



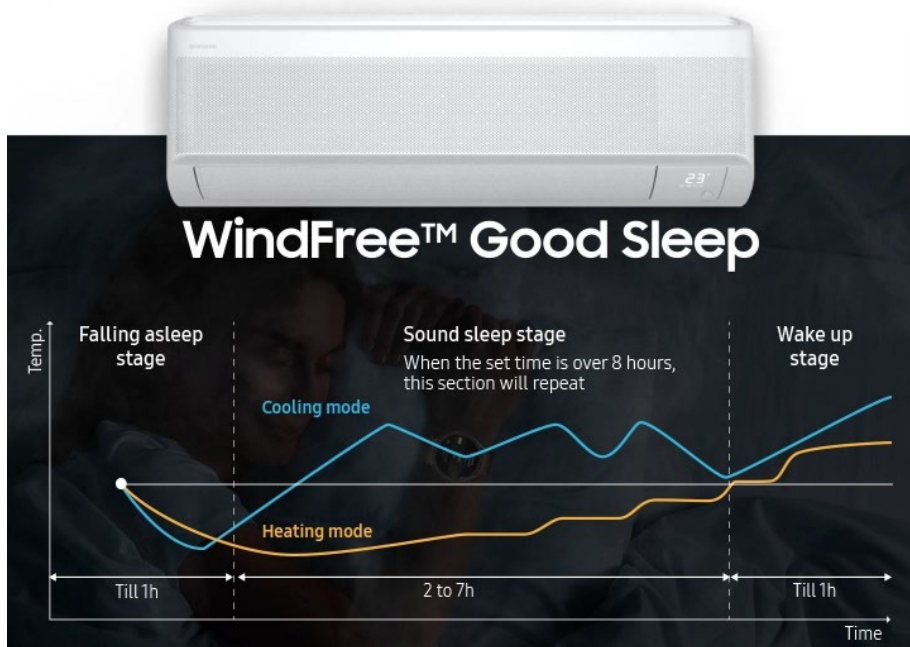
## Ensuring ‘Good Sleep’ Through the Night: Samsung Wind-Free Air Conditioners Now Come with Exclusive Feature

**Pune (Voice news service):-** Samsung has introduced the ‘Good Sleep’ mode, a new feature to promote pleasant sleep throughout the night by adjusting the temperature according to sleep stages.

This mode has now been upgraded to allow users to connect their air conditioners with their Galaxy Watch series and have the ‘Good Sleep’ automatically activated when they fall asleep.

The influence of a suitable ambient temperature on sleep is immense. The common experience of waking up in the middle of the night drenched in sweat or shivering in cold, is relatable for most people. It is for this reason that Samsung decided to develop a mode on its air conditioners to help people get better sleep during the night.

The key point in this mode, however, was that the optimal temperature for sleep is not fixed for the entire period that a person sleeps. This is why although many set their air conditioner to the optimal temperature before going to bed, they still wake up. The



optimal temperature varies according to the sleep stage a person is at – whether a person is falling asleep, in deep sleep, or waking from sleep. The Samsung team, in 2015, partnered with Kyunghee University to find the optimal temperature for each sleep stage, and develop an adequate al-

gorithm for the air conditioner. The ‘Good Sleep’ mode fluctuates the indoor temperature over a course of a person's sleep cycle. Sleep consists of 5 stages – wake, REM (Rapid eye movement), and 3 stages of NREM (Non-rapid eye movement sleep). Each stage of sleep includes variations

in brain wave patterns, eye movements, and body temperature. These five stages make up one complete sleep cycle which typically lasts about 90 minutes. Throughout the night, this cycle repeats itself approximately four to six times. The ‘Good Sleep’ cycle ad-

justs the indoor temperature according to the stage. First, when a person falls asleep, temperature is quickly lowered within 5 minutes to immediately create a pleasant environment. The temperature is kept low consistently during the next 90 minutes to facilitate deeper sleep. Starting from 90 minutes, the air conditioner increases the temperature to prepare for the deeper stages of sleep – N2 and N3. In these stages, body temperature and blood pressure fall the most, indicating that outer temperature needs to be warmer. Temperature is increased within two degrees above target level to prevent awakening due to cold sensation. Throughout the eight-hour sleep cycle, alternating periods of lighter REM sleep and deeper NREM sleep occur. The ‘Good Sleep’ mode continually modifies the temperature throughout the night, adjusting it approximately three times. Approaching the end of sleep, temperature is kept high, but gentle wind is blown to create a refreshing atmosphere.

## Toyota Kirloskar Motor Signs MoU with Government Tool Room & Training Centre to Enhance Skill Development in Karnataka

**Pune (Voice news service):-** Reinforcing its dedication to skill development and community empowerment, Toyota Kirloskar Motor (TKM) has signed a Memorandum of Understanding (MoU) with the Government Tool Room & Training Centre (GTTC), Karnataka.

The MoU, effective from January 2025, underscores TKM's role in elevating the quality of training at GTTC centers and Multi-Skill Development Centres (MSDCs) by introducing advanced industry culture, faculty development programs, and modern training materials. By bridging the gap between academia and industry, the initiative underscores TKM's commitment to empowering trainees with the skills needed to excel in today's competitive industrial landscape.

Building on the success of developing 16 GTTC centers, TKM is now embarking on a transformative journey to provide Toyota's expertise to 16 additional GTTCs, furthering its commitment to advancing technical education across Karnataka.

All upcoming GTTCs will be modelled after the Magadi campus, envisioned as a “Role Model” institute, setting new

benchmarks in industrial culture and training excellence. This collaboration will also see a significant upgrade to the Multi-Skill Development Centre (MSDC) in Mysuru, enhancing its capacity to support advanced training initiatives. The MoU will be in effect for a period of 24 months, with provisions for periodic reviews to ensure the successful implementation of its objectives. It represents a shared vision between TKM and GTTC to build a robust ecosystem for technical education and employment generation in Karnataka.

Sharing his thoughts, Dr. Dinesh Kumar Y. K. (IFS), Managing Director GTTC said, “This collaboration with Toyota Kirloskar Motor is a significant step forward in our shared commitment to advancing technical education and skill development in Karnataka. At GTTC, our mission has always been to equip students, job seekers, and faculty with the knowledge and skills required to excel in an ever-evolving industrial landscape. By partnering with an industry leader like Toyota Kirloskar Motor, we aim to bring global best practices, advanced training methodologies, and industrial culture to our centers.

Together, we aim to set a new benchmark for industry-academia collaboration, creating a robust ecosystem for skill development and employment generation.”

Speaking on the MoU signing, Mr. Sudeep S. Dalvi - Chief Communication Officer, Senior Vice President, Head State Affairs, Toyota Kirloskar Motor said, “At Toyota Kirloskar Motor, we remain steadfast in our commitment to nurturing a culture of excellence, safety, and sustainability through impactful education and skill development initiatives. Our collaboration with the Government Tool Room & Training Centres showcases the transformative potential of bridging industry expertise with academic excellence. With the GTTC Magadi campus serving as a “Role Model” institute, all upcoming centers will be developed on similar lines to set new benchmarks in industrial training and innovation.

Building on the success of establishing 16 centers across Karnataka, this renewed partnership to develop 16 additional centers reinforces our unwavering dedication to empowering the state's youth and driving significant socio-economic growth.”

## Samsung to Announce Next Big Leap in Mobile AI Experiences on January 22

**Pune (Voice news service):-** Get ready for AI that is more natural and intuitive. The next evolution of Galaxy AI is coming and it's going to change the way you interact with the world every day. The new Galaxy S series is about to set the bar once again for mobile AI experiences now and into the future.

On January 22, Samsung

Electronics will host Unpacked in San Jose. Join us as we unveil a new chapter in mobile AI — premium Galaxy innovations that bring seamless convenience into every moment of your life. The event will be streamed live on Samsung.com/in, Samsung Newsroom India and Samsung's YouTube channel beginning at 11.30 pm IST.

## CanKids partners AIIMS Delhi for advocating patient-centered mental well-being in cancer care



**Pune (Voice news service):-** CanKids KidsCan - The National Society for Change for Childhood Cancer in India partnered India's premier All India Institute of Medical Sciences, Delhi, in advocating patient-centered cancer care, with a focus on mental health and psycho-social support services.

At the National Conference on Psychotherapeutic Assessments and Interventions in Psycho-Oncology (NCPO-2025) held at AIIMS a progressive precedent was initiated to ensure that mental health and psycho-social well-being are integrated into India's cancer care policies and practices.

The conference focused on recommendations to integrate mental health professionals into oncology teams, strengthen peer support networks, and reduce the stigma around mental health in cancer care. Powerful personal stories from patients and caregivers highlighted the emotional challenges of cancer treatment, while a panel of experts discussed how technology can improve care access and transform the patient experience.

“Patient-centered care cannot be achieved without actively engaging patients, survivors, and caregivers.” This inclusive approach aligns with the WHO framework for meaningful engagement of PWLE and will ensure that our healthcare systems remain truly patient-centered” said Sonal Sharma, Co-Founder of CanKids and parent of a childhood cancer survivor.

A key feature of the conference was the “Raising the Patient Voice” advocacy workshop, organized in collaboration with CanKids KidsCan, attended by over

60 survivors, caregivers, and healthcare professionals. The workshop resulted in a co-created Advocacy Statement calling for the urgent integration of mental health services into cancer care policies and practices.

A major highlight of the conference was the keynote address by Poonam Bagai, Co-Founder & Chairman of CanKids, cancer survivor, caregiver, and patient advocate, titled “Silence to Strength: Advocating for Psychological Support and Mental Well-Being in Cancer Care.”

In her address, Poonam Bagai shared her personal cancer journey and openly spoke about her struggle with depression during treatment. “Cancer doesn't just attack your body; it can break your spirit. I experienced debilitating depression during my cancer treatment, a period of deep silence and isolation that took away my voice. But it was through that experience that I found the strength to advocate for mental health support as an essential part of cancer care,” she shared.

At the conference, CanKids was also honored with the Clinical Excellence Award in psycho-oncology for its significant contribution to improving cancer care at the organizational level. As the largest psychosocial service in India, with over 75 psycho-oncology clinical services across the country, CanKids offers a comprehensive, pan-India model of holistic care, addressing the mental health of patients, caregivers, and survivors. This extensive model of care is a key reason for the organization's recognition and its advocacy for its implementation across all cancer care institutions nationwide.

