vision to secure a sustainable, economically viable tea sector was central to the discussions. The alliance is committed to enhancing the living and working conditions of tea workers, advocating fair returns for tea producers, and ensuring a steady, high-quality supply of tea to consumers worldwide. The summit also served as a forum for ATA members to exchange insights, address regional challenges, and collaborate on achieving shared objectives outlined in ATA's manifesto.

The ATA was established to amplify the voices of Asia's tea-producing nations and foster collective progress toward sustainability. Through collaborative efforts, the ATA seeks to position the Asian tea sector as a global leader in sustainable and responsible production practices. "Through the ATA, we aim to promote sustainable practices, drive economic growth, and ensure that all stakeholders—especially small tea growers—benefit from a more equitable tea industry," - Dr. Shatrughna Chatterjee, Managing Director, Solidaridad Asia.



New Era: Škoda Auto India unveils all-new Kylaq



Pune (Voice news service):- Škoda Auto India has taken the wraps off its much-awaited SUV, the Kylaq, revealing the vehicle for the very first time in India and the world. The Kylaq ushers in the New Era for Škoda Auto in India as it enters new markets and attracts new customers into its fold. The company had ascertained its ambitions to expand further in India with the announcement of this SUV in February this year. In October this year, Škoda Auto India conducted drives of a camouflaged pre-production version of the Kylaq. And a month later, the Kylaq has now made its world premiere, with bookings opening from December 2, 2024.

Klaus Zellmer, CEO of Škoda Auto, says: "The Škoda

IDGS and CII organise Roadshow in Pune to highlight World Audio Visual & Entertainment Summit (WAVES) 2025 and the Create in India Challenge

Pune: The upcoming 'WAVES' summit will provide a global platform for content creators to display their finest work, announced Ms. Neerja Sekhar, Hon'ble Special Secretary of the Ministry of Information and Broadcasting. The Indian Digital Gaming Society (IDGS), in collaboration with the Confederation of Indian Industry (CII), organised a Roadshow in Pune to highlight World Audio Visual & Entertainment Summit (WAVES) 2025 and the Create in India Challenge. The Hon'ble Special Secretary of the Ministry of Information and Broadcasting, Ms. Neerja Sekhar delivered the keynote address at the event. Mr Rajan Navani, President, IDGS, Chairman & MD Jetline Group and Jet-Synthesys, Ajay Dhone, GM NFDC, Amita Sarkar, Deputy Director General CII, Delhi were present on the occasion. The experts opined that a common platform for creators and technology stakeholders will create a holistic ecosystem for the development of this industry.

As part of its ongoing ini-



tiative to promote the Media & Entertainment (M&E) industry, the Ministry of Information and Broadcasting, Government of India, is hosting the inaugural edition of the World Audio Visual & Entertainment Summit (WAVES) in Delhi from 5th -9th February 2025. The objective of the WAVES roadshow is to foster collaboration and engagement among stakeholders in the AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Immersive Realities) sectors, discuss the challenges faced by the industry along with growth initiatives and raise awareness about the "Create in India" Challenge, a key feature of WAVES. The WAVES will also involve some interesting competition in the form of challenges which will engage young creators and techies.

Ms. Neerja Sekhar, Hon'ble Special Secretary

of the Ministry of Information and Broadcasting, highlighted the diversity within the media and entertainment sector, noting that it encompasses many different segments that need to connect and collaborate. She emphasized the industry's need for a marketplace to support the growth, promotion, and distribution of content. "Any entertainment content produced in India—be it podcasts, reels, VFX, or comics—should have a viable market," she stated. In response to this need, the ministry has organized the inaugural Indian Global Summit, 'WAVES,' set to take place next year in Delhi. WAVES will provide a platform for the entire industry to showcase its best work and foster interaction across segments. Neerja Sekhar also mentioned the importance of cross-segment dialogue as each area progresses-

es, and announced that leading companies from around the world have been invited to participate in WAVES.

