

Acerpure India Expands Product Portfolio with Launch of Advanced Vacuum Cleaners

Pune (Voice news service):- Acerpure India, a division of the global Acer Group, has launched a new range of vacuum cleaners designed to transform cleaning and grooming experiences for households and pet owners. The innovative lineup includes three variants: Dry – D1, Wet and Dry – WD1, and Pet Groomer, each engineered for superior performance and versatility. With cutting-edge designs and advanced features, Acerpure is setting new standards in home care, offering tailored solutions to meet the diverse needs of consumers. This launch marks the company's seventh major launch in just seven months. The Acerpure Clean D1 is a dry vacuum cleaner designed to deliver exceptional efficiency for everyday cleaning. It is powered by a robust 350W motor that generates an impressive 30 kPa suction power, effortlessly tackling dirt across carpets, floors, and furniture. Featuring innovative zero Bend Technology, it ensures

ease of cleaning without any discomfort, making it ideal for prolonged use. Weighing just 2.8 kg, its lightweight design enhances maneuverability while the 1.2-liter dust tank reduces the need for frequent emptying. Equipped with a multi-stage filtration system, including a HEPA filter, the D1 effectively captures fine dust and allergens, promoting a healthier home environment. With its 9 accessories, Acerpure Clean D1 is a complete solution for floor-to-ceiling cleaning. The Acerpure Clean WD1 offers unmatched versatility as a wet-and-dry vacuum cleaner, ideal for handling both liquid spills and dry messes. With its 3-in-1 functionality, it effortlessly sweeps, sprays, and mops, making it a comprehensive cleaning solution for any household. Speaking about the launch, Mr. Vasudeva G, Director of Acerpure India, said "as a new age & forward-thinking brand, we are excited to share the tremendous response we've received from Indian consumers to our diverse range



of products, including cutting-edge TVs, water purifiers, air purifiers, air circulator fans, hair dryers, and stylers. With a strong commitment to delivering exceptional value, we are thrilled to announce the launch of our highly versatile vacuum cleaner range, marking our seventh product category introduction in just seven months since entering the Indian market. This launch is a testament to our relentless pursuit of innovation and our dedication to providing user-centric, high-performance solutions. We believe in transforming everyday living spaces into safer, cleaner, and healthier environments for our customers—making their homes not just cleaner, but happier too.

FedEx Continues to Accelerate Women Entrepreneurs Growth through Saksham

Pune (Voice news service):- Federal Express Corporation ("FedEx"), the world's largest express transportation company, continues to champion inclusive entrepreneurship in India through the 'Saksham' initiative for the fourth consecutive year. This year, Saksham has empowered over 270 women entrepreneurs and nearly 160 LGBTQIA+ community members. These entrepreneurs received customized Saksham kits containing essential business resources, as well as mentorship and industry-specific training. The initiative has supported small businesses across sectors such as tiffin services, tailoring, handicrafts, food services, and beauty—providing them with the tools needed to scale and succeed. "The Global Entrepreneurship Monitor (GEM) highlights, if there is a sustained and concerted effort to help women start and grow businesses at the same rates as men, USD 5 to 6 trillion of new global economic output could be

added," said Suvendu Choudhury, vice president, India Operations, FedEx. "With 2.2 crore women-owned MSMEs in India, their potential is vast. However, barriers to capital, business knowledge, and market access persist. Through 'Saksham,' FedEx, in collaboration with United Way, aims to bridge this gap, enabling women entrepreneurs to establish stronger businesses and contribute to economic growth." Since its inception in 2021 in collaboration with United Way Mumbai, 'Saksham' has achieved significant milestones. In 2024 alone, 38% of beneficiaries who previously had no income now earn an average of ₹61,176 annually. Additionally, 19% of those earning under ₹15,000 annually have increased their income to an average of ₹66,782. These numbers highlight the direct economic upliftment the program has fostered. As part of its broader commitment to inclusive growth, 'Saksham' also supports the

LGBTQIA+ community. Before joining the program, 45% of these participants were unemployed. Post-enrolment, 90% have either secured jobs or started their own businesses. Among them, 68% now hold private-sector roles earning ₹14,000-₹15,000 per month, while 23% have launched successful enterprises in cultural performances, beauty services, and tailoring. "At United Way Mumbai, we believe that economic empowerment is key to building resilient communities. Through Saksham, we have witnessed firsthand the transformative impact of access to resources, mentorship, and market linkages on women and LGBTQIA+ entrepreneurs. The success stories emerging from this initiative are a testament to the power of inclusive entrepreneurship in driving sustainable economic growth. We are grateful to FedEx for their support to this partnership," said George Aikara, CEO, United Way Mumbai.

Aakash Digital Platform; and Affordable Crash Courses for JEE

Pune (Voice news service):- Aakash Educational Services Limited (AESL), the national leader in test preparatory services, announced a special initiative aimed at empowering NEET and JEE aspirants in their final leg of preparation. In a move to support students gearing up for the NEET exam scheduled on May 4, 2025, AESL is launching a Free Rapid Revision Course for those who enroll in the next 12 days, to be taught via Aakash Digital Platform. This intensive course is specifically designed to help students quickly revise key concepts, fine-tune their preparation, and boost their confidence ahead of the crucial exam. The students enrolling in the next batch, which begins on March 31, 2025, will have an opportunity to avail a free NEET Rapid Revision Course. The crash course contains 100+ Hours of Live Online Teaching sessions, 9 Tests & Practice Questions for Important chapters, structured to provide strategic revision and targeted practice, ensuring maximum readiness in a limited timeframe.

In addition to this, AESL has also unveiled its popular Invictus Crash Course for JEE Advanced to be taught through Aakash Digital Platform. Priced at a nominal fee, the Invictus Crash Course for JEE Advanced ensures that top-quality coaching and expert guidance remain accessible and affordable for students across the country. Mr. Deepak Mehrotra, MD & CEO, AESL, remarked, "At Aakash, we recognize the pressure and challenges students face in the weeks leading up to their entrance exams. Our Free Rapid Revision Course and the affordable crash courses are designed to give students that crucial edge in the final stretch of their preparation. We have always believed that quality education should be accessible to every student who aspires to succeed. Through this initiative, we aim to provide them with the necessary tools and guidance to perform their best. We welcome all students to experience Aakash's commitment to excellence and continue their learning journey with us."



"Dolly"
Story of A Warrior
Pranjali Kanzarkar
Temper Vamsi

Dolly is movie about a dumb and deaf girl who wants to be a professional boxer but unfortunately lands in a street boxing with odd rules and takes her revenge in the street boxing ring with a local street boxer guy



SUPERSTAR SALMAN KHAN JOINS INDIAN SUPERCROSS RACING LEAGUE AS BRAND AMBASSADOR

Pune: After a path-breaking inaugural season that transformed India's motorsports landscape, the Indian Supercross Racing League (ISRL) is delighted to have the Bollywood superstar Salman Khan on board as its official brand ambassador. With his larger-than-life image and mass popularity, Salman Khan's endorsement of ISRL represents a game-changer, taking the league into a new age of mainstream sports entertainment. With his motorsport passion and connect with audiences from all generations, Salman Khan's presence will boost ISRL's reach, ensuring Supercross becomes a household name in India. With this tie-up Salman Khan enters the realm of motorsport endorsements, leveraging his huge pan-India popularity to propel ISRL's high-octane racing action. This partnership seamlessly blends with Salman's unparalleled fun base from urban hubs to rural hinterlands with ISRL's adrenaline-fueled spectacle, creating unprecedented visibility for the sport. More than just a thrilling racing league, ISRL Season 2 promises to be a complete family entertainment experience, with Salman Khan at the forefront, making the sport more accessible and engaging for fans



of all ages. With his interest in motorcycles, fitness, and action sports, Salman is the epitome of the dynamic vigor and adventurous attitude that characterize Supercross racing and the ideal ambassador to lead the league's growth to new heights. Expressing his enthusiasm about the collaboration, Salman Khan said: "I am very excited to be a part of something I am truly passionate about—motorcycles and motorsports. What ISRL is building is truly revolutionary with a long-term vision. The league has immense entertainment value and captures the spirit of igniting passion, showcasing skill, and creating heroes who will inspire the next generation.

Together, we're set to make Supercross a household name in India and elevate our riders to the global stage." Veer Patel, Managing Director, ISRL, said: "Welcoming Salman Khan to the ISRL family is a landmark moment for motorsports in India. As motorsports continue to gain worldwide traction, the Indian Supercross Racing League (ISRL) has firmly placed India on the global motorsports map. This collaboration reflects our shared ambition to elevate Indian motorsports to unparalleled heights. With his presence at the races, active participation, and guidance, we are spearheading a motorsport revolution that will inspire generations of Indian

riders and position India as a premier global Supercross destination." Vikram Tanwar, Co-founder of UBT (Talent management company of Salman Khan) said "We witnessed the immense success of ISRL Season 1, with top Indian and global-ranked riders showcasing incredible talent. We structured this association to help elevate the league to new heights and for it to flourish in India. Salman Khan's immense appeal across diverse demographics will be instrumental in introducing the electrifying world of Supercross to millions of new fans. Eeshan Lokhande, Co-founder and Director, ISRL, said, "Salman Khan's association

with ISRL is a monumental step in bringing Supercross into the mainstream, bridging the gap between Indian brands and the global legacy of this exhilarating sport. With his massive reach and deep connection with fans across the country will drive brands across India to be a part of this high-adrenaline journey. Heroes of the sport will be made, and Supercross will find its true home in India. We will write the next chapter of Supercross, making every Indian proud on the global stage." ISRL's inaugural season set new benchmarks for motorsport events in India with a physical attendance of over 30,000 and a viewership of 11.5Mn in just 3 days of broadcast, establishing a new global record for a Supercross event. The competition featured 48 of the world's finest riders, including international legends Jordie Tixier, Matt Moss, and Anthony Reynard, competing across multiple categories. Team BigRock Motorsports, led by India's Dakar pioneer CS Santosh, emerged as champions, setting a high standard for competition. The first season successfully demonstrated India's appetite for world-class Supercross action and laid a strong foundation for the sport's growth.

