



Startup Maharathi Challenge 2025 honours India's top innovators on the final day of Startup Mahakumbh

Pune (Voice news service):-

The third day of Startup Mahakumbh marked the grand conclusion of the Startup Maharathi Challenge 2025—a flagship initiative to design spotlight and support DPIIT-recognized startups tackling real-world challenges through innovation. Held under the Startup Mahakumbh umbrella, the challenge created a national scale effort to empower high-potential founders across ten key sectors with funding, visibility, and investor access. The Startup Maharathi Challenge was concluded in the presence of Shri Piyush Goyal, Minister of Commerce and Industry, Shri Amardeep Singh Bhatia, Secretary, DPIIT, Shri Sanjiv, Joint Secretary DPIIT, Shri Amit Kumar, Deputy General Manager & Regional Manager, ECGC, Prashanth Prakash, Founding Partner, Accel India ACT Grants, Sunali Rohra, Senior Executive Vice President, HDFC, Sanjeev Bikhchandani, Founder & Executive Vice Chairman, Info Edge, Aman Gupta - Co Founder and CMO – boat Lifestyle, actor-entrepreneur Sonam Kapoor Ahuja, Rikant Pittie, CEO & Co-founder, EaseMyTrip, and Archana Jahagirdar, Founder & Managing Partner, Rukam Capital. The winning startups were felicitated by Shri Piyush Goyal, Sonam Kapoor Ahuja and Aman Gupta, awarding prizes with a total outlay of INR 20 crores. Referring to all startup founders at Startup Mahakumbh as “Maharathis,” Hon'ble Union Minister Piyush Goyal urged everyone to dream big. “Startup Mahakumbh last year saw 30,000 visitors. Surpassing everyone's expectations, this year, around 2,30,000 visitors have attended Startup Mahakumbh. Similarly, next year I



want to see Startup Maharathi Challenge receiving 25000 applicants—a giant leap from 2400 entries this year. India has the capacity for exponential growth. I am confident that the winners of today's Challenge will go back inspired, with the confidence in their own ability to succeed in the future.” Speaking on the occasion, Shri Amardeep Singh Bhatia, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT) said, “We don't expect this to be a one-time activity. This is just the start. We expect more and more companies to get on-boarded.” “This is the culmination of everyone's hardwork and our dreams. There has never been a startup challenge organized at this scale by the government or corporates so far. Going by the success of the Startup Maharathi Challenge 2025, I am confident we will be doing hundreds of such challenges in future,” said Shri Sanjiv Singh, Joint Secretary at the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry. Shri Prashanth Prakash, Founding Partner, Accel India, shared his thoughts on the occasion, “The Grand Maharathi Challenge is special—it shows we don't just encourage startups from high-tech sectors with words but with true action as well. This is also a free grant to the startup without any equity. We

hope this motivates them to build the next generation of startups. We would not have dreamt this 10 years ago. I am happy that this partnership between private entities and government is multidimensional. The response this year is so encouraging. I can now proudly say we are at pole position to be the technology leader globally.” The Startup Maharathi Challenge 2025 drew an overwhelming response with 2,000+ applications from across India. Through a multi-phase evaluation—spanning expert screening, data checks, and virtual jury rounds—over 240 promising startups were selected. The challenge tackled 11 critical problem statements in frontier sectors like satellite imagery, maritime awareness, cryptography, LLMs on sensitive data, and cybersecurity. With a funding outlay of over INR 20 crore, the initiative offered structured grant support, milestone-linked prize money, and non-monetary incentives including technical mentorship, cloud credits, business guidance, and procurement support. Highlighting India's rapidly expanding innovation ecosystem, nearly 40% of applications came from Tier 2 and 3 cities. Over 80 selected startups were led by women founders or co-founders, while 10 from emerging states like Manipur, Tripura, Sikkim, Nagaland,