## Xiaomi India Unveils Redmi 14C 5G and Celebrates ₹1000 Crore Milestone for the Redmi Note 14 5G Series

Pune: Xiaomi India, the country's most trusted Smartphone X AIoT brand, today announced the global debut of the Redmi 14C 5G, redefining innovation in the budget smartphone segment. Designed to deliver cutting-edge features, seamless performance, and blazing-fast 5G connectivity, the Redmi 14C 5G is poised to meet the evolving needs of Indian consumers.

The launch of the Redmi 14C 5G is complemented by the remarkable success of the Redmi Note 14 5G Series, which achieved an incredible milestone of ₹1000 crore in revenue within just two weeks in India—a testament to the unwavering trust and love from the customers.

The Redmi 14C 5G seamlessly blends elegance with innovation.

It features a 17.5cm (6.88-inch) HD+ Dot Drop display with a peak brightness of 600 nits, offering vibrant and immersive visuals whether streaming, gaming, or browsing. Powered by the Snap-



dragon 4 Gen 2 5G processor, built on a 4nm architecture, the device ensures superior efficiency and performance. With up to 12GB RAM (6GB + 6GB extended) and 128GB UFS 2.2 storage, it handles multitasking, gaming, and app navigation with ease. Additionally, its microSD card slot supports up to 1TB expandable storage, providing ample space for your needs.

The Redmi 14C 5G's 50MP AI dual-camera system lets users capture vibrant, detailed photos in any lighting condition, while its 5160mAh battery with 18W fast charging

ensures uninterrupted usage throughout the day. Running on Xiaomi HyperOS, based on Android 14, the device delivers a clean, intuitive user interface with the promise of two years of Android updates and four years of security updates, ensuring long-term reliability.

**Pricing and Availability:** The Redmi 14C 5G will be available starting January 10th, 2025, across Mi.com, Amazon.in, Flipkart and authorized Xiaomi retail partners and will be priced at INR 9,999 for the 4GB + 64GB variant, INR 10,999 for the 4GB + 128GB:

## JSW MG Motor India partners with Kotak Mahindra Prime for EV Financing

**Pune (Voice news service):-** JSW MG Motor India announced its partnership with KMPL to offer a finance solution for its innovative Battery-As-A-Service (BaaS) ownership program to EV customers. With this partnership, KMPL becomes one of the first leading auto financiers to support the BaaS concept and will help in furthering its reach to prospective customers.

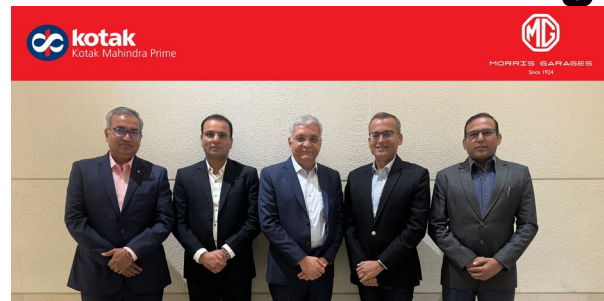
BaaS is a flexible ownership program that significantly reduces the initial acquisition cost, ensuring an economical and hassle-free ownership experience. Launched in September 2024, BaaS has regenerated customer interests back to EVs, which has translated in the growth of EV sales.

The growing consumer interest in this one-of-a-kind ownership model was a catalyst in KMPL joining the BaaS bandwagon and curate finance

solutions for EV customers. Speaking on the occasion, Gaurav Gupta, Chief Growth Officer, JSW MG Motor India said, “Our pursuit for innovation is relentless and we remain committed to create experiences that enhances consumer delight. With BaaS, we have created a disruption in the market and created a benchmark in the Electric Car industry.

It remains our priority to enhance its reach through various finance partners, to enable rapid EV adoption. I welcome and thank the KMPL team for partnering with us to extend the BaaS concept to customers. KMPL's vast network and connect with dealer partners will surely be an added advantage for an enhanced penetration of the unique BaaS concept, thereby boosting our EV sales.”

Sharing views on the partnership, Vyomesh Kapasi, Managing Director and CEO, Ko-



tak Mahindra Prime Limited said “At KMPL, we are dedicated to driving innovation in vehicle financing. We are excited to partner with JSW MG Motor India on their pioneering BaaS EV ownership program. This collaboration aims to enhance the EV financing ecosystem in India by offering innovative and customer friendly finance products across various segments. We are confident that this partnership will further strengthen our finance offerings and support the adoption of electric vehicles.”

With BaaS, JSW MG Motor India has created a platform that provides the right momentum for rapid EV adoption, by splitting the battery cost from that of the body shell. This means that now customers can own an EV at an affordable price in India by opting for separate financing options for the body shell and the battery.

KMPL has had business relationship for channel finance and retail finance with JSW MG Motor India since the car-maker's inception in India in 2019.

## Co – Living Startup Truliv, Eyes West India, Announces Expansion to Pune with 2000 Beds in 2025

**Pune (Voice news service):-** India's finest co-living startup, Truliv announced yet another expansion to Pune, eyeing West India as a potential market, following its presence in South India. Truliv's first Pune co-living is strategically located near the West cluster of Pune in a thriving area with new office spaces becoming operational every quarter.

Currently expanding with 2000 beds in 2025, Truliv, a pioneer in build-sell-lease-

operate (BSLO) model, will follow a cluster-based expansion approach in Pune, aiming to add a cumulative of 5000 beds in the market.

In Pune, the focus is currently on dominating the West cluster—a region identified for its high demand and growth potential. Following this, the company plans to expand strategically into additional clusters, solidifying its footprint in the city.

The only co – living startup that is already EBITDA pos-

itive, Truliv plans to expand operations in 5 cities, with an aim to reach 100crore in revenue by FY 2027.

Rohit Reddy, co-founder of Truliv said, “With a unique blend of rapid urbanization, a thriving professional ecosystem leading to increasing demand for modern housing solutions, Pune is an important strategic market for Truliv. We recognize the shift towards flexible living arrangements that prioritize convenience and community

engagement.

Keeping these in mind, our coliving spaces provide residents with proximity to their workplaces, premium amenities, and a vibrant community atmosphere that fosters social interaction and networking among like-minded individuals.” With a unique blend of rapid urbanization, a thriving professional ecosystem leading to increasing demand for modern housing solutions, Pune is an important strategic market for Truliv.

## Kotak Mahindra Bank Launches 3rd Edition of ‘Sehat Ka Safar’ Nationwide Health Check-Up Camps for Commercial Vehicle Drivers

**Pune (Voice news service):-**

Kotak Mahindra Bank (“KMBL” / “Kotak”) proudly announces the launch of the third edition of its impactful CSR initiative, ‘Sehat Ka Safar’, dedicated to promoting the health and well-being of India's commercial vehicle drivers. This year, the initiative will expand its reach to 45 strategic locations from 30 locations in the previous edition, potentially benefiting approximately 4,000 truck drivers with free health check-up camps.

These camps, held across high-density transport hubs in key cities such as Duliajan, Durgapur, Patna, Delhi, Coimbatore, Bhopal, and more, reinforce Kotak's commitment to enhancing the lives of drivers who play a crucial role in the nation's economy. In addition to health check-ups, counsellors at the camps will educate drivers on daily

health practices and guide them on utilizing various government welfare schemes tailored to their needs. Each camp will be staffed by doctors and nursing staff from Doctors For You.

Amit Mohan, President – Logistics & Infrastructure at Kotak Mahindra Bank, said, ‘Commercial Vehicle drivers put in long hours to keep our economy moving, often without the time to focus on their own health.

Through ‘Sehat Ka Safar,’ we're giving back by providing them with the care and support they deserve. As we expand the initiative to 45 locations this year, we hope even more drivers will benefit, empowering them to lead healthier, safer lives.’

Launched in 2023, ‘Sehat Ka Safar’ has organized 60 medical camps over the past two years, positively impacting the lives of 6,000 drivers.

## Persistent Introduces Pi-OmniKG with Google Cloud

**Pune (Voice news service):-**

Persistent Systems (BSE: 533179 and NSE: PERSISTENT), a global leader in Digital Engineering and Enterprise Modernization, today announced the launch of Pi-OmniKG, an advanced AI-driven knowledge graph solution developed with Google Cloud technology. “Omni” signifies the ability to universally handle diverse data, and “KG” stands for Knowledge Graphs powered by GenAI. This innovative solution empowers healthcare and life sciences (HCLS) organizations to accelerate biomedical research, streamline data mining processes, and deliver insights with greater speed and accuracy.

Biomedical research is often hindered by time-consuming and labor-intensive data mining workflows. Legacy systems struggle to incorporate and analyze diverse datasets effectively, delaying the generation of actionable insights critical for HCLS enterprises. Pi-OmniKG addresses these challenges by modernizing data integration processes, creating a holistic knowledge base to decipher complex relationships, allowing researchers to make faster, evidence-based decisions by unlocking hidden insights.

Furthermore, Pi-OmniKG enables direct querying of structured and unstructured internal data assets, alone or in combination with external data. Pi-OmniKG is built using Google Cloud's advanced technologies — including the Vertex AI platform, BigQuery, and Cloud SQL — leveraging GenAI capabilities to streamline workflows, standardize



data, and enable seamless integration of structured and unstructured datasets.

Ganesh Nathella, Senior Vice President and General Manager – HCLS Business, Persistent “In an era where data-driven insights are vital to accelerating drug discovery, clinical research, and patient-centric care, the challenges of managing vast and complex datasets often impede progress in biomedical R&D. At the intersection of technology and life sciences, our collaboration with Google Cloud enables us to deliver transformative solutions tailored to this industry's unique needs with a data-first approach.

Pi-OmniKG enables life sciences organizations to streamline workflows, leverage data, and drive breakthroughs with precision. Together, we are advancing the capabilities of researchers and research organizations to address critical challenges and accelerate progress across the healthcare and life sciences ecosystem.”

Shweta Maniar, Global Leader, Healthcare & Life Sciences Solutions & Strategy, Google Cloud “As the volume and complexity of biomedical data continue to grow, researchers need smarter tools that unlock the true potential of this data.