World's First Leadless Pacemaker Implant in Glenn Shunt Patient

Pune: In a rare case and a groundbreaking medical achievement, Medica Superspecialty Hospital, part of the Manipal Hospitals group, achieved a momentous feat by successfully implanting a Micra leadless pacemaker in a 33-year-old woman suffering from a complex congenital heart disease, tetralogy of Fallot (obstruction in the pulmonary valve leading from the right ventricle to the lung artery preventing the normal amount of blood from being pumped to the lungs). Since birth, the patient, RM (Name changed) was detected with tetralogy of Fallot (TOF) had previously undergone intracardiac repair and bilateral Glenn shunt (a palliative surgical procedure used in children with cyanotic congenital heart disease) connecting the superior vena cava (SVC) - a large vein that carries deoxygenated blood from the head, neck, arms, and chest to the pulmonary artery to enhance pulmonary blood flow. She had a failed epicardial pacing lead (a situation where the lead, which delivers electrical impulses to the heart, malfunctions, requiring replacement or abandonment). Due to this structural alteration, conventional transvenous pacemaker placement (procedures or devices that

involve entering or passing through a vein) was not viable. Since her tetralogy of Fallot operation the patient required a pacemaker as she developed complete heart blockage after her operation and received an epicardial pacemaker with the pulse generator placed in the abdominal region. However, epicardial leads have a higher failure rate, and by 2015, she required a battery replacement. Elaborating on this challenging yet miraculous feat, Dr. Dilip Kumar stated, "To our knowledge, there is no documented case of a leadless pacemaker implantation in a patient with Tetralogy of Fallot repair and Glenn shunt. This achievement opens new possibilities for similar high-risk cases worldwide. We are in the process of submitting the paper in a US journal. The success of this procedure highlights the advancements in advanced cardiac care available at our hospital and showcases the importance of financial aid programs in ensuring life-saving treatments reach those in need. It was truly heartwarming to see the patient's smiling face and the relief of a mother caring for her 3-year-old child. Grateful to Dr. Singhi for his valuable contribution from the paediatric cardiology team and to

everyone involved in making this possible." Dr. Vasudha Shetty, Senior Director- Business Operations Manipal Hospitals – CSR, Manipal Health Enterprises Pvt. Ltd. commented on the impact of the Manipal Foundation's support, "At Manipal Foundation, we are committed to ensuring that critical healthcare reaches those who need it the most, irrespective of financial constraints. This case is a testament to how corporate social responsibility (CSR) initiatives can transform lives. By mobilizing resources and uniting the generosity of donors, we were able to provide this young mother with a second chance at life. Dr. Ayanabh Deb Gupta, Regional Chief Operating Officer, Manipal Hospitals (East), shared, "Our mission at Manipal Hospitals has always been to bring the best medical & technological advancements to the eastern region so that patients can benefit without having to travel to other parts of the country. This complex procedure demanded precision and care, and our cardiology teams across all Manipal Hospitals, go above and beyond to provide comprehensive guidance, preparing patients both mentally and physically to ensure the best possible outcomes and recovery.

Alleima India expands commitment to women's safety initiative in Pimpri-Chinchwad, Pune

Pune: Thousands of women rely on public transport for their daily commute in the Pimpri Chinchwad Municipal Corporation (PCMC) area. To ensure emergency helpline numbers are accessible for women in distress, Alleima India has decided to continue its commitment to women's safety by launching a bus advertisement campaign. It is critical that emergency contact numbers are readily available. The helpline information will, therefore, be featured on multiple buses in the PCMC, with large purple signs. As part of the same initiative, Alleima India, a leading manufacturer of high-value-added products in advanced stainless steels and special alloys, is also distributing 13,500 leaflets, information cards, and stickers to all Damini officers, 22 police stations, and all of Maharashtra. "Having worked with women and children for over a decade in India, it breaks my heart to see how unsafe they often are. The recent events in Pune have raised even more concerns about women's safety. That's why I'm so grateful to Alleima for partnering with us on this crucial issue. Together, we successfully

launched a pilot program focused on women's safety, and we're excited to expand our efforts this year. When women are safe, they can fully empower the next generation, creating a brighter and more secure future for all," says Caroline Audoir de Valler, Founder CEO, Hope for the Children Foundation. "Ensuring safer public spaces for women requires action. Last year, we launched the Damini Sakhi initiative with key partners to improve community engagement with the police through training and support. Today, we took another step by flagging off the first PCMC bus under Sakhi Suraksha, making emergency helpline numbers more accessible for women while commuting. Small steps like these contribute to a more secure environment. Our commitment to creating safer public spaces remains steadfast," said Sharath Satish, President of Alleima's Business Unit Tube APAC. Key facts about Damini Sakhi Program. The Damini Sakhi program is built on three core pillars: prevention, training, and awareness. It is being implemented under the leadership of Mrs. Sonal Patil, Secretary, District Legal Services Authority (DLSA), in collabo-



ration with key stakeholders committed to women's safety: Pimpri Chinchwad Police Commissionerate, Hope for the Children Foundation (HFCF), Alleima India. In association with: State Women's Commission, Women and Child Development Department (WCD), Centre for Police Research. The program included self-defence classes, awareness sessions, and specialized training to equip women with practical skills and knowledge. Impact of the Damini Sakhi program Since its launch, the Damini Sakhi program has reached significant milestones in prevention, protection, capacity-building, and redressal efforts: 715 women trained in self-defence, equipping them with essential skills to handle threats. 1,570 individuals participated in community

awareness sessions on women's rights and safety. 3-4 lakh people were indirectly reached through the Purple Ribbon Campaign at the Alandi Yatra event. 365 law enforcement officers trained in women's safety issues to improve response mechanisms. 13,500 IEC (Information, Education, and Communication) materials were distributed to raise awareness. The new bus advertisement campaign is part of a larger program advocating women's safety in the city of Pune. The surveillance system is monitored by police inspectors, sub-inspectors, and the detective branch, enabling faster response times to incidents and improving overall safety. The initiative has also trained Damini Pathak officers—a dedicated safety squad under the Pune police—who actively patrol public areas, provide immediate assistance to women, and conduct educational workshops. "Implementing effective campaigns for women's safety is the need of the hour. I wholeheartedly appreciate the initiative taken by Pimpri-Chinchwad Police, the Centre for Police Research, the Women and Child Development Department, Hope for the Children Foundation and supported by Alleima India Private Limited, to enhance women's security and awareness. Creating awareness in the community, training stakeholders, and spread-

ing information through digital mobile vehicles, PMPL buses, videos, booklets, and leaflets are key highlights of this campaign. Such initiatives play a crucial role in empowering women and creating a safer environment for them. I sincerely congratulate all the organizations and individuals involved in this campaign and urge everyone to actively participate in this mission for a safer and more empowered society, says Mrs. Sonal Patil, Secretary, District Legal Services Authority (DLSA) below. "The goal of the bus campaign is to spark awareness and encourage action by making helpline numbers more conspicuous and visible on public transport. As part of the next phase of the program, we are planning to add value by integrating technology, making it easier and quicker to get help. By working closely with the police, we are not only increasing surveillance but also strengthening the trust between law enforcement and the community. Together, we are working towards a future where women can live without fear," says Sairpriya Paranjape, Marketing Manager & Corporate Social Responsibility Business Unit Tube APAC.

Tech Meets Agriculture

Pune (Voice news service):- 3F Oil Palm Pvt Ltd, has successfully conducted a pilot drone survey of palm plantations in Ayyavaram Village, West Godavari district, Andhra Pradesh, marking a major step toward modernizing oil palm development in India. Over the last three days, the survey covered 800 plots owned by 530 farmers, mapping around 1150 hectares with precise GPS coverage. The survey focused on plantation health monitoring, and accurate tree count for enabling early detection of pest and nutrient deficiencies, and FFB (fresh fruit bunches) estimation. By utilizing cutting-edge drone technology, 3F Oil Palm is empowering farmers with real-time, data-driven insights to optimize yields and improve plantation

health. "This initiative demonstrates our commitment to leveraging technology for smarter and more efficient farming. With the success of this pilot project, we aim to expand drone-based surveys across India covering 30000 Hectares, 14000 Farmers, 21000 Plots supporting farmers with advanced agricultural solutions," said Kilari Srinivas Rao, Head – Agriculture for 3F Oil Palm Pvt Ltd. As part of its long-term vision, 3F Oil Palm plans to scale this initiative nationwide, ensuring that more farmers benefit from precision farming techniques. By integrating technology-driven insights into traditional farming practices, the company is set to revolutionize the palm oil sector and contribute to India's agricultural growth.

Housing.com-ISB report

Pune: Amid a substantial rise in the number of wealthy Indians, average property prices in India's mega cities are rising with sustained intensity, according to the All-India Housing Price Index 2024. At a time when the number of high net-worth individuals (HNIs) and ultra-high net-worth individuals (UHNIs) in India is expanding at an impressive compound annual growth rate (CAGR) of 12%, demand for premium properties — spanning larger configurations — has surpassed sales in the affordable housing

segment, the Index reveals. The Housing Price Index (HPI), a joint initiative by online real estate advisory platform Housing.com and the Indian School of Business (ISB), tracks changes in the selling prices of new residential properties over time. The HPI serves as a key benchmark for homebuyers, investors, developers and policymakers, offering valuable insights into market trends and price movements. It remains an essential tool for making informed decisions in India's dynamic real estate landscape.