and J&K received special recognition—underscoring how India's entrepreneurial spirit is thriving beyond metro hubs and reaching the grassroots. Amidst vibrant energy, the grand finale of the Futurepreneurs Challenge at Startup Mahakumbh brought together some of India's most promising student innovators, showcasing AI-powered solutions to pressing local challenges. Ten finalist teams pitched their breakthrough ideas in a rapid-fire format to an audience of investors, policymakers, and industry leaders. Shri Jayant Chaudhary, Hon'ble Minister of State for Skill Development and Entrepreneurship graced the occasion to present the award to the winners. With mentorship, funding support, and national exposure, Futurepreneurs proved to be a powerful platform for igniting the next wave of changemakers and creators driving India's innovation journey. To accelerate startup growth, top performers in each sector were awarded grants of INR 10 lakh, 5 lakh, and 1 lakh respectively. Beyond funding, all shortlisted startups gained access to curated Speed Dating sessions with investors. Over two days, more than 500 one-on-one meetings were facilitated with 250+ venture capital firms, angel networks, and family offices—each carefully aligned by sector and funding interests. Union Minister for Industry

and Commerce Shri Piyush Goyal also toured the vast exhibition and interacted with various startups. The event also featured an engaging discussion with actor entrepreneur Sonam Kapoor Ahuja on the topic From the spotlight to Boardroom- Navigating the startup ecosystem. Startup Mahakumbh showcased a remarkable array of innovations, including an advanced platform to detect deepfakes and extract intelligence from unstructured data, high-performance materials designed for extreme conditions, a globally patented AI-powered traffic vision system for real-time road and safety monitoring, a portable, trunk-fitted energy backup unit solving range anxiety in electric vehicles, solar-powered EV charging stations with IoT-backed remote diagnostics, and a digital business management app for rural and micro women entrepreneurs. These groundbreaking solutions demonstrated the diverse and impactful ways in which startups are addressing real-world challenges across industries. This year's edition of Startup Mahakumbh, India's largest-ever startup gathering, brought together over 3,000 startups, 1,091 investors and incubators, and 10,000+ delegates from across India and 60+ countries and saw a footfall of around 2,30,000 over a span of three days. 211 sessions with 750+ speakers were conducted over 3 days, and a total of 1052 startups benefited through mentoring sessions. This unprecedented scale reaffirms India's commitment to fostering entrepreneurship, driving deep-tech innovation, and cementing its position as a global hub for startup-driven solutions.

National-Level Three-Day 'TechFest-2025' Festival Organized by Suryadatta Institutes of Management

Pune: A national-level three-day TechFest-2025 was organized by the MCA and MBA departments of Suryadatta Institutes of Management. Aimed at encouraging technological advancement for the betterment of society, this national festival was recently held successfully at Suryadatta's Bansiratra Auditorium. The event was conducted under the guidance of Prof. Dr. Sanjay B. Chordiya, Founder President of Suryadatta Education Foundation, and Vice President & Secretary Sushma Chordiya. The occasion was graced by Associate Vice President Snehal Navlakha, Digital Strategic Advisor Siddhant Chordiya, CEO and Group Director Dr. Shailesh Kasande, Dean Prof. Dr. Pratiksha Vabale, Director Prof. Dr. Manisha Kumbhar, along with department heads, principals, faculty members, non-teaching staff, guests, and enthusiastic student participants. The festival featured nine diverse competitions such as 'Master and Miss Technocrats,' 'MindSweeper,' 'Battle with Code,' 'Design Fire,' 'Game Glider,' 'Sustainpreneur,' 'Business Lingo,' 'League of Leaders,' and 'Master and Miss Manager.' More than 800 students from 40 institutes across the country participated. All processes—from registration to result announcements—were seamlessly handled using an ERP system. Outstanding performers were honored with cash prizes, trophies, and certificates. Awards were categorized separately for internal and



external participants. Faculty members and industry experts evaluated the competitions. Prof. Dr. Sanjay B. Chordiya stated, “This festival proved useful for developing analytical and technical skills while encouraging innovation and creativity. Academic initiatives like 'TechFest' are vital in bridging the gap between education and the industrial sector. It encourages students to build programming and problem-solving capabilities. Due to meticulous planning and faculty guidance, the event was a great success. Students also learned teamwork, collaboration, and project management skills. They applied their knowledge to real-world computing challenges, gaining valuable experience and exposure to industry-like scenarios. At Suryadatta, such initiatives are always encouraged.” In the 'Master and Miss Technocrats' competition, technical, logical, and soft skills were assessed through quizzes, group discussions, problem-solving rounds, and interviews conducted by industry experts. The MindSweeper compe-