## From Roots to Regional Rhythms, Legacy Collective Continues to Champion Homegrown Talent with Tips Music

**Pune (Voice news service):-** Tips Music Limited, a leading Indian record label renowned for its extensive multilingual releases, and Legacy Collective, a platform dedicated to promoting homegrown Indian art, culture, and experiences, are joining forces to launch a groundbreaking cross-cultural music project Legacy Collective Roots. Celebrating India's rich and diverse regional musical heritage with a series of regionally inspired releases, this exciting collaboration aims to offer fresh and engaging musical experiences to audiences nationwide. Dedicated to fostering au-

thentic cultural connections with modern audiences, this latest project aligns with Legacy Collective's vision by championing local talent and amplifying regional narratives on a national stage. The project features four carefully selected folk songs from Punjab, West Bengal, Andhra Pradesh, and Maharashtra, each highlighting the unique musical heritage of the region. These traditional tracks have been reimagined with a modern sound, blending the soul of folk music with contemporary appeal that resonates with modern audiences. The series kicks off with the

high-energy Punjabi folk song, "Jutti Kasuri," featuring the charismatic Gippy Grewal and the talented Dhanashree Verma. Set for release on December 19, 2024, the track is composed by the dynamic duo Akshay and Ip, with powerful vocals by Gippy Grewal and Rashmeet Kaur. Lyricist Ip Singh and director Sneha Shetty Kohli have carefully crafted a song that merges traditional Punjabi musical elements with modern pop sensibilities. Hari Nair, CEO of Tips Music Limited, shared, "Our vision has always been to create content that resonates with diverse cultural landscapes. This collaboration with

Legacy Collective is a strategic effort to showcase the incredible musical talent from various regions of India. 'Jutti Kasuri' is a lively Punjabi folk celebration, reimagined for today's audience." Ayaesha Gooptu, Head of Domestic Browns and RTD, Bacardi India said, "At LEGACY COLLECTIVE, we have always championed the spirit of India's rich cultural heritage – honouring iconic homegrown expressions across cuisine, art, and music. while reimagining them to resonate with today's audiences.

## Students crowned winners of Dance Dynamite Season 2



**Pune (Voice news service):-** The stage was set, the crowd roared, and the energy was electric as India's biggest dancing platform for students, Dance Dynamite Season 2, came to a dazzling conclusion today at Orchids The International School, Hinjewadi campus, Pune. Dance Dynamite received an overwhelming response in auditions with 3600 registrations, followed by zonal rounds spread over a period of 3 months, out of which 220 participants showcased their remarkable talent, making this grand finale an unforgettable experience. Participants from 14 cities, including Bangalore, Mumbai, Delhi, Kolkata, and Hyderabad, showcased their talents with different dance styles like Bharatanatyam, Kathak, Western, Folk, and Contemporary. The grand finale featured intense dance battles, fun-filled activities, and spectacular performances from some of the finest young dancers in the nation. The grand finale saw more than 1,000 attendees, including parents, friends, and dance enthusiasts, who gathered to witness this unique celebration of dance.

group acts, where solo performances were capped at 1 minute and 30 seconds, while group performances of 4-12 dancers were given 3 minutes and 30 seconds to impress the judges. The winners of Dance Dynamite Season 2 Grand Finale are: Lekhana (Bangalore) in Sub-Junior Solo (Freestyle), Aarohee Sahare (Nagpur) in Junior Solo (Contemporary), Little Stars (Mumbai) in Junior Group (Freestyle), Jasmin Sheikh (Nagpur) in Senior Solo (Classical), and Explosive Dance Crew (Pune) in Senior Group (Jogwa). The runners-up include Venkata Sriram Krishiv (Hyderabad), Palakshi Tamrakar (Jabalpur), SSODM All Girls (Chennai), Adesh Nair (Chennai), and Beat Boys (Indore). The judging panel, led by renowned figures Nehul Warule, Raj Shrigaonkar, and Samiksha Ghume, who meticulously evaluated each performance. The presence of celebrity choreographer and chief guest Vaibhav Ghuge motivated the participants to deliver their best performances. Vaibhav, known for his impressive choreography, brought his expertise to the competition and interacted with the participants, offering valuable insights and encouragement. His presence and guidance inspired the young dancers, motivating them to push their boundaries and continue pursuing their passion for dance with dedication and enthusiasm. Speaking at the dance fi-



nale, Vaibhav Ghuge expressed his admiration for the young dancers, saying, "It's truly inspiring to witness such passion and dedication from these talented individuals. Dance is more than just movement; it's a powerful way to tell a story and connect with others. The energy and creativity I've seen today reaffirm my belief in the incredible potential of these dancers. I'm honoured to be a part of Dance Dynamite's grand finale and excited to see the bright future ahead for these young talents." Ms. Ashwini Mannare, Principal, Orchids The International School, Hinjewadi campus, Pune, shared her thoughts on the event, stating, "At Orchids, we strongly believe in promoting creative talents and providing students with platforms that go beyond academics. Dance Dynamite is an initiative that not only celebrates the art of dance but also nurtures creativity, teamwork, and discipline in students. It is a privilege to host such a vibrant event where young dancers can showcase their abilities and connect with others who share their passion."

Dr. Madhuri Sagale, VP Academics, Orchids The International School, shared, "Dance Dynamite is a testament to our commitment for creativity and excellence in all aspects of student development. It's not just about competition; it's about encouraging self-expression and collaboration. We are incredibly proud of our participants and all those who have made this event a success. At Orchids, we believe in providing students with opportunities to explore their passions, and this event has truly showcased the immense talent and dedication within our school community." Dipti Sanjay Pawar, Pune Zonal Head, Orchids The International School, expressed, "It's been a privilege to witness the outstanding performances at Dance Dynamite Season 2. The energy and passion displayed by these young dancers is truly inspiring. At Orchids The International School, we are committed to nurturing holistic development in students, and events like Dance Dynamite provide the perfect platform for them to showcase their talents. We are proud to support such an incredible initiative that fosters creativity and unity among the youth."

## 'Sindhi Premier League' Season 6 to Begin on February 15

Pune: The 6th season of the Sindhi Premier League Cricket Tournament is set to take place from February 15 to March 9, 2025, in Pimpri. This season will see the participation of 16 men's teams and 8 women's teams. The matches will be held at the MCC, Mrunal Cricket Ground, Pimpri, and will be streamed live on the Sindhi Premier League Facebook page, according to organizers Kanwal Khiani and Hitesh Dadlani, who shared the details at a press conference. The press conference, held at Hotel Noorya in Thergaon, was attended by industrialists Dabhu Aswani, Shrichand Aswani, Sagar Tejwani, and committee members Kamal Jethani, Ronak Punjabi, Avi Israni, Ankush Mulchandani, Naresh Nasha, Karan Aswani, Avi Tejwani, Somesh Gidwani, Kunal Gudela, Ritesh Athwani, Manish Gereja, and women representatives Avni Tejwani, Khushboo Punjabi, Heena Gogiya, Shikha Sewani, Sheetal Pehlani, and Rupali Punjabi, alongside team owners and sponsors. Hitesh Dadlani stated, "The tournament aims to bring together the dispersed Sindhi community, promote fitness awareness, encourage playing on the field instead of rely-



ing on mobile and internet entertainment, and utilize funds raised through the league for community welfare. The inauguration of 'Sindhi Premier League Season 6' will be held on February 15, 2025, at 6 PM. The event will be graced by former cricketers, eminent personalities from the Sindhi community, players, team owners, and their families." Kanwal Khiani added, "The league has received tremendous response over the past five seasons, and this year it has expanded further, with more players joining from Pune, Parbhani, Jalgaon, Nanded, Bengaluru, and Jaipur. Modeled on the IPL, the league promotes women's participation, with 8 women's teams competing this season. The men's teams are named after elements of Sindhi culture, while the women's teams are inspired by river names. The league includes 90 women and 251 men players."

**Men's Teams:**  
Mast Kalandar (Geeta Builders, Mayur Tilwani)  
Sultan of Sindh (Dabhu Aswani Foundation, Hiranand Aswani)  
Mohejro Daro Warriors (Millennium Developers, Harish Abichandani)  
Sindhphool Rangers (GS Associates, Jeetu Pehlani)  
SSD Falcon (Vikram Roheda Photography, Vikram Roheda)  
Indus Dynamos (Sai Baba Sales, Rohan Gehane)  
Dada Vaswanis Brigade (Aswani Promoters, Shrichand Aswani)  
Jhulelal Super Kings (The Corner Lounge, Sunny Gogiya)  
Hemu Kalani Gladiators (Trio Group, Bipin Dakhaneja)  
Guru Nanak Knights (PVR Tiles World, Prakash Ramnani)  
Sant Kanwar Royals (Vijayraj Associates, Krish Ladkani)  
Aryans United (Vishal Proper-

ties, Vishal Tejwani)  
Jai Baba Strikers (Sukhwani Associates, Sagar Sukhwani)  
Sindhi Indians (Mansukhwani Associates, Manish Mansukhwani)  
Ajrak Super Giants (Lifecraft Realty, Hitesh Dadlani)  
Pimpri Yoddhas (Kunal Communications, Kunal Lakhani)  
Women's Teams: Ganga Warriors (Tejwani Handlooms, Avni & Avinash Tejwani)  
Godavari Giants (Kajal Dresses, Harpreet Saggu & Pawan Jayasinghani)  
Jhelum Queens (City Cars, Shikha & Rocky Sewani)  
Sindhu Starlets (GS Associates, Sheetal & Jeetu Pehlani)  
Yamuna Strikers (Talent Treasure Activity Center, Riya & Pawan Kotwani)  
Narmada Titans (RR Solutions, Resham Wadhvani & Sapna Melwani)  
Krishna Supernovas (SSGN, Rupali & Praveen Punjabi)  
Indrayani Thunderbolts (Sportify, Anisha & Karan Aswani)

## 'Suryadatta's Rohit Rajendra Wagh selected for All India Inter-University Shooting Competition

Pune: Rohit Rajendra Wagh, an MBA first-year student at Suryadatta Institute of Management and Mass Communication (SIMMC), has been selected to represent Pune in the All India Inter-University Shooting Competition, to be held at Punjab University, Chandigarh. Rohit will compete in the 25-meter Rapid Fire Pistol category. In the regional competition held at the Balewadi Shooting Range, Rohit secured the fourth position. Recently, Rohit also won a bronze medal in the 50-meter category at the 33rd All India G.V. Mavalankar Shooting Competition held in Chennai, Tamil Nadu.