CINÉPOLIS USHERS IN A NEW ERA OF CINEMA WITH INDIA'S FIRST FUTURE-READY CINEMA AT AURUM SQUARE, NAVI MUMBAI

Pune: In a landmark move set to redefine the cinematic experience, Cinépolis India, the first international cinema exhibitor and a global leader in premium movie-going, proudly unveils India's first Future-Ready Cinema at Aurum Square, Navi Mumbai. This cutting-edge multiplex is more than just a theatre; it's a technological marvel, seamlessly blending next-gen projection, revolutionary sound systems, and an immersive ambiance to create the ultimate movie-watching experience. This four-screen multiplex is engineered to push the boundaries of visual and auditory excellence, promising bigger, brighter, and bolder storytelling. With Laser Projection 4K Technology, every frame bursts with unparalleled clarity, depth, and colour precision. Complementing this is Dolby 7.1 Surround Sound, which envelops audiences in a multi-dimensional audio-

ry experience, making every scene pulse with lifelike intensity. Whether watching in 3D or 2D, viewers will be transported into the heart of the action, feeling every whisper, explosion, and musical crescendo like never before. Beyond the screen, the Future-Ready Cinema raises the bar for comfort, exclusivity, and convenience. With a total capacity of 1,018 seats, the multiplex offers a tiered luxury experience catering to every kind of moviegoer. Elite and Premium Seating elevate luxury with plush recliners, extra legroom, and ergonomic design for the ultimate indulgence. Executive and Normal Seating are thoughtfully designed to provide superior comfort and an uninterrupted viewing experience. Accessible Seating ensures a fully inclusive experience, with dedicated spaces allowing everyone to enjoy the magic of the big screen. Cinephiles

can also look forward to an elevated F&B experience, featuring a next-gen food ordering system that ensures swift service without interruptions. The seamless in-seat delivery system allows moviegoers to enjoy gourmet offerings and classic cinema snacks without missing a single moment of the action. Speaking about the launch, Devang Sampat, Managing Director, Cinépolis India, said, "Our Future-Ready Cinema is not just a cinema; it's an evolution. We are redefining what it means to watch a movie by seamlessly integrating cutting-edge technology, unmatched comfort, and world-class service. This is a step into the future, ensuring that audiences experience films the way they were meant to be seen—bold, immersive, and larger than life." Speaking about Cinépolis' collaboration with Aurum Square Srirang Athalye, Director,

Aurum RealEstate Developers Ltd., said, "We at Aurum Square are thrilled to welcome Cinépolis and India's first ever Future-Ready Cinema, as both our brands share an unwavering commitment to innovation and exceptional customer experience. This partnership epitomizes our shared commitment to technological excellence and immersive experiences, as both Aurum Square and Cinépolis push boundaries through innovative design to redefine modern entertainment destinations." Strategically located in Navi Mumbai's newest entertainment hub, Aurum Square, the Future-Ready Cinema is poised to become the ultimate movie destination, setting new benchmarks for innovation, design, and customer experience. From the moment guests step in, they'll know they're not just going to the movies—they're entering the future of cinema.

Maharashtra Chess Association to Host 5th Leg of FIDE Women's Grand Prix from April 13

Pune: The 10 players who participate in this series are Current World Rapid Champion and Olympiad Gold Winner GM Koneru Humpy of India, GM Harika Dronavalli GM Vaishali of India, IM Divya Deshmukh of India (wild card entry), GM Zhu Jiner of China, IM Polina Shuvalova of Russia, IM Alina Kashlinskya of Poland, IM Salimova Nurgul of Bulgaria, IM Batkhuyag of Mongolia, IM Melia Salome of Georgia, will be seen in action at the 5th Leg of FIDE Women's Grand Prix which is being organised by Maharashtra Chess Association and to be played at Amanora The Fern Pune from 13th to 24th April 2025. This event will feature some of the top women chess players from across the globe, including India's finest, as they compete for a spot in the highly coveted Candidates Tournament, which ultimately determines the World Chess Championship challenger, said Dr. Parinay Fuke, President of Maharashtra Chess Association. Mr. Girish Chitale, Vice President of Maharashtra Chess Association said that, This FIDE Grand Prix series (6 tournaments), will feature 14 top players selected based on their outstanding performances in earlier rounds of the series. In addition, 6 Wild Card entries have been nominated by the organizers of the six participating events across different countries. Dr.Fuke added that, "We are



thrilled to host the 5th Leg of the Women's Chess Series here in Pune. It's an honor to witness the immense talent of women chess players from around the world, and we are particularly proud to have IM Divya Deshmukh, one of our finest players, participate in this event as a Wild Card entry. This event will be a significant milestone in empowering women in chess and inspiring the next generation of players." Mr. Niranjan Godbole, Secretary of Maharashtra Chess Association, stated "The Women's Chess Series will bring together the best of global talent. The Maharashtra Chess Association is committed to providing a platform for Indian players to shine on the world stage. We are excited to see participation of top Indian players GM Koneru Humpy, GM Harika Dronavalli, GM Vaishali R, and IM Divya Deshmukh in action here in Pune. Their participation reflects the growing strength of Indian women in the world of chess."

Mr. Anuruddha Deshpande, Senior Vice President of Maharashtra Chess Association said that, "Pune has always been a hub for chess in India, and it's an honour to host such a prestigious leg of the Women's Chess Series. The top players from around the world will showcase their skills and determination, and we are confident that this tournament will be a great success. Our goal is not only to promote chess but also to inspire women to excel in the sport at every level." Dr. Parineeta Fuke, Chairman of the Organizing Committee added that, "We are thrilled to host this prestigious event in Pune, and we are working tirelessly to ensure that this tournament is a success. The Women's Chess Series brings together some of the most talented and accomplished players. We believe this tournament will not only bring international recognition to Pune but also inspire young women to take up chess at a competitive level. One of the most exciting aspects of the Pune

leg is the inclusion of IM Divya Deshmukh, a rising star from Nagpur, Maharashtra, as a Wild Card entry. Currently the highest-rated woman junior player in the world, Divya's entry adds a new layer of excitement to the event, she added. Mr Godbole added The top 2 players of the Women's Chess Series will automatically qualify for the Candidates Tournament, which plays a pivotal role in determining the next World Chess Championship challenger. The Women's Chess Series is a global initiative, with events hosted in Georgia, Kazakhstan, Monaco, Cyprus, India, and Austria. Players from these countries, along with other chess powerhouses, will compete for a place in the final tournament. Indian Contingent at the Pune Leg. Mr. Siddharth Mayur, Working President of MCA, Mr.Prakash Kunte were present on the occasion. The Pune leg will see some of the best Indian chess players competing for top honours, including: 1. GM Koneru Humpy: The current World Rapid Champion and Olympiad Gold Medalist. 2. GM Harika Dronavalli: A celebrated Olympiad Gold Medalist. 3. GM Vaishali R: Another Olympiad Gold Medalist representing India. 4. IM Divya Deshmukh: Olympiad Gold Medalist and World Junior Champion 2024

Sprite's Joke in a Bottle Drops the Beat with the Sound of Comedy

Pune (Voice news service):- Sprite, the iconic lemon and lime-flavored beverage, is back with 'Joke in a Bottle' (JIAB) and this time, it's bringing the sound of comedy with it! This season, the campaign takes a leap by blending playful melodies, quirky beats, and surprise twists to create an all-new, laugh-out-loud experience. Comedy has emerged as a major passion point for young adults, with social media and meme culture leading the way in shaping the next generation of humor in India. Sprite's teen forward and meme-centric comedy campaign is now entering its third season, equipped with a comprehensive strategy to deliver localized, pincode-specific humor to consumers across the country.

The season is expanding horizons from just jokes to multiple formats of comedy—sprawling across memes, sketches, reels and clips. Sprite has partnered with social media's favourite viral and acclaimed creator Yashraj Mukhate to craft his signature comedic soundscape that adds an unexpected rhythm to humor. From laugh tracks to catchy punchlines, this unique audio element promises to set a new standard for how brands use music to enhance storytelling. Bringing fresh, exclusive content directly to Sprite consumers, Joke in a Bottle will feature 120 of India's top content creators. Consumers can simply scan a QR code to unlock comedic skits that turn everyday stressors into entertainment, all infused with this refreshing new

sound of comedy. Sumeli Chatterjee, Senior Category Director, Sparkling Flavors, Coca-Cola India and Southwest Asia, said, "Sprite's 'Joke in a Bottle' is a seamless fusion of Gen Z subcultures, offering a witty and fun perspective on the daily routines of youth. Through Yashraj's creative brilliance, we have transformed content into a sensory experience—one that transcends traditional viewing, allowing consumers to feel and share it through a unique audible. This bold, playful reimagining of refreshment in a sonic avatar ensures Sprite remains at the forefront of trends, perfectly aligned with the passions of our consumers." Expressing his excitement, Yashraj Mukhate said, "Sprite has always been effortlessly cool, and

this season of Joke in a Bottle brings that vibe to life in a whole new way. We've mixed playful beats with comedy to create something fresh and fun. It's the kind of twist that makes you smile before you even hear the punchline." With its signature crisp taste and refreshing perspective, Sprite has always been a brand that adds a spark to everyday moments. JIAB Season 3 takes this forward, proving that humor—like refreshment—is best enjoyed with an unexpected twist. The campaign will roll out across TV, digital, and outdoor platforms, bringing Sprite's playful vibe to audiences across the country. So, grab a Sprite, scan the bottle, and get ready for a season filled with ultimate 'Thand Rakh' moments!