tition focused on designing innovative software solutions for real-life problems, showcasing coding and application development skills. 'Battle with Code' was a programming contest involving debugging, algorithm optimization, and competitive coding. 'Design Fire' was a design competition to create user-friendly web and mobile applications. 'Game Glider' tested participants' strategic thinking, teamwork, and quick response abilities through gaming. 'Sustainpreneur' was an entrepreneurship-based event where participants presented sustainable business ideas that combined technology and innovation for social impact. 'Business Lingo' evaluated business communication skills, corporate etiquette, negotiation abilities, and presentation skills. 'League of Leaders' was a leadership competition where simulations and case studies assessed decision-making, strategic planning, and team management skills. 'Master and Miss Manager' tested problem-solving abilities, crisis management, and leadership qualities, as explained by Dr. Manisha Kumbhar.

Oben Electric Strengthens Maharashtra Presence with 2 New Showrooms and Service Centres

Pune: Oben Electric, India's homegrown and R&D-driven electric motorcycle manufacturer, has expanded its footprint in Maharashtra with the launch of two new showrooms and Oben Care service centres in Pune's PCMC region and Chhatrapati Sambhaji Nagar. With these additions, the company now operates 5 showrooms and service centres across Maharashtra, including existing locations in Pune's Wakad, Shivaji Nagar, and Dhankawdi. This expansion underscores the growing demand for Oben's high-performance e-bikes and robust after-sales ecosystem among both customers and dealership partners in the region. Maharashtra has emerged as one of the most dynamic markets for EV adoption, and Oben Electric continues to witness strong interest from both customers and dealers in the state. Backed by its re-

cent Series A funding, Oben Electric is currently launching 8–10 new showrooms and service centres every month as part of its aggressive expansion strategy. The brand aims to be present across 50 cities with over 100 showrooms and service centres by FY'26, responding to the growing demand for premium electric motorcycles. To mark the occasion, Oben Electric has introduced a limited-period launch offer for early buyers. The first 30 customers at each of the newly launched showrooms will receive a free gold coin upon successful purchase of the Oben Rorr EZ, adding value to their electric mobility journey. Madhumita Agrawal, Founder & CEO, Oben Electric, said, “Maharashtra has consistently led the way in electric mobility adoption. With five showrooms now operational in the state, we are excited to

strengthen our commitment to this fast-evolving market. Our rapid growth is powered by rising consumer demand and robust dealer interest, and we remain focused on delivering a seamless ownership experience through high-performance products and comprehensive service support.” These new launches are part of Oben Electric's largest single-day expansion drive yet, with 15 new showrooms and service centres being launched simultaneously across India. The expansion covers key EV markets including Delhi-NCR, Punjab, Madhya Pradesh, Gujarat, Telangana, and Maharashtra. With this milestone, Oben Electric now has a total of 35 showrooms nationwide. Oben Electric is the only EV manufacturer in India with complete vertical integration—designing and developing all critical EV components in-house, including



LFP batteries, fast chargers, and vehicle control units. The brand's flagship motorcycle, Oben Rorr, is known for its powerful performance, while the recently launched Oben Rorr EZredefines everyday city commuting with an IDC-equivalent range of 175 km, 0–40 km/h acceleration in 3.3 seconds, and a top speed of 95 km/h, with prices starting at ₹89,999.

Castrol ignites India's racing passion as title sponsor of The Valley Run – Summer 2025

Pune: Castrol India Limited, a leading manufacturer of high-performance lubricants, returns as the Title Sponsor of The Valley Run – Summer edition 2025, an anticipated premium drag-racing festival in India. This sponsorship signifies Castrol's commitment to accelerate the growth of motorsports and building a thriving community of racing enthusiasts and professionals in the country. Back for its 14th edition, The Valley Run transforms the iconic Aamby Valley Airstrip into a high-performance are-

na from 11 to 13 April 2025, promising a turbocharged weekend packed with drag races, drifting, stunting, mud drags, and a spectacular lineup of superbikes and supercars. Over three action-packed days, the event is expected to attract over 700 participants and 17,000 spectators. Castrol India will showcase its flagship performance products Castrol POWER1, Castrol EDGE and its Autocare product range. The on-ground Castrol Performance Pitstop will conduct dyno testing ses-