He will now participate in the 67th National Shooting Championship, organized by the National Rifle Association of India (NRAI), at the Dr. Karani Singh Shooting Range in Delhi.

Rohit has been achieving success under the guidance of Shiv Chhatrapati Award winners Shivraj Sase and Savita Matane. The founder and president of Suryadatta Education

Foundation, Prof. Dr. Sanjay B. Chordiya, along with Vice President Sushma Chordiya, students, teachers, and parents, congratulated Rohit Wagh and extended their best wishes for the national-level competition. Prof. Dr. Sanjay B. Chordiya said, "At Suryadatta, we always promote sports and fitness. The Suryadatta Fitness and Sports Academy, along with the Suryadatta International Self-Defense Academy, are dedicated to fostering sportsmanship among students. It is a matter of pride that many of our athletes are achieving success at state and national levels."

## Britannia chose Nature to lead the way for its latest campaign

**Pune (Voice news service):-** Britannia - one of India's oldest and largest FMCG advertisers, and a long-standing client of the outdoor advertising business flipped the script on outdoor advertising. To spotlight Britannia's continued commitment to its sustainable practices, the brand let nature take the lead in its latest campaign, to highlight its ESG commitments over years.



'Nature Shapes Britannia' is an OOH series that stands out for a simple reason: these billboards literally take the shape of trees around them, establishing both metaphorically and visually, how one of India's biggest organisations adapts to nature and not the other way around. Each billboard comes accompanied with a message about Britannia's progress in sustainability across various facets: from plastic neutrality, to waste management and harnessing a circular economy; to water stewardship and energy management. The trees decide the art direction & typography of the billboards next to them: they decide how to 'shape' Britannia.

Making the brand name sometimes curve down, sometimes up, sometimes cramping it, sometimes making it bounce. Reflecting the co-operative, adaptive mindset large brands need to have on-ground to make progress in sustainability. The campaign's creative agency, Talented worked with multiple media partners to bring alive a unique media strategy that's counterintuitive to conventional billboard selection process. Since media agencies don't keep active data of billboards 'blocked by trees' in top Indian cities, the selection process involved boots on the ground. Amit Doshi, Chief Marketing Officer, Britannia, "Britannia has been committed to being

a sustainable organisation with a deep commitment towards its strategic ESG pillars. Through years, we've learnt that sustainability needs a conscious, adaptive, flexible approach. This initiative is an embodiment of this flexible approach with nature shaping 'Britannia', quite literally. The team ensured even the material used for the hoardings was 100% cotton biodegradable, ensuring we stay committed to the cause we are delivering." Aabhaas Shreshtha, Founding Member and Creative, Talented, "Nature shapes Britannia and so it was natural for us to want nature to shape its advertising as well. And so began our mission to find 'rare trees with billboards

right next to them'. After a long and rigorous recce-ing with our media partners, we studied the contours of each tree, understood its growth and coverage, and designed around them. Large-scale sustainability charters are extremely consequential in the bigger picture, but can feel distant. By partnering with nature around us to tell the story, Britannia is bridging that gap." Sonia Lal, Partner Coral Media, "We were pleasantly surprised when we were briefed on the current campaign ask and honestly feel incredibly proud to support Britannia's initiative - which is not just a wonderful way to show the impact of the brand's sustainability initiatives - but a signal from one of the country's long-standing advertisers to other advertisers and media owners to think differently. Not everything great must come at the cost of nature." The 'Nature Shapes Britannia' OOH went live in 4 cities including Hyderabad, Kolkata, Meerut and Pune, in partnership with a range of trees including Nag Kesar, Aam, Neem & Peepal.

## Elderly patient successfully treated for the rarest of rare Bilateral Herpes Zoster at Manipal Hospitals, Broadway

**Pune (Voice news service):-** Manipal Hospitals, Broadway successfully handled a rare instance of bilateral Herpes Zoster in Nanda Ghosh, a 74-year-old woman. This is only the fourth documented case of bilateral Herpes Zoster in the country involving a patient who is not immunocompromised. She was brought to the hospital with complaints like fever, high-grade headache, nasal discharge, congestion, and coughing. Upon examination, vesiculopapular rashes (small bumps or fluid-filled blisters) among other symptoms suggested a severe and rare presentation of the Herpes virus. Imagine suffering from days of fever, unceasing headache, and pain so inexplicable it just won't subside. Despite a growing sense that something is seriously wrong, the underlying cause remains unknown. Such was the condition of this elderly patient till her son brought her to Manipal Hospital, Broadway where finally her condition found a diagnosis and treatment. Herpes Zoster, commonly known as shingles can cause painful rashes and typically forms along a single nerve root (dermatome) on one side of the body, often affecting ar-



eas like the chest, abdomen, or face. However, in this case, it manifested bilaterally, which is extremely rare. The lesions formed on both sides of the face, including around the forehead, cheeks, and eyes, which is highly unusual in someone in relatively healthy condition. A multidisciplinary team led by Dr. Partha Sarathi Bhattacharjee, Consultant - Internal Medicine, Manipal Hospitals, Broadway, confirmed the diagnosis through an extensive investigation. The patient was treated with antiviral medication (Zovirax) to target the Herpes virus and antibiotics (Meropenem) to manage secondary bacterial infections. Dermatologists and ophthal-

mologists were consulted to ensure comprehensive care. Dr. Partha Sarathi Bhattacharjee, Consultant - Internal Medicine, Manipal Hospitals, Broadway, explained, "This case was a medical rarity, especially in a healthy elderly individual without immunosuppression. Such cases challenge conventional medical understanding and require advanced diagnostic expertise. If left untreated, Herpes Zoster can lead to severe complications such as blindness, hearing loss, and nerve damage. Getting the shingles vaccine can prevent herpes outbreaks. The shingles vaccine is administered in a 2-dose series, with the second dose given 2 to 6 months

after the first for optimal effectiveness. Timely diagnosis and treatment are essential in managing the condition and preventing complications. While this vaccine is recommended for all ages, this is particularly beneficial for the elderly or those at higher risk." Nanda devi's son shared his emotional journey, stating, "Watching my mother suffer without knowing what was wrong was heart-wrenching. This is the fourth time we have relied on Manipal Hospitals, Broadway, and every time, they have exceeded our expectations. My mother's condition was critical and very unusual, but the doctors here handled it with extraordinary care and expertise. Thanks to their efforts, my mother is now back home with her family. We are deeply thankful." In a week, the patient showed great improvement under the devoted care of the specialists at Manipal Hospital, Broadway. Her fever abated, and rashes resolved without serious infection; her general condition stabilized. The patient was discharged in ten days with overall good health and immense gratitude regarding the compassionate and highly professional treatment.

## Tata Motors has revamped its India Design Studio in Pune



**Pune (Voice news service):-** Pioneer-ing a world-class working environment, Tata Motors has revamped its India Design Studio in Pune. This new design space is among one of three global design studios alongside Coventry (U.K.) and Torino (Italy).

With deep understanding of the Indian market intelligence and proximity to the R&D and Manufacturing centre, Tata Motors Design Studio in Pune is tasked with preserving the fidelity of the design intent when working on the final stages of the product

design, implementing detailed refinements, and craftsmanship. Setting a new benchmark for collaboration, efficiency, and innovation, the studio integrates cutting-edge VR technology with traditional clay modelling, amongst other expertise.



## WIRC office bearers visited the ICAI Pune Branch



Pune: "The integration of advanced technology, the rapidly growing Indian economy, and the contributions of chartered accountants in economic planning are opening numerous opportunities for CAs in the future. The demand for CAs will increase significantly. Chartered accountants must embrace new technologies like artificial intelligence and face emerging challenges. More students should prioritize becoming CAs," stated CA Ankit Rathi, Chairman of the Western India Regional Council (WIRC) of the Institute of Chartered Accountants of India (ICAI).

The Western India Regional Council (WIRC) office bearers visited the ICAI Pune Branch. They interacted with CA members and students at the seminar on 'The Future of Chartered Accountancy: Embracing Innovation & Transformation in the New Era'. The event was held at the ICAI Bhavan in Bibwewadi. Present on the dais were WIRC Secretary CA Gautam Lath, Treasurer CA Pinky Kedia, WICASA Chairman CA Piyush Chandak, ICAI Central Council Member CA Chandrashekhar Chitale, Regional Committee Members CA Yashwant Kasar and CA Ruta Chitale, and ICAI Pune Branch Chairperson CA Amruta Kulkarni.

Newly elected Regional Council Members CA Rekha Dhamankar, CA Abhishek Dhamane, CA Rajesh Agrawal, and former President CA Kashinath Pathare were also

present. During the program, CA Meghanand Dunganwal and CA Shailesh Rathi delivered an illustrative presentation on 'Future of Chartered Accountancy: Embracing Innovation and Transformations in the New Era'.

CA Ankit Rathi remarked, "India aims to achieve a \$30 trillion economy by the centenary year of independence. Chartered accountants will play a pivotal role in reaching this target. Technology is driving transformative changes in financial transactions. Considering this, WIRC consistently organizes innovative programs for CAs and students. Workshops, conferences, and seminars are held to enhance knowledge."

CA Chandrashekhar Chitale stated, "The WIRC officials visited the Pune branch of ICAI today to hold discussions. They provided insights into the initiatives the council is undertaking to align with the rapidly expanding economy. They also guided attendees on technological advancements, changes in financial regulations, and updates in the curriculum."

In her welcome speech, CA Amruta Kulkarni reviewed the initiatives conducted by the Pune branch. She also welcomed the WIRC officials. CA Gautam Lath, CA Pinky Kedia, CA Piyush Chandak, CA Yashwant Kasar, and CA Ruta Chitale shared their thoughts. The session was moderated by student Geya Shah, who also delivered the vote of thanks.