Old Trafford beckons as 3 teams from Pune leg qualify for Apollo Tyres RTOT Finale

Pune: Three Wise Monkey (Mumbai), Swig (Pune), K-Bar (Goa) have qualified for the finale of the third edition of Apollo Tyres Road to Old Trafford, a unique five-a-side football tournament supported by Manchester United, with winning performances at the Apollo GTD pitches in Pune. They performed brilliantly to register victories in front of a large number of spectators and also engaged with former Indian football player Anas Edathodika. The winning teams will now join the three teams that qualified from the Delhi leg of the tournament in the Finale, slated to be held in Chennai in the presence of Manchester United legend Phil Jones on April 6, 2025. Apollo Tyres is all about performance, and the talented footballers displaying their best performance will earn themselves an unparalleled and once-in-a-lifetime opportunity to travel to Manchester, UK for an all-expenses-paid trip and play in the legendary Old Trafford stadium, home of Manchester United FC. The entries for the third edition of Road To Old Trafford have been opened up for amateurs, giving football enthusiasts of the country a chance to participate in the tournament. Remus D'Cruz, Head, Sports Marketing and Communities, Apollo Tyres Ltd, said "I congratulate all the teams that have qualified for the finale and will play for an opportunity to go to the iconic Old Trafford. It is a remarkable achievement and a presti-

gious opportunity, given the stadium's rich history, devoted fanbase, and its association with Manchester United, one of the world's most successful football clubs. Through the 'Road to Old Trafford' initiative, we strive to celebrate India's passion for football and provide talented players with a platform to showcase their skills. We hope this initiative serves as a catalyst, inspiring and empowering young Indian footballers to elevate their game to new heights." The enthralling format of the tournament featured 20 teams in each host city.



SOCIAL Brings Stadium-Like Match Day Energy with its #DoosraStadium Experience



Pune: With India's favourite cricket season returning in full swing, SOCIAL is gearing up to be the ultimate match-day destination bringing back its #DoosraStadium vibes from March to May 2025. Designed to bring fans together for an immersive cricket-watching experience, SOCIAL is transforming its outlets across India into lively hubs featuring large-screen match screenings, team-inspired décor, and a curated food and drinks menu crafted for shared enjoyment. In partnership with FanCode, SOCIAL will also offer exciting merchandise giveaways and interactive activities like trivia contests, ensuring that every moment—from the first ball to the final over—is experienced with the energy of a stadium, right in the neighbourhood. **An Elevated Cricket Feast: SOCIAL's Shared Platters & Drinks** SOCIAL has curated an all-new cricket season menu, offering a selection of flavor-packed shared platters perfect for match-day gatherings. Fans can enjoy the smoky and succulent Abra Kebab Ra Platter, the Mediterranean-inspired Achmed's Mezze Platter, the bold and

fiery Killer Kebab Platter, the crispy and juicy Wings Platter, and the satisfying Shawarma, Yo Mama Platter. Designed for sharing, these dishes enhance the communal experience of watching a game with friends and fellow cricket enthusiasts. To complement the spirited atmosphere, SOCIAL has introduced limited-time shared pitchers bringing a refreshing lineup of cricket-inspired cocktails, each named after an iconic shot. Helicopter (Classic Mojito) delivers a strong, minty finish, while Cover Drive (Bacardi Gold Mojito) is as smooth and balanced as a perfect stroke. Upper Cut (Bacardi Coconut Mojito) swings straight into tropical bliss, and Switch Hit (Bacardi Pineapple Mojito) surprises with a juicy twist. Fans can also enjoy the zingy and playful Reverse Scoop (Bacardi Passion Fruit Mojito) or the sneaky sweet-and-sour hit of Ramp Shot (Bacardi Guava Mojito), making every sip as exciting as the game itself. For beer lovers, SOCIAL will offer exclusive Beer Buckets in sets of 4, 8, and 12, ensuring that the drinks keep flow-

ing as the excitement builds with every over—and the more you buy, the more you save, making it the perfect match-day deal for groups. Adding to the excitement, every purchase of a pint of beer gives fans a chance to win their next beer at either Rs 1, Rs 50, or Rs 100—because nothing makes a match more thrilling than a winning sip! **A Match-Day Experience Beyond Just Watching** With every outlet decked in cricket-inspired décor, SOCIAL recreates the pulsating atmosphere of a stadium, offering an experience beyond just watching the game. Guests can expect live screenings of every match, engagement-driven cricket trivia challenges, and exclusive giveaways, making SOCIAL the ultimate gathering spot for true fans. SOCIAL has also partnered with FanCode, the official merchandise partner, to provide guests with access to exclusive team gear and exciting giveaways throughout the season. Talking about the immersive experiences, Divya Aggarwal, Chief Growth Officer, Impresario Entertainment &

Hospitality Pvt. Ltd. shared, "Cricket is an experience best enjoyed together while supporting your favourite teams and players, where every boundary, wicket, and nail-biting finish is amplified by the energy of the crowd. SOCIAL's #DoosraStadium is designed to bring that passion to life, creating the perfect setting for fans to celebrate the game in an electric atmosphere. From a specially curated match-day menu to refreshing pitchers and engaging activities, every element at SOCIAL is crafted to enhance the shared joy of watching cricket. Whether it's the roar of a six or the tension of a final over, SOCIAL ensures that every fan feels part of something bigger, making each game an unforgettable experience." SOCIAL's #DoosraStadium experience will be live throughout the ongoing cricket season between March to May 2025 across its outlets in Mumbai, Delhi-NCR, Bengaluru, Pune, Indore, Hyderabad, Kolkata, Dehradun, Lucknow, and Chandigarh. Fans are invited to bring their crew, pick a side, and settle in for a season of cricket action like never before.

Patient groups will have a larger role to play in the management of arthritis – Dr Chandrasekhara S

Pune: Apart from moral support and information resource, patient support groups will have a larger role to play in the research, advocacy, guidelines and influencing policy decisions opined Dr Chandrasekhara S, President IRA (Indian Rheumatology Association). He was speaking at the annual 'National Patient Convention' organised by Mission Arthritis India (MAI), a voluntary support group for patients of arthritis and rheumatism since 2000. Chief Guest Dr Chandrasekhara S, President IRA, Guests of Honour Dr. Kiran Seth, Senior Consultant Rheumatologist, Delhi, Dr. Kavita Krishna, HoD Rheumatology, Bharati Vidyapeeth Medical College, Mrs. Manisha Sanghavi, Director Sancheti Healthcare Academy along with Dr. Arvind Chopra Director and Chief Rheumatologist Center for Rheumatoid Diseases (CRD), Sharayu Bhat, Founder Member & Trustee, MAI, Deepa Mehta, Chairperson, MAI, Shweta Kulkarni, Secretary, Rani Parasnis, Trustee, Mission Arthritis India, & Shivani Barve, Treasurer were present on the occasion. The Annual souvenir was also released on the occasion. More than 100 patients and about 15 rheumatologists came together to discuss various aspects and management of rheumatoid arthritis. Dr Chandrasekhara S, President IRA (Indian Rheumatology Association) said that the way we see, treat or manage



patients of autoimmune arthritis has changed. The concept itself has changed over the last twenty-five years. We now have choices with more than 40 to 50 drugs. Which one to give, when to give, how much to give, there is a lot of research that goes on. Therefore guidance, recommendations are a key. The disease itself is complex and affects different persons differently. Hence apart from moral support and information patient support groups will have a larger role to play. Dr. Chandrasekhara pointed out two areas the first being research where advocacy groups, associations and societies can help create funds for research which can be useful for medical fraternity and can change the perspectives of treatment and management. Secondly, referring to the western world, he said that patient groups need to push themselves to be a part of advocacy in terms of creating some guidelines. Patient support groups should also play an active role in presenting various issues like insurance to the Government and other policy making bodies. Addressing the patients, he said that arthritis keeps coming but your spirits should

not die with it. When we start walking fall is inevitable, we should get up and get walking and when we look at from this perspective things change. Dr. Kiran Seth, Senior Consultant Rheumatologist, Delhi said that every human being has the power to fight the disease but also to create an environment where they can inspire others to fight it. Following prescription, diet, exercise, mental health, attitude is a key for arthritis patients to make life easier. Dr. Kavita Krishna HoD Rheumatology said that it is true that arthritis is seen more in women especially autoimmune arthritis. It is challenging for women with arthritis. Correct diagnosis, treatment and control modifiable factors like weight management, low impact exercises, diet, medication and this can help in pain management. Mrs Manisha Sanghavi, Chairperson Sancheti Healthcare Academy said that arthritis can slow us down but human spirit is far superior. The highlight of the program was Late Shri. P C Nahar Oration Award was conferred to Dr Vijayanti Lagu Joshi one of the first female rheumatologist in Pune.

CRD Vat Viruddha Yodha Award was given to Shalaka Burande from Pune & Vachasamrita S, Co-Founder Lupus Trust India, Kochi was conferred Shri Haribhau Rathiji Vat Viruddha Yodha Award. Shweta Kulkarni, Secretary MAI gave the welcome address, Deepa Mehta, Chairperson MAI said this year is an important milestone for us as we celebrate the SILVER JUBILEE year. Deepa Mehta, Chairperson Mission Arthritis India said this year is an important milestone for us as we celebrate the SILVER JUBILEE year. The platform is for seeking knowledge from renowned doctors about arthritis. The patient support group for arthritis provides emotional support, sense of belongingness, understanding others similar concerns in a non judgemental environment, share experiences, information and makes all understand that they are not alone. This helps in empowering the patients and help them take informed decisions. Dr.Arvind Chopra Director and Chief Rheumatologist Center for Rheumatoid Diseases (CRD) said that if we want to create awareness about bone and joint at every level, we need people who can be a bridge between doctors and patients. And that was the reason we started this support group 'MAI'. Awareness, Knowledge and empowerment are the main pillars of MAI.

Celebrate Gudi Padwa with Exclusive Festive Collections and Unbeatable Offers with PNG Jewellers

Pune: To usher in the Maharashtra New Year with pomp and splendour, PNG Jewellers, Maharashtra's most trusted corporate family jewellery brand, celebrates the occasion with stunning festive collections such as Polmi, Saptam, Pratha, Katha, and Enaa. From March 24 to April 30, 2025, the brand doubles up with attractive offers for its customers across all stores. Gudi Padwa, which marks the beginning of the new year, is an auspicious time of new beginnings and prosperity. Keeping this spirit alive, PNG Jewellers' latest campaign highlights attractive offers on an exquisite range of traditional and contemporary gold, diamond, platinum and silver jewellery, perfect for wedding shopping, festive gifting, personal indulgence, or starting new investments in gold.