Mr Rajan Navani, President, IDGS, Chairman & MD Jetline Group and Jet-Synthesys said that how we consume content today is drastically different from what it was a few years ago. All stakeholders including the Government, private sectors, responsible stakeholders, industry bodies and associations like CII and IDGS have come together to create an environment that is not only responsible but also increasingly valuable for India as well as the entire world. WAVES is a brilliant innovative idea that is going to shape the media and entertainment industry. This is a very important starting point of a generational change in the way media, entertainment out of India is going to shape the rest of the world. Ecosystem approach is the only way to build any industry Sector in a country like ours. In terms of consumption, and shaping it for others, India stands at a very big opportunity.

All-New Dzire set to revolutionise the sedan segment; Pre-bookings now open



Pune: Maruti Suzuki India Limited (MSIL), India's leading passenger vehicle manufacturer, today commenced bookings for its highly anticipated 4th Generation Dzire, India's highest-selling compact sedan*, the All-New Dzire is set to revolutionise the segment with its progressive design, segment first features and unparalleled value proposition. Building on the remarkable legacy of the Dzire brand, this new generation model represents a significant leap forward in Maruti Suzuki's commitment to offer exceptional vehicles to the Indian market. Commenting on the announcement, Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited, said, "The Dzire's extraordinary journey since 2008 has made it India's favourite sedan, winning the trust of over 27 Lakh customers. With the All-New Dzire, we have crafted something that's not just the best in its segment but goes beyond conventional expectations. Its modern design philosophy, superior comfort and cutting-edge technology represent the perfect synthesis of what customers love about Dzire and what they aspire for in a modern sedan. By combining advanced powertrain options with thoughtfully curated features, the All-New Dzire is poised to deliver an exceptional experience."

Inteva Products expands Pune manufacturing plant to meet growing production demand

Create Jobs, and Boost Economic Development in India

PUNE: Inteva Products LLC, a global leader in automotive systems and components, announced an expansion of its manufacturing facility in Chakan, Pune. The \$3.3 Million investment will significantly increase production capacity and operational efficiency, aligning with the company's growing commitment to meeting the rising demand in India's rapidly expanding automotive sector.

This expansion will result in a 70% increase in the plant's production space, growing to 85,000 Sq. Ft. In addition to the expanded production area, the facility will also see the construction of an additional 26,000 sq. Ft. of office space.

This will allow Inteva to install new production lines for window regulators, latches, and window regulator motor assemblies, positioning the company to better serve its existing customers and enhance supply chain capabilities in India.

Significant Economic Impact: 100 New Jobs and Local Growth The expansion is expected to create 100 new jobs in Pune, directly benefiting the local workforce and contributing



to Maharashtra's economic growth. With a focus on local talent, Inteva's commitment to job creation aligns with India's push for self-reliance in the automotive manufacturing sector. This move is also a testament to Inteva's long-term investment in the region, reflecting the company's strategy to support India's growing role as a global hub for automotive manufacturing. "This expansion reflects Inteva's ongoing commitment to the Indian market, which is critical to our global growth strategy," said Gerard Roose, President and CEO of Inteva Products. "As demand for high-quality automotive components continues to rise, we are proud to increase our capacity to better serve our customers while creating valuable local employment opportunities."

Strengthening the Supply Chain for Major Indian and Global Automotive Players Inteva's Pune facility manufactures essential components including side door latches, liftgate latches, window regulators, and motors for window regulators for leading Indian automakers such as Mahindra & Mahindra, TATA Motors, Stellantis,

Volkswagen (VW), Hyundai, MG Motors, and Force Motors. The plant is also a critical supplier to the global automotive supply chain, exporting window regulator motors to markets in South Africa and North America. Sanjay Kataria, Vice President and Managing Director of Inteva India, added, "With this expansion, we're able to offer our customers even more localized, high-quality automotive components that meet their evolving needs. Our investment in advanced manufacturing capabilities here in Pune underscores our commitment to excellence and innovation.