## Hindustan Antibiotics former Managing Director Yashwant Gharpure was awarded an Honorary Fellowship of IICHe in CHEMCON 2024



Pune: Hindustan Antibiotics' former Managing Director & veteran Chemical Engineer Yashwant Gharpure (Age 91) was awarded an Honorary Fellowship of the Indian Institute of Chemical Engineers (IICHe) in CHEMCON 2024, an annual conference organized at Jalandhar (Panjab). Currently, Mr. Gharpure is doing his own business.

This was in recognition of Mr. Gharpure's contribution to the Chemical Engineering profession over the last seven decades including scrutinizing global tenders for technology and successfully implementing and commissioning several projects, reverse engineering two of the imported technologies, implementing projects based on indigenously developed technologies and many more.

Mr. Gharpure is very fond of writing which he started with

his first article on 'Space Travel' in College Magazine in 1955, and since then he has written and published over 300 articles. He has also formed two NGOs viz. Voluntary Executives Forum of India (VEFI) and Technology Transfer Association (TTA).

Last year, Mr. Gharpure was awarded the Lifetime Achievement Award by the Pune branch of the Indian Institute of Chemical Engineers. Photo caption: Mr. Sunil Thakkar, President, IICHe; Prof. Binod Kumar Kanaujia, Director, NIT Jalandhar; Mr. Yashwant Gharpure, Gharpure Associates; Mr. Pradip Kumar Agarwal, CEO, Heritage Group of Institutions; Mr. Biswanath Chatopadhyay, Chief Executive Officer · IVL Dhunseri Petrochem Industries Pvt Ltd.; Prof. G D Yadav, Ex-Vice Chancellor, ICT, Mumbai

A total of 1.03 lakh new homes were added in 2022. This dropped to approx 96,350 homes in 2023 and a further drop to approx 91,400 homes in 2024.

## "Cycle for Life: Brigadier V. Mahalingam's Call for Fitness"

Pune: In today's fast-paced world, physical health is often neglected, leading to severe health issues, even among the youth.

To combat this, cycling can play a crucial role in strengthening the heart and increasing life expectancy. This was emphasized by Brigadier V. Mahalingam (Retd.), former commander of the Mountain Brigade and National Security Guard, at the launch of the Fit India Cycling Campaign at MIT Art, Design, and Technology University.

The campaign was organized in collaboration with the Sports Authority of India (SAI) and the Loni-Kalbhur Police Station, aiming to promote a healthy and active lifestyle.

Brigadier Mahalingam highlighted the alarming rise in heart-related illnesses among youngsters and urged students to adopt cycling as a regular exercise. He stated,

"Career and wealth are important, but physical health is paramount. Regular cycling can significantly improve heart health and longevity."

The event saw the presence of esteemed dignitaries, including Prof. Dr. Sunita Karad, Executive Director of MIT ADT University; Subedar Jagannath Lakde, District Sports Officer of Latour; Dr. Mohit Dubey, Pro-Vice Chancellor; Dr. Mahesh Chopde, Registrar; and Padmakar Phad, a Shiv Chhatrapati Awardee and Dr.Suraj Bhoir, Director Students Affairs. Subedar Lakde remarked that the Fit India Cycling Campaign resonates with Prime Minister Narendra Modi's mantra of "Fitness Ki Dose, Aadha Ghanta Roz" (A dose of fitness: Half an hour daily). He encouraged everyone to dedicate at least 30 minutes to cycling every day for a healthier life.

## Pune witnesses historic high in annual office transactions in 2024; Residential sales also hit all time high in the city: Knight Frank India

**Pune (Voice news service):-** Knight Frank India in its latest report, India Real Estate: Office and Residential (July - December 2024) cited that Pune's office market showcased remarkable growth in 2024, recording a total leasing activity of 8 mn sq ft, reflecting a 19% YoY growth, recording its best ever year for office transactions. This impressive performance was driven by a strong first half, with steady demand maintaining momentum in the second half, despite some recalibrations. Leasing activity during H2 2024 stood at 3.6 mn sq ft. Office rentals increased by 5% YoY during 2024.

Pune saw an addition of 5.7 mn sq ft of new office space in 2024, marking a significant 58% YoY growth. Of this, 3.3 mn sq ft were introduced in H2 2024, reflecting growing confidence among developers. Of the total transactions in 2024, flex transactions accounted for 35% of the total share in the city's office space transactions.

The Pune residential market also achieved a record high of 52,346 units sold in 2024, reflecting a 6% YoY growth. Additionally, the weighted average price of residential units in Pune rose by 6% YoY, reaching INR 4,778 per sq ft. The ticket size category of INR 5 mn - 10 mn witnessed the highest sales in the city contributing 45% of total sales in the city with 23,798 units being sold in 2024.

Pune's commercial office market recorded its highest leasing activity since 2005, with approximately 8 mn sq

ft of office space leased in 2024, marking a 19% YoY growth compared to 6.7 mn sq ft in 2023. The surge in demand was primarily driven by the flex sector, followed by India-facing businesses. The growth in Flex space transactions in Pune is attributed to the expanding startup ecosystem and the rising adoption of hybrid work models. At the same time, India-facing businesses are driving demand for traditional office spaces as they continue to expand their operations in the city.

Pune market witnessed major leasing activity by Flex office spaces capturing 35% of the area transacted at 2.8 mn sq ft and witnessed a staggering YoY growth of 112% from 1.3mn sq ft of transactions in 2023.

This was followed by India facing business capturing 31% of the area transacted, respectively at 2.5 mn sq ft which when compared to last year was 1.8 mn sq ft a growth of 41%. Pune also experienced a consistent rise in GCC setups, particularly in SBD East and Kharadi, driven by its skilled talent pool and cost benefits. In 2024, GCCs represented 19% of the total transaction share.

In terms of office rents, Pune's office market saw moderate growth in 2024, surpassing pre-pandemic levels with a 5% YoY increase. Rents rose to INR 77 per sq ft per month in 2024, up from INR 73.5 per sq ft per month in 2023. This upward trend underscores sustained occupier demand, particularly in prime locations. P Vilas, National Director -

Occupier Services, Capital Markets and Branch Head - Pune at Knight Frank India said, "Pune's office market continues to thrive by adapting to evolving occupier needs. With increasing focus on flexible workspaces, hybrid models, and sustainability, the city is well-positioned to tackle future challenges. Infrastructure improvements, coupled with sustained demand from sectors like BFSI, and IT/ITES, are projected to fuel further growth in 2025, solidifying Pune's position as one of India's most dynamic and resilient office markets."

In 2024, Pune's real estate market demonstrated continued growth, marking the highest residential sales since 2010. The second half of the year contributed significantly, with 27,821 units sold compared to 24,525 units in the first half.

This growth was driven by strong demand from IT professionals, ongoing infrastructure development, and shifting buyer preferences. Pune continues to establish itself as a dynamic real estate hub, offering a blend of affordability and premium options.

The residential market in Pune experienced a strong influx of new project launches reaching an all-time high in 2024 with a total of 59,548 units introduced, indicating a 40% YoY increase, highest growth amongst the eight cities in India. Launches in H2 2024 also reached an all-time high with 31,501 units being launched in the second half of the year with a YoY increase of 49% from 21,203 units in H2 2023.

## The 14th Year of the Gera Pune Residential Realty Report Captures Pune's Shifting Market Dynamics in the second half of 2024

**Pune (Voice news service):-** Gera Developments Private Limited (GDPL), pioneers in premium residential and commercial real estate in Pune, Goa, Bengaluru, and California, released the January 2025 edition of their bi-annual report, The Gera Pune Residential Realty Report.

Pune's first and only census-based report, it spans over 3 Lakh under-construction units and covers 2,300+ projects. With 14 years and 28 issues of circulation, this report provides in-depth insights into Pune's residential real estate market, focusing on the sector's performance from January-December 2024. Market performance: The rise in home prices continued for a 5th consecutive year. On an already increased base, the average rates across the city increased by 10.98% to an all time high of Rs. 6590 per sq ft.

There has been a slow down in sales as well as a reduction in the inventory brought to market by developers. The overall sales have dropped from 1.03 lakh homes sold in 2022 to approx 94,500 homes in 2023 and further down to approx 90,000 homes in 2024.

While the absolute number of homes sold continues to be high, the reduction in the total sales volume is something to be cautious about. Developers have responded by bringing in less homes into the market over the last 2 years.

A total of 1.03 lakh new homes were added in 2022. This dropped to approx 96,350 homes in 2023 and a further drop to approx 91,400 homes in 2024.

The year saw an increase in the inventory in the luxury segment. 5 years ago, (in 2019), 3 & 4 bedroom apartments constituted 6.2% of the market. In 2024, the 3 & 4 bedroom apartments constituted 34.15% of the market. Clearly, there has been a shift towards the larger homes. During this time, 1 bedroom homes went from a share of 49.10% down to 11.58%. This was also evidenced in the average size of newly launched homes reaching

1,261 sq ft, offering a carpet area of 934 sq ft. This represents a 43% growth over five years, reflecting a clear preference for larger and more spacious homes, catering to modern lifestyle aspirations.

Commenting on the findings, Mr Rohit Gera, Managing Director, Gera Developments Private Limited, said, "Pune's real estate market reflects the dynamics of a classic boom cycle that began in 2020, with prices steadily climbing by 40% over the past five years. While the sector remains robust, the tapering of sales in 2023 & 2024 signals the need for cautious optimism. Normally, the steep increase in prices of homes (as we have seen) should also see strong home sales, however, a drop in home sales seems to indicate a resistance at current price levels.

The reduction in the new inventory added to the market by developers seems to have kept the market in a stable state.

Developers must prioritise a balanced approach to supply and pricing to ensure market stability. With stable interest rates and potential RBI interventions, affordability could see marginal improvements, but aligning price increases with inflation is crucial to sustaining steady demand. For homebuyers, investing in projects by reputable developers with a proven track record and strong execution is the best approach in today's evolving market" he concluded.

The market's replacement ratio remained stable at approximately 1 over the past three years, highlighting a balanced approach to new supply and sales. In 2024, the ratio stood at 0.97, showcasing that sales closely matched the introduction of new inventory, ensuring a healthy equilibrium. The affordability index reached 4.04x, signifying ongoing demand despite evolving price dynamics. With robust growth in luxury sales, increasing home sizes, and a steady replacement ratio, Pune's real estate market continues to present exciting opportunities for buyers and



developers alike. The report also highlighted significant trends:

**1.Luxury segment growth:** •Units launched in the Luxury segment grew by 50%, from 5,753 in 2023 to 8,645 in 2024, now accounting for ~10% of all units launched.