At the heart of this campaign is the Polmi Collection - featuring Polki (uncut) diamonds designed with old-world craftsmanship for both elegant and chic looks. From statement necklaces to delicate bracelets, each piece is crafted to highlight the natural beauty of polki, offering a fresh perspective on this traditional jewellery. The collection draws inspiration from the jewellery of ancient queens, positioning it as a must-have for the modern woman who seeks to embrace her inner royalty. While exuding a royal aura, the Polmi Collection is designed to be within reach, allowing every woman to adorn herself with these

timeless pieces without compromising on quality or elegance. Sharing his excitement about market expectations, Dr. Saurabh Gadgil, Chairman and Managing Director of PNG Jewellers, said, "Gold prices touching new highs have not deterred demand; instead, they have reaffirmed gold's status as a timeless investment and cultural necessity. Consumers are adapting to these price shifts by exchanging old gold for new jewellery, ensuring liquidity while fulfilling their festive and wedding-related purchases. With Gudi Padwa marking an auspicious period for new beginnings, we see strong customer interest in traditional gold jewellery and studded collections. Additionally, the ongoing Maharashtra wedding season is further driving demand, as many customers prefer to take delivery of their jewellery on such significant occasions. Since gold buying in India is deeply sentiment-driven rather than purely price-sensitive, we remain confident of a vibrant and prosperous Gudi Padwa season for the industry"

To make this Gudi Padwa truly memorable, PNG Jewellers is offering a 0% deduction on the old gold exchange, up to 30% off on gold jewellery-making charges, and up to 100% off on diamond jewellery-making charges. Visit your nearest PNG Jewellers store and explore the collections online to make this festive season shine brighter.

Beyond the Classroom- How Curious Junior by PHYSICSWALLAH to assist Learning for Students

Pune (Voice news service)- Curious Junior, by PW, is trying to assist the live learning experience for students by aligning skill specific NEP-aligned curriculum. Designed for students in grades 3 to 9, Curious Junior provides a structured approach to learning, to help students to strengthen their academic foundations while also helping them to develop essential life skills. The platform offers interactive programs in Science, English, and Mathematics, Social science tailored to a child's needs.

As an online academic program, it aims to diagnose the learning gaps through interactive live classes and engaging tools enabling better learning experience. Students are offered personalized support and progress is tracked. To retain the attention span of students, a variety of interactive elements such as polls, quizzes, storytelling, mind maps, entry and exit tickets, feedback mechanisms and hands-on experiments are used by teachers. It provides personalized attention through a two-teacher model, homework support, doubt resolution and an



interactive video player. "Online education is more than just convenience, it's about trying to make learning accessible to students. At Curious Junior, we try to assist students towards combining structured teaching to help and create an interactive space where students can learn at their own pace. Our dual-teacher model

aims to cater to personalised attention, helping students feel comfortable asking questions without any inhibitions." - said Supreet Kaur, Academic Head at Curious Junior. Developed by subject matter individuals with several years of experience, Curious Junior's curriculum follows a structured approach emphasizing deep understanding rather than rote memorization. The program has several features like personalised attention through a two-teacher model, homework support, and an interactive video player for parent supervision such as weekly test reports, PTMs, and attendance monitoring. The focus at Curious Junior is to enable the student community with well-structured online classroom experience fostering strengthened curriculum practices with well laid lesson plans delivered through live classroom experience by qualified and experienced faculties. The learning experiences are heightened with engaging classroom activities including the hands-on experiments through learning kits at Curious Junior.

Kinetic Green Sets New Standard with Industry-First Unlimited KM "Assured Buyback Offer" on E-Luna, Boosts Customer Assurance

Pune: Kinetic Green, a pioneer in electric vehicles in India, has announced an exclusive 'Assured Buy Back Offer' for E-Luna. This limited-period offer reinforces Kinetic Green's commitment to customer satisfaction and unparalleled peace of mind. As part of this unique initiative, Kinetic Green guarantees a Rs.36,000/- buyback value for all E-Luna vehicles purchased during the offer period. The buyback can be availed after the completion of vehicle ownership for 3 years with unlimited km's covered under the scheme. This move underscores Kinetic Green's confidence in enduring quality of its electric two-wheelers and not only aims to make sustainable mobility even more accessible and rewarding for customers but also address a key concern of resale value of e2W.

Speaking on the occasion, Ms. Sulajja Firodia Motwani, Founder and CEO of Kinetic Green, said, "At Kinetic Green, we are committed to redefining urban mobility with sustainable and affordable solutions. The E-Luna has been a game-changer, and with the Assured Product Buy Back Offer, we are making it an even more attractive choice for our customers. This initiative not only assures value but also strengthens trust in the growing electric vehicle ecosystem. We invite customers to take

advantage of this special offer and be a part of the green revolution." The Assured Product Buy Back Offer is available exclusively across all Kinetic Green authorised dealerships across India, providing customers with a seamless and convenient purchasing experience. With this initiative, Kinetic Green continues to drive forward its vision of promoting eco-friendly and affordable mobility solutions. Backed by over half a century of engineering excellence of the Kinetic Group, Kinetic Green has made its EVs accessible, thus democratising electric mobility with quality products that feature top-tier technology and safety. Kinetic Green has had several firsts to its name, including being the first company to develop ARAI approved electric three-wheelers and the first to offer Lithium-ion battery technology in their electric three-wheelers in India. Kinetic Green recently launched e-Luna, an electric avatar of Kinetic group's popular brand "Luna", which has been well received both for personal mobility as well as for the growing e-commerce delivery markets. To fuel its aggressive growth plans, the company recently secured \$25 million in its Series A funding round from UK based PE fund, Greater Pacific Capital and is in the process to raise another \$30 million.

Pune witnesses double-digit growth for Home, Kitchen, and Outdoors business on Amazon.in

Pune (Voice news service)- Amazon.in announced a robust 25% year on year (YoY) growth in its Home, Kitchen, and Outdoors business across Maharashtra and Pune, driven by a nearly 15% increase in new customers from the state. The region witnessed a strong demand for products across smart home, fitness, security, kitchen appliances, and gardening categories. In Maharashtra, there was an uptick in demand for racquet sports with badminton and tennis racquet sales soaring by over 140% and 115% YoY, respectively. Meanwhile, cricket remains a local favorite in the region, with the sales of cricket bats seeing over 50% YoY growth.



Amazon.in today received an overwhelming response to the daylong event in Pune that featured products across Furniture, Home Essentials, Kitchen & Appliances, Home Décor & Lighting, Sports & Fitness, Electric Vehicles, Auto Accessories, Outdoor & Gardening categories, and much more. This one-of-a-kind showcase

offered media and partners an opportunity to experience the top brands and products while interacting with Amazon India's leadership. This event also marked the launch of Amazon's Interesting Kitchen Finds storefront, a curated destination featuring unique and innovative products from the Home and Kitchen category.

Commenting on the occasion, K N Srikanth, Director, Home, Kitchen and Outdoors, Amazon India said, "We are thrilled to launch the Amazon Home and Kitchen Experience Arena 2.0 in Pune. With more customers turning to online shopping for their Home, Kitchen, and Outdoor needs, we are witnessing a strong shift towards healthier, cleaner, and more convenient lifestyles, driving double-digit growth year on year across Maharashtra and Pune. At Amazon.in, we remain committed to enhancing the shopping experience by offering a wide selection of high-quality products and great deals that cater to the evolving customer preferences".

Dr. Mandakini & Dr. Prakash Amte to Be Honored with the 'Gondan Puraskar' by AIBDF



Pune: The Auto-Immune Blistering Disease Foundation (AIBDF), an organization providing financial assistance for the treatment of autoimmune skin diseases, has announced the 'Gondan Puraskar' for renowned doctors and social workers Dr. Mandakini and Dr. Prakash Amte. Additionally, an interactive interview with the Amte couple has been organized, as announced by AIBDF's founder, Ashokkumar Suratwala, in a press conference. Present at the event were AIBDF trustees Dr. Sharad

Mutalik, Aniruddha Bambawale, Jayant Hemade, and other dignitaries. Ashokkumar Suratwala stated, "The first-ever 'Gondan Puraskar' will be presented to the Amte couple by senior environmental scientist Dr. Madhav Gadgil. The award ceremony will take place on Wednesday, April 2, 2025, at 6:30 PM at Deccan Club House, Deccan Gymkhana, Pune. Following the award presentation, renowned anchor Pravin Joshi will conduct an interactive interview with Dr.

Mandakini and Dr. Prakash Amte. The event will witness the presence of eminent personalities from various fields." Dr. Sharad Mutalik emphasized the significance of spreading awareness about skin diseases, stating, "Even today, society looks down upon skin diseases, making life challenging for those affected. Patients not only battle medical issues but also face financial and social hardships. In such cases, raising awareness and assisting individuals suffering from autoimmune blistering diseases is crucial." He further explained that the foundation operates with key objectives, including: Raising awareness about autoimmune blistering diseases among the public. Many people mistakenly assume that all blisters and ulcers are common and fail to seek appropriate medical attention, Providing early diagnosis and

the right treatment guidance, Offering financial assistance to patients who cannot afford treatment, Establishing support groups where recovered patients can share their experiences, guide, and encourage others to pursue advanced treatments & Ensuring accessibility and affordability of breakthrough treatments such as biologics. Aniruddha Bambawale mentioned that AIBDF is a joint initiative inspired by Ashokkumar Suratwala and Dr. Sharad Mutalik, an internationally renowned dermatologist. He also urged patients to seek help, stating, "Individuals suffering from skin irritation, blisters, or ulcers should feel free to contact the foundation. We help ensure proper diagnosis and treatment. If the symptoms indicate bullous pemphigoid, pemphigus, or other autoimmune blistering diseases, we guide patients toward the right medical care.