sions and a tuner workshop. The pitstop will also feature the Drag Racing School, led by international drag racing legend Rickey Gadsen. The weekend peaks with a face-off between Rickey Gadsen and the fastest drag racer of the event. Speaking on the brand's continued association with The Valley Run, Mr. Rohit Talwar, Vice President – Marketing, Castrol India Limited, said, “We're happy to continue our association with The Valley Run after a debut as title sponsor in the 2024 winter

edition. The event's energy, precision, and passion for performance closely reflects Castrol's DNA. With Castrol EDGE and POWER1 igniting machines on the track, this allows us to engage with India's growing motorsports community in a truly meaningful way.” Castrol's ongoing role in The Valley Run echoes its larger vision for Indian motorsports—supporting talent, building communities and pushing the limits of performance both on and off the track.

Persistent Wins 2025 Google Cloud Infrastructure Modernization Partner of the Year Award for Asia Pacific

Pune: A global leader in Digital Engineering and Enterprise Modernization, announced today that it has received the 2025 Google Cloud Infrastructure Modernization Partner of the Year Award for Asia Pacific. This prestigious recognition highlights Persistent's achievements in helping enterprises seamlessly transition to Google Cloud, enabling cost optimization, scalability, and advanced AI-driven analytics to accelerate business growth. Persistent was selected for this award based on its successful execution of one of

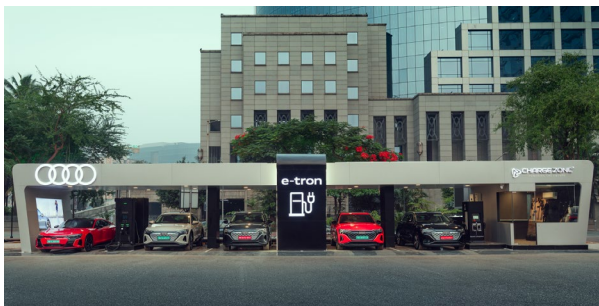
the largest Google Cloud migrations globally, helping a leading e-commerce platform transition 6,000+ microservices, 100+ PB of data, and large-scale AI/ML workloads to Google Cloud. Given the scale and complexity of migrating highly interdependent applications, data pipelines, and databases, Persistent ensured uninterrupted services for the e-commerce platform with zero downtime. The migration improved scalability, reduced cloud costs by 30%, and enhanced platform performance, empowering 100 million small businesses

across India's digital economy. In 2025, Persistent solidified its position as a leading cloud transformation partner, driving innovation through large-scale migrations, AI-driven insights, and cloud-native solutions. Building on its strategic partnership agreement with Google Cloud, this recognition reaffirms Persistent's commitment to helping businesses across industries modernize their infrastructure, optimize operations, and unlock new growth opportunities on Google Cloud. **Vijay Verma, Chief Revenue**

Officer – Service Lines, Persistent “For over a decade, Persistent has partnered with Google Cloud Platform (GCP) to help clients overcome challenges and achieve their business goals. Our deep expertise and strong relationship with GCP allow us to develop effective strategies for migration and maintenance, driving accelerated growth. We're excited to have collaborated with India's leading e-commerce platform on a significant cloud transformation project—an exhilarating journey of large-scale migration.”

Audi India accelerates electric mobility adoption: Achieves 6,500+ charging points under 'Charge My Audi' initiative

Pune: Audi, the German luxury car manufacturer, today announced a transformative leap in electric vehicle (EV) infrastructure, crossing 6,500+ charging points across the country as part of Phase II of its segment-first 'Charge My Audi' initiative. The brand has added 16 new partners to accelerate luxury EV adoption in the country. With 75+% of these locations equipped with DC fast-charging technology, the network is designed to enhance convenience, reduce charging times, and support the growing demand for electric vehicles in India. The Phase-II expansion added 5,500+ new charging points in strategic locations, including highways, urban hubs, and commercial destinations, ensuring Audi e-tron owners enjoy seamless long-distance travel and daily commutes. Audi India has partnered with 16 new EV infrastructure providers to bolster this network, integrating advanced features such as



real-time charger availability, route planning, easy start/stop via the 'myAudi Connect' app. With the additional network, 'Charge My Audi' now ensures coverage across 28 states and union territories, 850+ cities and 4,700+ locations. In addition to the Phase-II expansion, Audi has extended complimentary charging for all e-tron customers until December 31, 2025. This allows e-tron owners to continue enjoying free charging across Audi's extensive network of chargers, accessible through our CPO partners via the 'myAudi Connect' application.