•Of the 644 new projects launched in 2024, ~22% were in the Luxury segment, a significant rise from 4% in 2019. •Sales volume in the Luxury segment increased by 14% to 6,807 units in 2024 compared to 5,971 units in 2023, highlighting the growing preference for premium homes.

**2.Price surge:** •Average home prices increased by 10.98% in 2024, reaching Rs 6,590 per sq ft, the highest annual rise in the past decade. •Luxury segment prices averaged Rs 13,027 per sq ft, while PremiumPlus and Value segments saw annual price increases of 10.9% and 11.8%, respectively.

**3.Sales Decline and Inventory Overhang:** •Sales volume declined by 5% in 2024, with 90,127 units sold compared to 2023.

•Inventory overhang increased to 9.94 months, up from 9.31 months the previous year, marking the third consecutive year of rise.

**4.Sales and inventory dynamics:** •Annual sales declined by 5% to 90,127 units in 2024 compared to 2023.

•Inventory available for sale rose by 1.7% to 74,656 units compared to 73,379 units in December 2023.

•Inventory overhang increased to 9.94 months, with the Budget segment facing the highest overhang at 11.39 months.

In 2024, Pune's housing segment, with ticket sizes ranging from INR 100-200 mn (INR 10 - 20 Cr), saw the highest YoY growth, increasing by 122% from 8 units in 2023 to 18 units. The housing segment with ticket sizes between INR 20 - 50 mn (INR 2 - 5 Cr), experienced the second-highest YoY growth of 68%, rising from 1,289 units in 2023 to 2,166 units in 2024. The mid-range segment (INR 5-10 mn) continued to dominate Pune's market, recording the highest number of units sold, with 23,798 units in 2024.

Pune's inventory levels rose by 18% YoY in 2024, primarily due to an increase in supply. Despite this growth, the Quarters to Sell (QTS) metric remained strong at 3.7 quarters, indicating faster absorption rates and robust buyer demand.

P Vilas, National Director, Occupier Services, Capital Markets and Branch Head, Pune, Knight Frank India said, "Pune's residential market is set for continued growth, driven by strong demand from end-users, ongoing infrastructure improvements, and an emphasis on lifestyle-oriented housing solutions. As developers adjust supply to match changing buyer preferences, Pune continues to be a significant player in India's real estate sector.

Infrastructure projects like the Metro Corridor and expanded road networks have greatly enhanced connectivity across the city, boosting buyer interest in emerging residential areas. These developments are further enhancing Pune's market dynamics."

## Cushman & Wakefield Appoints Moinuddin Patel as Managing Director – Pune



**Pune (Voice news service):-** Cushman & Wakefield, one of the largest and fastest growing real estate services firm in India, today announced the appointment of Moinuddin Patel as Managing Director, Pune.

In this role, Moinuddin will oversee the firm's operations in Pune, focusing on driving growth, enhancing client relationships, and further strengthening Cushman & Wakefield's presence in this key market.

A seasoned real estate professional with over 20 years of experience, Moinuddin has extensive experience in transactional businesses, team leadership, and building strong, long-lasting client partnerships. During his decade long tenure with Cushman & Wakefield, he successfully led the Tenant Representation business in Mumbai, contributing significantly

cantly to the firm's success in the region.

Moinuddin's academic foundation further complements his professional journey. He holds a Post Graduate Diploma in Business Management from Narsee Monjee Institute of Management Studies (NMIMS) and is a Graduate of Science (Physics) from Mumbai University.

Anshul Jain, Chief Executive, India & SE Asia & APAC Tenant Representation, Cushman & Wakefield, commented, "Moinuddin has been a valuable member of our team for over a decade, delivering exceptional results for our clients and fostering a culture of collaboration and excellence within the teams. His deep market knowledge, strategic vision, and strong expertise makes him the ideal choice to lead our business in the Pune market. I am confident that he will further strengthen our presence and unlock new opportunities for growth in the city."

Reflecting on his new role, Moinuddin Patel said, "I am honoured to take on this leadership role at Cushman & Wakefield in Pune. The city's growth trajectory presents immense opportunities, and I look forward to working alongside a talented team to deliver innovative solutions and exceptional value to our clients and partners in partners in the region."

## K A Shabir Takes Charge As CEO Of Funkskool India



**Pune (Voice news service):-** Funkskool India Limited, the country's leading toy manufacturer promoted by the MRF group, has appointed K A Shabir as its CEO, as on 1st January 2025.

Shabir has been with Funkskool for over 33 years and is an accomplished Techno-Commercial expert who has led many departments such as International Business, Manufacturing, Factory Operations and New Product Development while also driving organizational growth.

Sharing his thoughts, K A Shabir said, "Funkskool pioneered the concept of quality and safety in toys and has been instrumental in raising the standards of toys in India. To lead this 39-year-old organisation which has many firsts to its credit at a time when it is expanding rapidly, is an honour.

As a team, we will bring out interesting and innovative creations to make playtime a

delight for children." For over a decade, Shabir has been the face of Funkskool in the international fora within the toy industry.

He is hailed as one of the expert voices in the Indian toy industry. Shabir's acumen for identifying market opportunities and devising tailor made strategies for new customers has expanded Funkskool's global footprints and its exports revenue. Having excelled in his earlier role as Vice President - International Division and Manufacturing, Shabir's transition to the new role of CEO marks a new chapter in Funkskool's growth journey. Under his leadership, Funkskool is poised to drive innovation in product development, explore new markets, win more marquee customers from across the globe, use the best of technologies to improve toy manufacturing, further the sustainability initiatives and redefine toy industry standards.

## FedEx International Connect Plus Expands Global Reach

**Pune (Voice news service):-** Federal Express Corporation ("FedEx"), the world's largest express transportation company, has further expanded the reach of FedEx® International Connect Plus (FICP) in India, now connecting customers to a wide range of destinations across the Asia, Americas and Europe. This cost-effective, day-definite international shipping solution is designed to deliver cross-border e-commerce shipments within 3-4 business days\*.

FedEx aims to empower India's growing e-commerce sector, projected to reach USD 325 billion by 2030. With third-party logistics anticipated to manage nearly 17 billion shipments over the next seven years, dependable, flexible, and affordable international shipping has never been more essential. FICP meets this demand by simplifying cross-border logistics and enhancing customer satisfaction with flexible delivery options.

"E-commerce is accelerating cross-border trade, and businesses need smart, cost-effective solutions that expand reach without compromising speed and flexibility," said, Nitin Navneet Tatiwala, vice president of Marketing and Air Network, MEISA, FedEx. "Our focus is on creating efficient,

agile supply chain solutions for India's evolving e-commerce landscape. By combining our advanced physical and digital networks, we aim to better serve our customers—especially the small- and mid-sized businesses that drive growth in today's competitive economy."

Other benefits of FICP for E-Commerce: Seamless E-commerce Integration: Easy integration with major e-commerce platforms ensures a smooth, paperless shipping process for businesses and customers.

Enhanced Customer Control and Visibility: Through FedEx Delivery Manager®, customers can track shipments and adjust delivery schedules in real-time. Additionally, Picture Proof of Delivery (PoPD)\* provides visual confirmation of delivery and reassures recipients that their package has been delivered, boosting convenience and satisfaction.Flexible Delivery Options: Customers can select from multiple delivery choices, including residential delivery or pick-up at a nearby retail location or locker.

Weekend and Evening Delivery-- Enables delivery at times that best suit customer schedules, avoiding delays. Added Savings^: Includes waivers on the 'Residential Delivery surcharge' and the 'Remote Area Delivery' surcharge, providing additional cost savings for businesses.





Crystal Crop Protection Strengthens Leadership in Rice Herbicides with the Acquisition of Ethoxysulfuron Assets from Bayer AG, expected to boost EBITDA by 20%

**Pune (Voice news service):-** Crystal Crop Protection Limited, a pioneer in agricultural innovation, announced the global acquisition of the active ingredient Ethoxysulfuron from Bayer AG for sales in certain Asian countries. This acquisition mark Crystal's 13th strategic transaction and second acquisition from Bayer after the acquisition of Indian Cotton, Pearl Millet and Mustard seed portfolio in 2021. Backed by International Finance Corporation (IFC), Crystal Crop is an R&D-based crop solution company delivering advanced, farmer-centric solutions for over 4 decades. This is amongst the largest acquisitions of Crystal, which shall boost its EBITDA

by 20% while bolstering its leadership in the rice herbicide market. The transaction brings the trusted Sunrice trademark and the mixture product containing Ethoxysulfuron, along with all registrations. Ethoxysulfuron is known for effectively controlling broad-leaved weeds and sedges in rice and cereal crops, making it a key addition to Crystal's portfolio. The acquisition aligns with Crystal's mission of providing cost-effective, sustainable solutions by manufacturing the product locally, resulting in enhanced cost synergies and accessibility for farmers in India, South Asia, and South-East Asia (including Vietnam, Bangladesh, Thailand, and Pakistan). Commenting on the acquisition,

Mr. Ankur Aggarwal, Managing Director, Crystal Crop Protection Limited, said: "This acquisition is a testament to our focus on strengthening our portfolio with solutions that truly make a difference to farmers' lives. With this transaction, we are taking a step forward in empowering farmers with advanced weed management solutions. By leveraging our strong distribution network and manufacturing capabilities, we will ensure that these solutions reach farmers efficiently across India, South Asia, and South-East Asia."