MIT-WPU Showcases Groundbreaking Innovations in Aerospace, Robotics, Automotive & Sustainability at HackMIT-WPU 2025

Pune: MIT World Peace University (MIT-WPU), Pune showcased groundbreaking student innovations in aerospace, robotics, automotive engineering, and sustainable technology at MAKE IN MIT-WPU Pavilion during HackMIT-WPU 2025. The event commenced with a grand roadshow led by various student clubs, followed by the formal opening of the pavilion. The inaugural ceremony was graced by esteemed dignitaries, including Shri Suniji, Additional Director General, Prasar Bharati, Government of India, New Delhi; Shri Sham Arjunwadkar, Foundry & Energy Conservation Consultant, Pune; and Shri Yogesh Joshi, Global MDM Practice Head, Wipro Technologies, Pune. The dignitaries visited the exhibition stalls, engaging with students and exploring their innovative projects.

The exhibition highlighted innovative projects by students, including the Chem-E-Car, a chemically powered vehicle demonstrating precise movement without electronic controls. The Space Technology Research Group (STeRG) displayed advanced spacecraft systems, showcasing expertise in critical aerospace components. Additionally, Team Phoenix presented drone technology, featuring autonomous, racing, and agricultural applications, with custom-built controllers. Furthermore, the Skytroopers showcased high-performance aircraft designed for competitive aeromodelling. Team Drifters unveiled "Primus," a Formula 1-inspired combustion vehicle, while Accelerators Electric exhibited their progress in electric vehicle technology. Speaking at the event, Shri Suniji applauded the students'



creativity and innovation. He stated: "The MAKE IN MIT-WPU Pavilion exemplifies India's rising innovation ecosystem, where young minds are dedicated to engineering excellence. The University's emphasis on technology with practical applications instills confidence that these young innovators will play a crucial role in shaping the future of engineering and research." Shri Sham Arjunwadkar emphasized: "The projects pre-

sented reflect the future of technology across various sectors, including aerospace, sustainability, and automotive engineering. It is inspiring to see young innovators pushing the boundaries of technology and setting new benchmarks for future advancements." The exhibition provided a unique platform for students to engage with industry experts, fostering collaboration between academia and professionals.

National Insurance Academy Unveils Centre for Insurance & Cyber Security, Launches Key Research Report

Pune: The National Insurance Academy (NIA), Pune, proudly inaugurated its new Centre of Learning in Insurance and Cyber Security, marking a significant step towards strengthening expertise in the rapidly evolving landscape of cyber risk and insurance. This pioneering initiative, launched in collaboration with the Indian Computer Emergency Response Team (CERT-In), New Delhi, aims to enhance research, innovation and skill development in Cyber Security Risk Management. To further this commitment, a leading scientist from CERT-In has been nominated to provide technical guidance on ongoing and future projects. Further, NIA has signed a Memorandum of Understanding (MoU) with C3i Hub, IIT Kanpur, to facilitate indus-



try-specific research in Cyber Security Risk and Insurance. Speaking about the event Shri B. C Patnaik, Director NIA said, "The launch of this Centre of Learning reaffirms NIA's commitment to pioneering research and education at the intersection of cyber security and insurance. With evolving cyber threats, the industry must stay ahead with robust risk mitigation strategies, and this initiative is a step in that direction. This initiative un-

derscores NIA's dedication to equipping the insurance industry with future-ready leaders and fostering a sustainable, resilient framework for cyber risk management." The inauguration event was graced by prominent dignitaries, including Shri Rajay Kumar Sinha, Member (Finance & Investment), Insurance Regulatory and Development Authority of India (IRDAI); Shri Sanjay Kedia, CEO, Marsh McLennan India; and Prof.

Sandeep Shukla, C3i Hub, IIT Kanpur. Their presence and insights enriched discussions on the evolving landscape of cyber risk underwriting. Following the inauguration, Shri Rajay Kumar Sinha, Shri Sanjay Kedia & Shri B. C Patnaik unveiled the research report on "Cyber Risk Underwriting." This comprehensive study provides valuable insights into the complexities of cyber risk assessment and its implications for the insurance industry. The event witnessed an enthusiastic gathering of CEOs, Chief Risk Officers (CROs), Chief Technology Officers (CTOs), insurance brokers, Insurtech professionals, and risk management experts, reflecting the growing importance of cyber security in the insurance sector.

Diamond Parks, Lohegaon Celebrates 25 Years of Adventure and Hospitality



Pune: Diamond Parks, one of Pune's longest-standing entertainment destinations, is celebrating 25 years of offering thrilling experiences and family-friendly fun. Since opening its doors in 2000, the park has welcomed thousands of visitors, becoming a landmark for water rides, adventure sports, and memorable outings. Speaking on the occasion, Arjun Indulkar, Managing Director, Diamond Water Park Said, "This anniversary is not just about the years but about the memories we have created

for families and friends. Seeing generations of visitors return to the park is a testament to the bond we share with our guests. Our commitment to providing an unmatched entertainment experience remains stronger than ever. We are excited for what lies ahead. As part of its plans, Diamond Parks aims to introduce new attractions and upgrade existing facilities to stay aligned with global trends. Our focus is on keeping our visitors engaged with fresh experiences while upholding the standards that have made us a trusted name in Pune's entertainment sector." According to a report by the Indian Association of Amusement Parks and Industries (IAAPI), the amusement park sector in India is expected to witness significant growth, driven by

rising disposable incomes, urbanization, and increasing demand for high-quality recreational experiences. Consumers today seek destinations that offer both adventure and relaxation, making amusement and water parks a preferred choice for family outings, corporate retreats, and school excursions. Diamond Parks' 25-year journey reflects this industry-wide evolution, adapting to changing preferences and continuously enhancing its offerings. The park's commitment to innovation, safety, and customer satisfaction has positioned it as a leader in Pune's entertainment landscape. Its dedication to quality, safety, and memorable experiences. As the park steps into the next chapter, it continues to be Pune's go-to

entertainment destination for families, thrill-seekers, and corporate groups alike. Recognized as Pune's 'Leading Entertainment Destination' by Eldrok India and 'No.1 Edutainment Destination' by EGN India, Diamond Parks continues to maintain high standards in safety and visitor experience, holding an ISO 9001:2015 certification. With over 20 water attractions, a high-energy adventure zone, and an indoor play area for young children, the park remains a favorite among visitors of all ages.

Force Motors Limited to supply over 2,900 Force Gurkha vehicles to the Indian



Pune: Force Motors Limited, a leading manufacturer of rugged and reliable vehicles, proudly announces a landmark order of 2,978 vehicles from the Indian Defence Forces.

This significant order underscores Force Motors' enduring commitment to supporting India's defence capabilities through its robust range of General Service Vehicles. This association is a matter of pride for the organization, reinforcing the longstanding partnership with the Indian Defence Sector. These vehicles are tailored to meet the diverse operational requirements of both

the Indian Army and the Indian Air Force, showcasing Force Motors' capability to deliver mission-ready vehicles designed to perform in demanding defence environments. Force Motors has been catering to the defence sector for many years through its Gurkha LSV (Light Strike Vehicle) a vehicle renowned for its durability, off-road prowess, and adaptability. The Force Gurkha, in partic-

ular, has been engineered to excel in the most extreme environments, offering unparalleled performance, superior ground clearance, the highest water wading capacity in its class, and exceptional maneuverability. Its robust build, reliable drivetrain, and advanced 4x4 capabilities make it the ideal choice for the armed forces, ensuring mission readiness in diverse terrains ranging from deserts to

mountainous regions. "We are honored to continue our association with the Indian Defence Forces through this substantial order," said Mr. Prasan Firodia, Managing Director, Force Motors. "Our vehicles are designed with focus on quality, reliability, ruggedness, and performance, aligning perfectly with the operational needs of our defence personnel. This order is a testament to the trust

and confidence Indian Defence Forces place in Force Motors." Force Motors remains dedicated to enhancing its offerings for the defence sector, continuously innovating to meet evolving requirements. This order not only strengthens the company's position as a key partner to India's defence infrastructure but also highlights its unwavering commitment to national security.

Poonawalla Fincorp unveils AI-Powered Underwriting Solution

Pune: Poonawalla Fincorp Limited (PFL), a Cyrus Poonawalla Group promoted NBFC, focused on Consumer & MSME Lending, has unveiled an industry-first AI-Powered Underwriting Solution. Developed in collaboration with the Indian Institute of Technology Bombay (IIT Bombay), this innovative solution integrates artificial intelligence with human intelligence to automate and

streamline the credit evaluation process. It aims to accelerate credit decisions by ensuring efficient, accurate, scalable and risk-first approach. Dr. Pushpak Bhattacharyya, Department of Computer Science and Engineering, IIT Bombay, said, "Our collaboration with Poonawalla Fincorp represents a transformative step in reshaping the future of financial services through AI-driven innovation.

Kotak Private's Top of the Pyramid Report unveils shifting trends among India's Ultra-HNIs

Pune (Voice news service):- Kotak Private Banking, a division of Kotak Mahindra Bank Ltd. ("Bank"), has launched the latest edition of its highly anticipated "Top of the Pyramid (TOP) Report". This edition celebrates the 20th anniversary of Kotak Private Banking, providing holistic financial solutions to India's ultra-high-net-worth individuals (Ultra-HNIs).

The latest Kotak Private TOP report offers deep insights into the spending and investment patterns as well as economic indicators of India's Ultra-HNIs.

It sheds light on their lifestyle choices, motivations, and aspirations. Beyond wealth creation, the report uncovers

a deeper, more meaningful journey these individuals pursue—one that brings purpose and fulfilment to their lives. As a long-standing partner of Ultra-HNIs and with the philosophy of helping clients live their purpose, Kotak Private Banking delves deeper into subjects that are closer to their hearts, making the report a unique and archetypal narrative on India's growing affluent class.

Commissioned to Ernst & Young LLP^A (EY), Kotak Private's TOP report surveyed 150 wealthy individuals across India, offering some novel trends in their choices of investments, including their evolving roles as global investors in luxury and emerging digital trends.