Inteva's Longstanding Commitment to India Inteva Products first began operations in Pune in 2008 and moved to its greenfield plant in Chakan in 2012. Since then,

the company has built a reputation for delivering high-tech automotive solutions with an emphasis on quality, efficiency, and sustainability. Inteva also operates a technical center in Bengaluru, employing approximately 320 staff which includes 181 engineers, which supports both global and Indian operations with advanced product development and engineering expertise. As the Indian automotive market continues to grow, Inteva is strategically positioned to meet the demand for innovative, high-quality components for both domestic and global customers. The company's investment in India is part of a broader strategy to bolster its manufacturing footprint in emerging markets, contributing to both global automotive supply chains and local economies.

TKIL Industries (formerly thyssenkrupp Industries India) welcomes Honourable Ambassador Shri Ajit Gupte to Pune

Pune: TKIL Industries (formerly thyssenkrupp Industries India), a leading industrial equipment and technology company operating in the field of mining and material handling, mineral processing, cement, energy and boilers, sugar, cogeneration, bio-chemicals, and related services, is honoured to announce the visit of the Honourable Ambassador Shri Ajit Gupte of India to Germany, on November 4, 2024 at our Pimpri plant in Pune. This visit underscores TKIL's commitment to innovation and excellence in industrial equipment and technology.

During his visit, Ambassador Shri Gupte toured our state-of-the-art manufacturing facility, gaining first-hand insights into TKIL's significant achievements and pioneering practices. He expressed particular admiration for our robust



safety protocols and adherence to Occupational Safety, Health, and Environment (OSHE) standards, which are integral to our operations.

The visit included productive discussions between Honourable Ambassador Shri Ajit Gupte and senior officials at TKIL, exploring potential avenues for collaboration and innovation to further enhance industrial growth.

Ambassador Shri Gupte, who assumed his role as

Ambassador of India to Germany on October 13, 2024, brings over three decades of experience in international relations, with a focus on Asia and Europe. His previous roles include being Ambassador to Egypt from March 2021 to October 2024 and Ambassador to Denmark from September 2017 to February 2021 significant positions in China and Bangladesh. His extensive background positions him to foster strong bilat-



Emcure Pharmaceuticals Teams up with MS Dhoni to Bat for Stroke Awareness Across the Country

Pune (Voice news service):- Emcure Pharmaceuticals Ltd. announces the launch of a public awareness campaign on stroke prevention with cricket legend, MS Dhoni.

Under this initiative, Emcure and Dhoni, through a video urge everyone to be aware about symptoms of stroke and educate at least one person for identification of stroke and spread its awareness.

According to epidemiology studies conducted in India, over 1.8 million people suffer a stroke each year, making it a leading cause of death and disability. Therefore, Emcure has taken upon itself to help raise awareness on brain stroke, its symptoms and understanding the impor-

tance of timely intervention to save lives and improve outcomes for countless individuals.

Known for his sharp instincts on the field, former and multiple World Cup winning captain, MS Dhoni. Under this initiative, Emcure and Dhoni, through a video urge everyone to be aware about symptoms of stroke and educate at least one person for identification of stroke and spread its awareness.

Speaking on the initiative, Dr. N. Ichaporia, Consulting Neurologist Pune shared, "For every minute a stroke goes untreated, the brain loses 1.9 million cells. Immediate care at a capable stroke centre can drastically improve outcomes.

B stands for Balance loss, E for sudden Eyesight changes, F for Face drooping, A for Arm weakness, S for Speech difficulties, and

T signifies the Time to call emergency medical services without delay. Just as every second counts in a cricket match, Dhoni highlights that recognizing these signs and taking immediate action by calling emergency medical support could be the key difference between recovery and lasting impact.

At the heart of the campaign is the "BEFAST" (1) approach—a simple, memorable acronym that outlines the key symptoms of stroke, making it easier for public to recognize and act swiftly. B stands for Balance loss, E for sudden Eyesight changes, F for Face drooping, A for Arm weakness, S for Speech difficulties, and

aware about the importance of early identification and intervention. We emphasize the importance of swift action using the BEFAST method." This video is just another initiative to further our commitment to educating communities about stroke prevention.