Crystal's understanding of the rice ecosystem makes this acquisition a natural fit, enhancing its ability to support farmers with comprehensive solutions from seed to harvest. The company's growing presence in South Asia and South-East Asia through its partnerships and acquisitions strengthens its position as a leader in the agricultural solutions market. Crystal Crop Protection has built a reputation for driving inorganic growth through strategic acquisitions. This transaction follows the acquisition of I&B Seeds earlier in the year 2024, marking its consistent efforts to diversify and expand its offerings in crop protection, seeds, and farm mechanization. Over the years, Crystal has acquired brands from leading global players like Syngenta, FMC, Bayer, BASF and Dow-Corteva continually reinforcing its position as an industry leader.

itel launches A80 – An Awesome All in One Smartphone with 120 Hz Refresh Rate and IP 54 Dust & Splash Proof Rating

**Pune (Voice news service):-** itel, one of the leading technology brands of India, is poised to lead India's budget smartphone segment, making a bold leap in 2025. The A80 smartphone stands out in the sub 7K segment, offering a 120 Hz refresh rate and IP 54 water resistant rating, ensuring smooth visuals, clear display quality and unmatched durability. This move signifies a strategic enhancement to its Awesome Series lineup. The itel A80 comes equipped with a big 6.67- inch Punch Hole Display featuring a Dynamic bar offering a simplified and seamless user interface. With an advanced processor, 8 GB RAM (4GB + 4GB\*), and 128 GB ROM, the device supports multitasking and ample storage while maintaining a lag-free Fluency experience for up to three years. Power

packed with these incredible features, the A80 smartphone is available at just Rs. 6999. With a strikingly appealing design, the itel A80 smartphone is built to impress. The A80's 50 MP Super HDR camera is going to turn heads with its awe-inspiring photography - capturing vivid details even in low light. It also features a ring light notification that acts as the icing on the cake. The 6.67-inch punch-hole display enhances entertainment and visual storytelling and the device's dynamic bar adds a stylish, modern touch – all tremendously enhancing the user experience making the A80 smartphone a delight to use. The A80 is built for durability, with an IP54 rating for dust and water resistance. This smartphone comes with Android 14 Go OS and a Unisoc

T603 Octa-core processor, delivering a smooth and efficient performance for all your daily tasks. To further ensure reliability, itel offers a free screen replacement within 100 days of purchase. It is available in attractive colours of Sandstone Black, Glacier White, and Wave Blue, combining elegance with practicality. The itel A80 smartphone is now available at retail stores across India, offering consumers a powerful and stylish device designed to enhance their everyday digital experiences. Commenting on the launch, Mr. Arjete Talapatra, CEO of itel India stated, "As we enter 2025, we renew our steadfast commitment to our consumers by delivering innovations that blend cutting-edge technology, sleek design, and exceptional features—all at un-



beatable prices. The launch of the A80 smartphone is a step in that direction and reaffirms our commitment to bridging the technology gap for today's young India. With its stunning 120 Hz Refresh rate and exceptional durability, the A80 smartphone is perfectly placed to cater to the growing demand for durability and user experience without compromising on style."

ROYAL ENFIELD'S FLYING FLEA TO BE POWERED BY QUALCOMM

**Pune (Voice news service):-** After an electrifying global unveil in Milan in November 2024, Flying Flea - the new EV brand from Royal Enfield - today announced its collaboration with Qualcomm Technologies, Inc. to integrate its Snapdragon® QWM2290 system-on-chip (SoC) and Snapdragon® Car-to-Cloud Platform into the heart of the upcoming line of Flying Flea motorcycles. Available worldwide, Flying Flea stands out as one of the first 2-wheeler platforms to integrate connected services technology via the Snapdragon Car-to-Cloud platform. Speaking about the technology collaboration, Mario Alvisi, chief growth officer, electric vehicles, Royal Enfield said, "Flying Flea is more than a new brand from Royal Enfield - it is a whole new approach in which we are deeply invested in terms of ground-breaking infrastructure, authentic design philosophy and modern technology. While all aspects of our connected electric motorcycles have been developed in-house by our dedicated technical team, our work with Qualcomm Technologies is a significant step in our effort to build advanced EV technology and create a unique and differentiated product experience in the global electric mobility space." Jeff Arnold, vice president,



product management, Qualcomm Technologies, Inc., added, "The Snapdragon QWM2290 SoC for 2-wheelers is enabling a new era of connected mobility by bringing connectivity, intelligence and a safety focus to your biking experience. This strategic collaboration brings together Royal Enfield's iconic heritage, steeped in history and adventure, with Qualcomm Technologies' cutting-edge technology and innovation. Together, we are creating a motorcycle that not only pays homage to the Flying Flea's storied legacy but also sets a new benchmark for connectivity, performance, and rider experience." Nimish Shrivastava, senior director, product management, Qualcomm Technologies, Inc. said, "Connected services are fundamentally transforming

the 2-wheeler and micromobility markets, providing riders with real-time diagnostics, advanced navigation, and personalized ride settings – all of which enhance the safety and convenience of their journey. We are proud to see the Snapdragon Car-to-Cloud platform be part of this exciting evolution and to support Flying Flea in delivering cutting-edge technology to the 2-wheeler market." Inspired by our legacy, driven by our vision for the future, Flying Flea is focused on delivering one of the industry's best two-wheel experiences by developing the motorcycle ground up, hardware and software. With technology partners like Qualcomm Technologies, we intend to combine distinctive style with cutting-edge technology to deliver a product that would

become one of the most advanced electric two-wheelers to come to market. Designed specially to support 2-wheelers, the Snapdragon QWM2290 SoC is engineered to provide a truly 'connected' experience into Flying Flea's motorcycles. The Snapdragon QMW2290 SoC powers the core vehicle control unit running an in-house operating system, developed by Flying Flea, that enables the motorcycle to manage all aspects of the vehicle and ride experience through the interactive true round TFT cluster. The Snapdragon QWM2290 SoC and Snapdragon Car-to-Cloud give the Flying Flea an ability to maintain seamless communication between the rider and the machine through a secure multi-modal interaction, both on and off the motorcycle with 4G, Bluetooth and Wi-Fi connectivity. This powerful and efficient chip allows users to maximise the potential of the cluster and develop a simple and intuitive UI (user interface) and UX (user experience), including a dedicated Voice Assist button. The motorcycle comes with five pre-set ride modes and allows the rider to customize the ride mode combinations based on the rider requirement and terrain. It also allows the system to recognize and enable mobile phone as a smart key to unlock and start the vehicle.

GigaOm Radar Names Hitachi Vantara a Leader and Outperformer in Primary Storage for Virtual Storage Platform One

**Pune (Voice news service):-** Hitachi Vantara, the data storage, infrastructure, and hybrid cloud management subsidiary of Hitachi, Ltd. (TSE: 6501), announced today that it has been recognized as a Leader and Outperformer in the latest GigaOm Radar Report for Primary Storage for its Virtual Storage Platform One (VSP One) hybrid cloud data platform. The report evaluated 21 vendors and their capabilities to address the evolving demands of primary storage across traditional applications, hybrid cloud environments, AI/ML workloads and edge computing. The GigaOm Radar Report for Primary Storage is a comprehensive evaluation of primary storage solutions, providing insights into the

leading vendors based on technical capabilities, innovation, and business value. This year's report highlights the maturity of the primary storage market, with vendors offering advanced features such as AI-driven analytics, ransomware protection, and seamless cloud integration. The report also emphasizes the importance of enterprise-grade functionality in both traditional and software-defined storage options. For this year's evaluation, the report focused on solutions that provide enterprise-grade primary storage functionality, including both traditional storage arrays and software-defined storage options. Featured in the Innovation/Platform Play quadrant, VSP One was singled out for its

robust performance, cloud integration, and data protection capabilities, achieving the highest maximum scores (5/5) in the following categories: NVMe-oF: Providing innovative support for modern networking, including Nonvolatile Memory Express over Fabrics (NVMe-oF) with both FC and TCP, enabling high-performance applications through flexible and scalable storage network architectures. Cloud Integration: Enabling comprehensive and seamless hybrid cloud capabilities, including replication, automated tiering, and virtual appliances, ensuring adaptability for diverse environments. Ransomware Protection: Delivering robust, data storage-level defenses, including storage immutability, air-gapping, and proactive

detection, addressing critical cybersecurity needs. "The primary storage market has dramatically evolved over the last 12 months, as developments in AI, ransomware, and seamless cloud integration have pushed the pace of change," said Whit Walters, Field CTO and Analyst, GigaOm. "To be recognized as a leader requires a company to demonstrate a strong ability to deliver across these areas, and Hitachi Vantara's Virtual Storage Platform One platform embodies their commitment to addressing the critical storage needs of modern enterprises. Their focus on innovation and strong roadmap for the coming year highlights the company's capacity to deliver the adaptability required in today's rapidly evolving IT landscape."

BYD India To Unveil SEALION 7 and a host of other sustainable products at the forthcoming Bharat Mobility Global Expo 2025

**Pune (Voice news service):-** Demonstrating unprecedented innovation and a commitment to sustainable mobility, BYD, the world's leading NEV (New Energy Vehicle) manufacturer, is set to showcase an extended range of New Energy Vehicles at the Bharat Mobility Global Expo 2025. Celebrating 17 years of successful operations in India, the event will herald the debut of BYD's latest performance eSUV, the BYD SEALION 7 along with other products exemplifying the brand's commitment to India and pushing the boundaries of sustainable automotive innovation. The BYD SEALION 7 is a Performance Electric SUV that seamlessly blends ocean-inspired aesthetics with cutting-edge innovation. Set to launch in the Indian market by H1 2025, it incorporates BYD's Intelligent Torque Active Control (iTAC) and the acclaimed CTB (Cell to Body) technology. Designed by BYD's Global Design Director, Wolfgang Egger, the BYD SEALION 7 features sleek, flowing lines, an aerodynamic profile, and a distinctive "OCEAN X" front styling. Mr. Rajeev Chauhan, Head of Electric Passenger Vehicles (EPV) Business at BYD India, said, "The Bharat Mobility Global Expo 2025 is a



pivotal platform for BYD, underscoring our advancements in premium and advanced EV technologies. The showcase of the BYD SEALION 7, and some of our other globally successful products and technologies reaffirms our dedication to leading the electric vehicle market and expanding our product portfolio that offers a comprehensive range of new energy vehicles to our customers. Our commitment to innovation and excellence aligns with our mission to promote sustainable mobility solutions. We are delighted to witness growing customer preferences for our range of products and the