Oisharya Das, CEO - Kotak Private Banking, Kotak Mahindra Bank Ltd., states, "Kotak Private's TOP report continues to be an invaluable resource for understanding the nuanced behaviours of India's wealthiest individuals. As India's economic landscape evolves, our report reveals how Ultra-HNIs are diversifying their portfolios and embracing both domestic and global assets, setting the stage for a significant rise in their spending by 2028. This year's edition is especially significant, as it not only captures their financial decisions but also delves deeper into their lifestyle preferences, and the dynamics of family businesses* and estate planning", offering a comprehensive picture of their lifestyles."

Saurabh Joshi, Partner – Wealth & Asset Management, EY India, states, "Kotak Private's TOP report has been prepared with survey results and analysis of 150 Ultra-HNIs across India. The optimism of domestic economic growth and increase in private wealth is reflected in the aspirations of Ultra-HNIs and the savviness of their investments. The Indian Ultra-HNI is embracing a global identity as they transcend borders motivated by diverse factors. The Ultra-HNIs are marked by dynamic growth, evolving needs, and a transformative shift in how wealth is managed and preserved across generations."

Hyundai Motor India Debuts in NIFTY Next 50, NIFTY 100

Pune (Voice news service):- Hyundai Motor India Limited (HMIL) - (NSE: HYUNDAI, BSE: 544274), today announced share inclusion in the NIFTY Next 50, NIFTY 100, NIFTY 500, S&P BSE 500 and other key capital market indices. HMIL commenced trading on the Indian stock markets since its listing on October 22, 2024.

Commenting on this accomplishment, Mr. Unsoo Kim, Managing Director – HMIL said, "As a listed entity, we are related to cross yet another important milestone. By becoming a part of prestigious Indian capital market indices such as the NIFTY Next 50 and S&P BSE 500, we have fortified HMIL's standing in the Indian stock exchanges, rein-

forcing its market presence and credibility. As India grows, HMIL will continue to grow intrinsically with it, along with a constant focus on driving innovation, improving operational efficiencies, and making strategic investments that will strengthen our business outlook and contribute to the growth of the Indian economy." National Stock Exchange

of India Ltd. (NSE) has included Hyundai Motor India Limited in its coveted NIFTY Next 50 index, Broad Market Indices & Thematic Indices. In the recent Morgan Stanley Capital International (MSCI) rejig which took place on February 28, 2025, HMIL was the only large cap from India to be included to the MSCI Global Standard Index.

Acerpure India Launches Chill Split Inverter AC

Pune (Voice news service):- Acerpure India, a division of the global Acer Group, has introduced its latest innovation in home cooling solutions, Acerpure Chill Conditioners – a new range of energy-efficient air conditioners. Designed to cater to the evolving cooling needs of Indian households, the Acerpure Chill series is available in 1-ton and 1.5-ton capacities, with 3-star and 5-star energy efficiency ratings, ensuring powerful cooling with reduced energy consumption. The Power Chill feature delivers power-packed cooling, providing relief from soaring temperatures instantly.



Fin Technology enhances durability by preventing corrosion and adding a dust filter, while high-grade internal components ensure robust performance even in extreme heat and humidity. Acerpure Chill air conditioners are tested for durability and with the temperatures soaring across geographies in India, these products have been tested in extreme conditions up to 52-degree temperature to ensure durability and peak performance. At its core sits the best-in-class compressor that comes with 10 years warranty and is packed with 4 in 1 convertible function that saves electricity and performs efficiently.

It also has convenience at its core with features like Memory Backup that saves user settings during power failures, auto mode that matches the

ambient temperature, sleep mode, hidden display ensuring uninterrupted comfort and convenience. Designed with an anti-dust, dust-proof structure, these ACs safeguard internal components for extended longevity. Additionally, self-diagnosis and advanced anti-protection mechanisms provide intelligent safety measures, ensuring a hassle-free user experience with effortless control at the touch of a button.

Speaking on the launch, Mr. Vasudeva G, Director of Acerpure India, said, "At Acerpure India, we are dedicated to delivering innovative, high-quality home appliances that elevate everyday living. As a new-age brand born from the legacy and trust of Acer, Acerpure is committed to advancing technology for smarter, more efficient solu-

tions. The launch of Acerpure Chill reflects our vision of providing cutting-edge cooling solutions that prioritize energy efficiency, air purification, and comfort. With rising temperatures and increasing energy costs, consumers need a cooling solution that not only delivers exceptional performance but also ensures long-term savings. Acerpure Chill is designed to meet these demands, offering a modern, smart, and user-friendly experience."

Acerpure India's new range of air conditioners integrates state-of-the-art technology with a sleek, modern design that complements contemporary homes and workplaces. With superior cooling capabilities, Acerpure Chill ensures that users enjoy a comfortable indoor environment, even during the peak summer months.

PRICE AND AVAILABILITY
The Acerpure Chill Conditioner is available at a price range of ₹30,900 to ₹37,490 and is available for purchase on the Acerpure Online Store, Acer Exclusive Store, and other Retail Outlets.

THE ALL NEW CLASSIC 650: TIMELESS ELEGANCE IN A NEW AVATAR

Pune: Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, today introduced the Classic 650 in India at prices starting from INR 3,37,000/- . Building on the legacy of the Classic range, the Classic 650 perfectly blends timeless elegance, modern design cues and sophisticated craftsmanship with the enduring spirit of motorcycling.

More than a motorcycle, the Classic has been a cultural phenomenon. Rooted deeply in Royal Enfield's history, the Classic's lineage dates back to the golden age of motorcycling. The Classic 650 is a motorcycle that seamlessly blends heritage with modernity, tradition with innovation, and nostalgia with contemporary craftsmanship. Every curve, every polished metal accent, and every signature design detail tells a story of a time when motorcycles were built to be cherished for a lifetime.

The Royal Enfield 'Classic' has remained the purest form of RE DNA in an elegant and undiluted form. Not only has it been the foundation of several Royal Enfield motorcycle models, it has also remained a motorcycle with an impeccable pedigree, timeless elegance, old-world charm, and distinct, unwavering character. With bespoke craftsmanship and design language the Classic has represented the very culture of classic automotive design, aesthetics and engineering. Speaking about the launch

of the Classic 650, B Govindarajan, Managing Director, Eicher Motors Limited and CEO, Royal Enfield, said, "The Classic 650 is more than just a motorcycle - it's a tribute to our rich legacy, where timeless design meets effortless performance. It carries forward the spirit of Royal Enfield, blending craftsmanship with an unshakable bond between rider and machine. Built on our proven 650cc parallel twin platform, it offers a perfect blend of refinement, capability and powerful road presence, making it an even more aspirational choice for those who love the Classic's DNA, seeking more power and versatility. With the Classic 650, we are not just building motorcycles; we are preserving the essence of pure motorcycling for generations to come. We're thrilled to bring this iconic machine to India, and I am confident that it will be embraced with the same passion that defines our riding community."

The new Classic 650 carries the same mainframe geometry of the Classic and will have dual seats with an option of pillion seat and rack removal, using a single bolt on mechanism. With bright polished aluminium and chrome finish on the headlamp unit and front trafficators, the Classic 650 continues to maintain the signature post-war British motorcycle styling, with visual harmony accentuated by flowing lines from front to the tail. The motorcycle bears the distinct teardrop shaped tank, and

the signature Royal Enfield nacelle that houses a new LED headlamp along with the signature 'tiger lamps' - pilot lights - an enduring feature on Royal Enfield motorcycles since 1954.

Double measure = Double fun. A foundation for many Royal Enfield motorcycle models through the years, the Classic has carried the rich heritage and inspiration that retains Royal Enfield design characteristics, and the Classic 650 is not very different. It carries forward the legacy and is built to reflect the familiar and signature design elements that connect it to its predecessors. The Classic 650 seamlessly carries forward the iconic 'frame-loop' design that has been at the heart of the brand's motorcycles for decades. This hallmark element, rooted in Royal Enfield's rich heritage is more than just a structural component - it's an embodiment of timeless design and authenticity.

Built on Royal Enfield's globally awarded 650cc platform, the Classic 650 delivers an exceptional riding experience that seamlessly blends comfort and control. Its refined gear-shifts and well-balanced chassis offers superior stability and enhanced riding experience, even on uneven terrain. The 650cc twin motor known for its strong low-end acceleration makes it ideal for quick getaways and confident overtakes. It delivers ample torque right from low revs, providing an effortless surge

of power without needing to push it hard. The engine is impressively stress-free and refined with minimal vibrations even at higher speeds. Its responsiveness, combined with well-tuned throttle makes it fun and engaging for the rider. The ergonomic riding posture, with perfectly positioned handlebars and a plush wide seat, keeps the rider comfortable during long rides. Equipped with premium Showa suspension at the front and rear, the Classic 650 will deliver a smooth, confident, and composed ride across all terrains. The uncluttered dash unit, featuring a digital LCD screen with an odometer, trip metre, fuel level indicator, service reminder, gear position indicator and clock, makes the rider focus and enjoy the ride. Additionally, the motorcycle will be offered with Genuine Motorcycle Accessories in the Classic and Classic Tourer inspired themes, allowing riders to customise their machine for an even more personalised riding experience. Overall, the Classic 650 embodies the timeless charm of motorcycling with modern-day precision and comfort.