SCAN NOW

'Swaad Samriddhi Ka': India Gate Basmati Rice Strengthens Maharashtra Presence With Their New Campaign

Pune (Voice news service):- KRBL Ltd., parent to India Gate Basmati Rice - World's No.1 Basmati rice brand, is strengthening its presence in Maharashtra market with the launch of an emotional and culturally resonant campaign titled 'Swaad Samriddhi Ka', or 'Taste of Prosperity'.

With Maharashtra standing as one of the largest contributors to the basmati category (~ 13%), the state plays an essential role in India Gate Food's vision to broaden its consumer pack business.

Introducing a Portfolio for Everyday Meals Traditionally seen as an expert brand for special occasions, India Gate Foods seeks to become a staple choice in Maharashtra households for daily meals.

Based on extensive consumer research, the brand has identified a need for basmati rice options that are best suited for everyday meals like Varan Bhaat and Masale Bhaat; Gini 70, Mini 50,



Tini 50, and Niki 40—have been introduced to meet this demand, providing Maharashtra families with accessible, quality Basmati choices to enjoy every day. This expanded portfolio reaffirms India Gate's commitment to meet local tastes and making basmati a part of the daily diet.

The Story of 'Swaad Samriddhi Ka' The campaign narrative brings to life the essence of family prosperity through a young couple's story. The husband, working late in his factory, misses the usual family dinner. In a touching gesture, his wife prepares his favorite comfort food, Varan Bhaat, and surprises him with the meal at

the factory alongside their children. This intimate moment celebrates their dedication and the prosperity they build together, further amplified with India Gate Basmati Rice symbolizing the 'Taste of Prosperity', reinforcing its role as the everyday choice for Maharashtra households.

Connecting Across Maharashtra To ensure the campaign reaches the hearts of Maharashtra families, India Gate Foods has crafted a culturally relevant creative film and is targeting multiple regions including Kolhapur, Pune, Sangli, Solapur, and Satura. On television, India Gate Foods will maintain a solid reach of with more than 3,500 ad

spots across key channels, effectively blending digital and traditional media to connect with audiences. Further, the campaign will be amplified on digital platforms, particularly YouTube, to build relevant incremental reach with Marathi content being a key focus for localized engagement.

Aiming for Long-Term Growth in Maharashtra

"With India Gate Basmati Rice already being a market leader across India, we see Maharashtra as an essential region to fuel our growth. Maharashtra's consumers are incredibly hardworking and dedicated to building prosperity for their families, a sentiment we deeply resonate with. Through our expanded portfolio and this heartfelt campaign, we aim to not only increase our brand's familiarity but also nurture a deep-rooted connection with the families," says Kunal Sharma, AVP-Marketing, MT&E-commerce, KRBL Limited.

Dr. D. Y. Patil Medical College Appoints Esteemed Medical Leader

Dr. Rekha Arcot as Dean, Advancing Academic and Healthcare Excellence

Dr. Arcot joins Dr. D. Y. Patil Medical College, Hospital & Research Centre, Pimpri, Pune, is pleased to announce the appointment of Dr. Rekha Arcot as its new Dean. With over three decades of experience in medical academia, clinical research and healthcare administration, Dr. Arcot's leadership will play a pivotal role in furthering the institution's commitment to excellence in medical education and patient care.

and endocrine surgery, she has led groundbreaking research in these areas, making her a respected figure in the medical field. Hon'ble Dr. P. D. Patil, Chancellor of Dr. D. Y. Patil Vidyapeeth, Pune (Deemed to be University), said, "We are delighted to welcome Dr. Rekha Arcot as our new Dean. Her extensive background in medical education, research and leadership will be instrumental in driving our institution forward. I am confident that her expertise will inspire both faculty and students as we strive for continued academic and healthcare excellence."

Hon'ble Dr. Bhagyashree Patil, Pro-Chancellor of Dr. D. Y. Patil Vidyapeeth, Pune (Deemed to be University) said, "Dr. Rekha Arcot's appointment underscores our dedication to bringing visionary leaders into our institution."

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