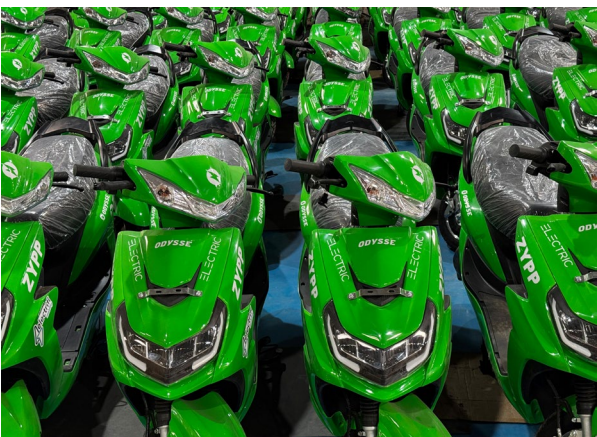
overall strategic growth signifies BYD's commitment to better serve the Indian market, providing enhanced access to its cutting-edge vehicles and technologies. In line with this, we plan to expand our dealership network from 27 to 40 locations by the end of this month." In addition, visitors can also experience the current range of the company in India – the BYD ATTO 3, the BYD eMAX 7 and the BYD SEAL. In India, the BYD SEAL clinched the Times Network Award for EV Sedan of the Year and the Best Battery Technology accolade. It was also honoured with the Auto-

car Award for Premium EV of the Year. The BYD SEAL also received the Jagran HiTech Award for the 2024 Premium Car of The Year (Editor's Choice) and the AutoX Best of 2024: 4W Award. On the international stage, the BYD SEAL received the prestigious iF Design Award. The BYD portfolio embodies BYD's commitment to innovation, performance, and environmental responsibility and will also be displayed at the BYD India pavilion at Bharat Mobility Global Expo 2025. Also on showcase will be models from BYD's global portfolio never-before-seen in India and some crucial technology built to enhance efficiency and sustainability. Visit the BYD India pavilion in Hall 6-08 at the Bharat Mobility Global Expo '25 to experience the future of mobility. Globally renowned for its leadership in the NEV sector, BYD continues to redefine the landscape of sustainable transportation through its award-winning models and pioneering technologies like the Blade Battery and DM-i platform, setting new benchmarks in performance and advanced technology. In 2024, the company sold over 4.27 million New Energy Vehicles worldwide registering a year-on-year growth of 41.26% on a global scale.

Odysse Electric Delivers Over 1,500 EV Scooters to Zypp Electric, Strengthening Sustainable Mobility in India

**Pune (Voice news service):-** Odysse Electric, the Indian two-wheeler electric vehicle (EV) brand, is proud to announce that it has successfully delivered over 1,500 electric scooters to Zypp Electric, a well-known electric vehicle fleet operator focused on last-mile delivery services. This milestone recognizes the increased acceptance of sustainable transportation solutions, as well as both firms' shared determination to contribute to a better, cleaner future. This also includes an order for 40,000 electric vehicles to be delivered from Odysse electric over the next three years which the company announced last month and with the delivery of these 1,500+ EV scooters, the collaboration between Odysse Electric and Zypp Electric begins a shared objective of decreasing the carbon impact of urban transit, has grown significantly. Mr. Nemin Vora, CEO of Odysse Electric, stated, "With each scooter delivered, we move closer to making sustainable mobility a mainstream reality. We believe that electric ve-

hicles represent the future of urban mobility, and this collaboration demonstrates the growing need for greener solutions in India's transportation environment. Collaboration with Zypp Electric has been extremely fulfilling, and we are thrilled to continue supporting their aim of offering sustainable last-mile delivery solutions. This supply of 1,500+ electric scooters is just the beginning, and we hope to increase our effect further as the demand for electric vehicles grows. As both companies continue to work together to shape the future of sustainable mobility in India, the delivery of these 1,500+ electric scooters mark a significant milestone in their shared journey toward reducing the carbon footprint of urban transport and promoting eco-friendly solutions for businesses and consumers alike. Established in 2020, Odysse Electric is at the forefront of reshaping India's electric vehicle landscape. Odysse Electric offers one of the largest product portfolios, comprising 7 models which includes 2 low-speed scooters, 2 high-speed scooters,



a delivery scooter targeted to B2B segment, an EV sports bike, and a commuter bike for daily users. The product range includes: - Electric motorcycle Vader (with 7" Touchscreen Android Display, AIS-156 approved battery, five drive modes, 18-liters storage space, Robust build) Electric bike EVOQIS (with four drive modes, keyless entry, anti-theft lock and motor cut-off switch) Latest addition of High-Speed Electric scooter SNAP (AIS 156 approved smart Portable Battery, waterproof motor, Distance to Empty & CAN enabled display)

High Speed Electric scooter HAWK Li (India's first electric scooter with cruise control & Music system along with portable battery) Low Speed - E2Go Lite, E2go+ and E2GO Graphene (electric scooter with portable battery, USB charging, digital speedometer and keyless entry) Low speed electric scooter Racer Lite V2 Lite and V2+ (waterproof motor, huge boot space, dual battery and led lights) Low speed Loader – Trot 2.0 (efficient, eco-friendly logistics with IP 65 Battery, Break down assist and digital speedometer )

POCO Unleashes Its X Factor: X7 and X7 Pro Launch with Akshay Kumar

**Pune (Voice news service):-** Continuing its legacy of innovation, POCO, one of India's fastest-growing consumer tech brands, unveiled its flagship X7 Series—POCO X7 5G and POCO X7 Pro 5G—at a high-energy event in Jaipur. Packed with cutting-edge advancements in display brilliance, performance dominance, and unmatched durability, the X7 Series redefines smartphone excellence and solidifies POCO's leadership in the premium segment. The launch was elevated by the presence of Bollywood actor Akshay Kumar, introduced as the face of POCO India, reflecting the brand's bold and fearless ethos perfectly aligned with its philosophy of "Xceed Your Limits." Himanshu Tandon, Country Head of POCO India, stated, "At POCO, innovation drives every decision we make. With the X7 Series, we are setting new benchmarks in the premium smartphone category. We are thrilled to have Akshay Kumar as the face of POCO India, whose dynamic presence aligns with our commitment to excellence. With the X7 Series, we're proud to debut the MediaTek Dimensity 8400 Ultra and Xiaomi HyperOS 2.0 globally, while also setting new durability standards with IP68+ and IP68 ratings, along with flagship-grade Corning Gorilla Glass protection. From the X7 5G's segment-first 1.5K AMOLED 3D Curved Display to the X7 Pro 5G's unmatched performance, this series represents a quantum leap from our previous generation, bringing flagship innovation at an incredible value."



most durable 1.5K AMOLED 3D Curved Display, offering 3000 nits peak brightness and Corning® Gorilla® Glass Victus 2 for unparalleled toughness. With IP68, IP68, and IP69\* ("supported") ratings, the X7 5G is built to withstand water, dust, and everyday challenges, ensuring it remains as robust as it is stunning. **Efficient, Lag-Free Performance** Powered by the MediaTek Dimensity 7300 Ultra chipset, the X7 5G delivers smooth, lag-free performance. Its 5500mAh battery ensures all-day power, while the 45W HyperCharge minimizes downtime, charging your device in no time. **Advanced Camera Capabilities** Capture the world in stunning detail with the 50MP Sony LYT-600 primary camera. Its large f/1.5 aperture and AI-driven features, like AI Night Mode for vibrant low-light photography and AI Erase Pro for effortless photo editing. The X7 5G turns every shot into a masterpiece, whether day or night. **Stylish, Young and Resilient Design** Elegance and durability converge with the POCO Yellow, Cosmic Silver and Glacier Green finishes, combining premium aesthetics with rugged build quality. The X7 5G is designed to fit seamlessly into your lifestyle while withstanding the rigors of daily use.

"Xceed All Limits" with POCO X7 Pro 5G, India's Largest Battery with Unmatched Innovation: The POCO X7 Pro features India's largest 6550mAh battery, enhanced by Silicon Carbon Technology and a solid electrolyte for greater efficiency, longevity, and safety. Paired with 90W HyperCharge technology, it powers your day and charges from 0% to 50% in just 19 minutes, redefining endurance in its segment. **The Most Powerful Phone in the 30K Segment** X7 Pro runs on MediaTek Dimensity 8400 Ultra processor, making its global debut. Built for intense gaming, it delivers 20% faster performance, sustained high frame rates, and exceptional brightness levels, ensuring a seamless experience for gamers and power users alike. **Brilliant Display for Unparalleled Clarity** Enjoy the 6.67-inch AMOLED flat display with 1.5K resolution and 3200 nits peak brightness, a 70% improvement over its predecessor. With Corning® Gorilla® Glass 7i, a 240Hz touch sampling rate, and 2560Hz instantaneous gaming responsiveness, the X7 Pro offers vibrant visuals and unmatched touch precision for every task, whether streaming or gaming. **Revolutionary AI-Powered Camera** Capture the extraordinary with the 50MP Sony LYT-600

camera, featuring Optical Image Stabilization (OIS). Complemented by AI Smart-Clip, AI Night Mode, and AI Sky, the camera transforms everyday moments into cinematic masterpieces. From neon-lit streets to fast-action shots, the X7 Pro delivers unparalleled photography. **A Seamless Software Experience** The X7 Pro is the first device to feature Xiaomi HyperOS 2.0, based on Android 15. This next-gen OS integrates 29-language AI translation, AI Subtitles, AI Notes, and dynamic widgets, ensuring productivity and personalization. With 3 years of Android updates and 4 years of security patches, it keeps your data secure and your phone future-ready. **Durable, Stylish Design** Engineered for resilience, the X7 Pro features IP66+ IP68 and IP69 (supported) and a bold, durable design. Available in POCO Yellow, Obsidian Black, and Nebula Green the device is a statement of style and strength. **Launch Offers and Availability** POCO X7 Pro is set to launch at an enticing starting price of INR ₹24,999\*, inclusive of INR 1000 special coupon discount only for 1st day along with INR 2000 discount via ICICI/ SBI/ HDFC Bank Cards or product exchange. POCO X7 5G will be available at a starting price of INR ₹19,999\*, inclusive of INR 2000 discount via ICICI/ SBI/ HDFC Bank Cards or product exchange. Additionally, POCO X7 Pro comes with a 12 month no-cost EMI option, while POCO X7 comes with a 9 month no-cost EMI option, making it the best deal ever. Grab yours at the above special prices for Day 1 only, with POCO X7 Pro sale commencing on 14th Jan, 12 noon and POCO X7 sale