Classic colours for classic contours.
The Royal Enfield Classic 650 adorns 4 stunning colourways that complement the flowing, elegant lines of the Classic 650 Twin. With Vallam Red, Bruntingthorpe Blue, Teal and Black Chrome, each colour beautifully complements the motorcycle's classic contours. These fresh hues reflect

Škoda Auto and regional partner and investor, Thanh Cong Group, open plant to assemble Škoda Kushaq and Slavia in Vietnam

Pune (Voice news service):- Škoda Auto and regional partner and investor, the Thanh Cong Group, officially opened a new production plant in Vietnam on 26 March for the assembly of Škoda Slavia and Kushaq cars. This marks a significant milestone in the brand's internationalisation strategy, reinforcing its ambition to strengthen its presence beyond its European home market. By importing completely knocked down (CKD) kits of the Kushaq SUV from India and assembling them locally, Škoda is capitalising on geographical synergies. The production programme will expand in the summer to include the Slavia sedan, which will also be assembled from CKD kits sourced from India. Located in Quang Ninh province, the facility is equipped with state-of-the-art technology, including a welding shop, a paint shop, and a final assembly line. Škoda Auto launched operations in Vietnam in September 2023 and oversees the Volkswagen Group's activities in the Association of Southeast Asian Nations (ASEAN), a region with strong growth potential. Vietnam, one of the fastest-developing markets in ASEAN, serves as a strategic gateway to the wider Indo-Pacific region. Since entering the Vietnamese market, 15 Škoda sales outlets have been opened and the network is planned to expand to 32 dealerships in 2025.

Klaus Zellmer, CEO of Škoda Auto, stated: "Opening this new assembly line marks a milestone in our expansion into the rapidly growing Vietnamese market and strengthens our position in the ASEAN region. By leveraging synergies with our key Indian market, we are setting the stage



for success not only for Škoda but also for our local partner, Thanh Cong Group. I look forward to putting the first Škoda vehicles from the Vietnamese plant in front of customers very soon."

Andreas Dick, Škoda Auto Board Member for Production and Logistics, added: "The new state-of-the-art manufacturing facilities fully reflect Škoda's high manufacturing benchmarks. The plant is located in Quang Ninh province, close to the port of Haiphong – one of Vietnam's largest and most modern ports. This ensures the swift delivery of CKD kits from our logistics hub in Pune, India, while also strengthening the synergies that are vital to Škoda's success in Vietnam and the wider region."

Nguyen Anh Tuan, Chairman of the Board of Thanh Cong Group, stated: "The first Škoda Auto plant in Vietnam is the core project in the Thanh Cong Viet Hung Automotive and auxiliary Complex which has been well-planned and invested by Thanh Cong Group and aims to foster European automotive collaboration, enhance production and technology, and manufacture a diverse range of products, including new energy vehicles and electric vehicles, specialized and custom designs vehicles in the future."

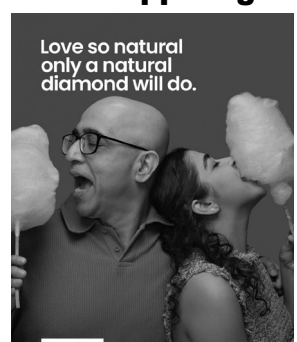
location and state-of-the-art production technology
Series production of the Kushaq SUV officially began yesterday, with the Slavia sedan set to follow this summer. Both models are assembled from CKD kits prepared at Škoda Auto's logistics centre in Pune, India, capitalising on geographical synergies. The plant's location near one of Vietnam's largest and most modern ports ensures an efficient supply chain. The newly built facility is equipped with cutting-edge technology for both manufacturing processes – such as contactless 3D measurement – and production techniques, including a sophisticated four-layer paint application and an anti-corrosion wax treatment for body cavities. The assembly line is the largest section of the plant, which also houses a welding shop and a paint shop. The site features a quality control centre, a precision measurement facility, and a nearly two-kilometre-long test track designed to replicate a variety of local road conditions. To guarantee high product quality, Škoda rigorously tests all locally assembled models under real-world conditions ahead of series production. The Kushaq, for example, has covered more than 330,000 kilometres on diverse Vietnamese roads and

undergone extensive climate testing, including trials in temperatures ranging from -10 °C to +42 °C with high humidity. **Offering the right models to meet regional needs**
The Kushaq SUV and Slavia sedan feature left-hand drive and come equipped with advanced safety and comfort features, including adaptive cruise control, blind spot monitoring, and synthetic leather upholstery. Both models are tailored to meet the specific needs and expectations of local customers.

The locally assembled models are a cornerstone of Škoda's portfolio in Vietnam, complementing the Karoq and Kodiaq SUVs imported from Europe. Since Škoda's entry into the Vietnamese market in September 2023, more than 15 sales outlets have been opened, including a new showroom concept, the Experience Centre in Hanoi. The network is planned to expand to 32 dealerships by the end of this year.

Škoda Auto is leading the Brand Group Core in its expansion across the ASEAN region, maximising growth potential for the Volkswagen Group. The company draws on its expertise in price-sensitive entry-level segments and effectively leverages existing opportunities. Vietnam is currently the fourth-largest automotive market in Southeast Asia. With just 34 passenger vehicles per 1,000 inhabitants in a country of approximately 100 million people – and with continued national economic growth – Vietnam has the highest projected growth potential in the region. Beyond ASEAN, Škoda Auto is also expanding its business activities in the Middle East, capitalising on synergies with its production facilities in India.

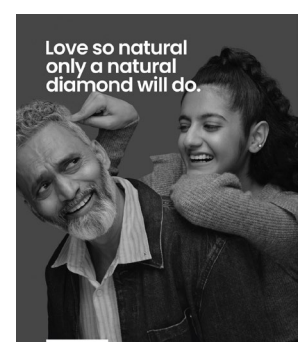
De Beers Group unveils first-of-its-kind Second Ear Piercing Ritual program to support growth in natural diamond demand from young generations



Pune (Voice news service):- De Beers Group, the world's leading diamond company, will support diamond jewellery retailers in driving demand for natural diamond jewellery by showcasing a new gifting occasion in the lives of young consumers – the second ear piercing, which is an intrinsic part of India's traditional culture and modern rituals.

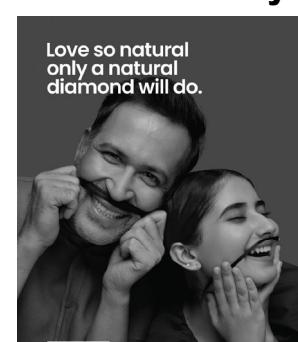
De Beers is introducing a heart-warming 'Love, From Dad' collection as part of the Second Ear Piercing Ritual program. The collection highlights the unique and irreplaceable bond between fathers and daughters – one as rare, precious, and enduring as a natural diamond. To amplify this concept nationally, De Beers Group has integrated the program into its partnership with the Gem & Jewellery Export Promotion Council (GJEPC) through the Indian Natural Diamond Retailer Alliance (INDRA), launched earlier this year. Retailers can register to participate in the alliance at www.indraonline.in. After registering with INDRA, retailers will be able to:

Access and customize the 'Love, From Dad' campaign collaterals with their branding as well as receive virtual training sessions on natural diamonds.



Leverage INDRA's WhatsApp channel for seamless customization and personalization. Mr. Amit Pratihari, MD, De Beers India, said, "With the innovative 'Love, From Dad' campaign, De Beers continues to promote the unique qualities and desirability of natural diamonds, reinforcing their status as the ultimate symbol of enduring love and meaningful rituals. This program not only strengthens consumer connections to natural diamonds, but also provides retailers with a strategic platform to enhance their offerings during the festive season and beyond."

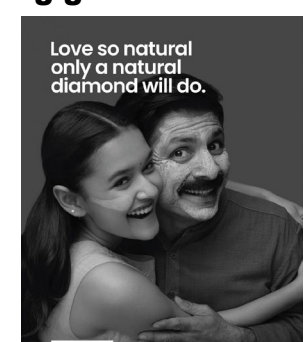
At the heart of the Second Ear Piercing Ritual program lies a powerful coming-of-age moment: a daughter's second ear piercing. Unlike her first, which is often a decision made for her, the second piercing is a ritual where she chooses to express herself on her own terms. In this key rite of passage, a father sees his daughter shaping her own story. He knows that growing up as strong and independent isn't just important for her; it's everything. And there's no prouder moment than watching her step into her own light. De Beers Group aims to encourage dads to celebrate this new sense of independence through the heartfelt 'Love, From Dad' campaign. A natural



diamond is an unbreakable, rare and timeless symbol of both a girl's sense of self and of the unique father-daughter relationship. Meanwhile, to support the Indian consumer's connection to natural diamonds and the Second Ear Piercing Ritual campaign, De Beers Group has also created a dedicated website for India, www.adiamondisforever.in – a one-stop resource offering:

- o Information on natural diamonds—their authenticity, rarity, and timeless value
- o A curated catalogue of diamond stud earrings for second piercings
- o A store locator to help consumers find their nearest participating retailers

The 'Love, From Dad' campaign is launched as a 360-degree multi-lingual initiative to create maximum impact whilst ensuring deep consumer engagement across television, print, OOH, radio, influencer marketing and social media. The campaign has rolled out today and will continue through the upcoming festive season—a time for meaningful gifting and family celebrations. By combining powerful storytelling with an omnichannel approach and strategic partnerships, De Beers is shaping the future of natural diamond



retail and showcasing the insight that some love is so natural, only a natural diamond will do. Conceptualised and executed by 82.5 Communications, the 'Love, From Dad' campaign invites the audience to witness the precious moments between dads and their daughters. It's a campaign that De Beers hopes will inspire dads and their daughters to come closer and understand how much they mean to each other. Ms. Sangeetha Sampath and Mr. Ravikumar Cherusola, Executive Creative Directors – South, 82.5 Communications, said, "Relationships and diamonds have always been a rich space to explore. Our task was to identify a fresh take in this space. The world sees teenagers in a stereotypical way. But the dad sees his young teenager as an adult-in-training. Her overflow of emotions is a part of growing up, while she is figuring who she is and isn't, like when she wants a second ear piercing. This campaign is a faithful portrayal of this dad-teenage daughter relationship."

The campaign rolls out across TV, print ads, radio, digital, social media, OOH, and other experiential touchpoints, ensuring that the bond and camaraderie between dads and their daughters resonate with everyone in a heartfelt manner.