Mr. Balbir Singh Dhillon, Head of Audi India said, “As electric vehicle adoption accelerates in India, establishing a robust charging network is crucial, and with over 6,500 charging points and a focus on DC fast chargers, we are enhancing convenience, reducing charging times, and expanding accessibility for our customers. The second phase of our 'Charge My Audi' initiative marks a major step forward in enhancing the EV ownership experience. Our partners remain integral to this journey, and we look forward to driving the shift toward electric mobility together.”

Audi's Charge My Audi initiative is supported by a network of ChargePoint Operators, including: Shell India, Adani Total Energies E-Mobility Ltd. (ATEL), Charge Zone, Statiq, Gentari India, Relux Electric, Lion Charge, chargeMOD, Xobolt, Earthtron, Aargo EV Smart, Eco Plug Energy, GreenShift, Kurrent Charge, E-Fill, Electric Fuel, iON-CHARGE, SR Charging, T-cell, Yo Charge. The initiative builds on the success of Phase-I, which introduced route-mapping tools and destination charging hubs. This feature has enabled many hassle-free journeys for Audi customers by allowing pre-journey planning with chargers along the route and providing real-time charger availability status. The 'Charge My Audi' platform, powered by Numocity Technology's eMSP platform, offers live updates and integration with public charging stations for a holistic charging experience.

Over 1 Lakh Policyholders Earn Rewards as Aditya Birla Health Insurance's HealthReturns™ Model Drives 350+ Billion Steps

Pune: On the occasion of World Health Day, Aditya Birla Health Insurance Co. Ltd., (“ABHICL”), the health insurance arm of Aditya Birla Capital, India's leading diversified financial services company, has announced that over 1 Lakh policyholders have benefited from their first-of-its-kind HealthReturns™ model for making healthier lifestyle choices and maintaining good heart health, monitored by its Healthy Heart Score™ in FY'25 (April 2024-March 2025). The HealthReturns™ model essentially focuses on regular physical activity, with access to expert health guidance

which helps deliver improved health outcomes for customers. This commitment to health is evident in their daily habits with customers having walked over 350 billion steps so far. The Company is redefining the industry with its 'Health - First' approach, shifting from reactive coverage to proactive wellness and by integrating wellness and health management into its offerings. A core element of this initiative is Active Dayz™, which allows customers to earn HealthReturns™ by engaging in fitness activities such as walking 10,000 steps, burning 300 calories in a workout session.

Policyholders who achieve 325 Active Dayz™ in a year and maintain a Green Healthy Heart Score™ can earn up to 100% of their annual premium amount back as HealthReturns™. Mr. Mayank Bathwal, CEO, Aditya Birla Health Insurance said, “The role of health insurance is expanding beyond financial protection to becoming an enabler of proactive well-being. Customers today are increasingly prioritizing preventive care over just medical cost coverage, signalling a fundamental shift in expectations. At Aditya Birla Health Insurance, we have been at the forefront of integrating

wellness and preventive care into health insurance. Our pioneering HealthReturns™ model not only incentivizes policyholders to adopt healthier lifestyles but also reinforces our commitment to driving a proactive, health-first approach to well-being. Our vision is to create a health-first ecosystem where policyholders are financially secure and empowered to lead healthier, longer lives.” This differentiated model and the promise of 100% health, 100% health insurance are offered via Activ Health App's personalized engagement journey tailored to suit each user's unique needs and behaviour.

Prasad Oak directed ‘Sushila-Sujit’ all set to release on April 18

Pune: The much-awaited ‘Sushila-Sujit’, starring Swapnil Joshi, Sonali Kulkarni, and Prasad Oak as their first-time collaboration, will be released on April 18. The teaser, posters, promotional songs, and trailer released over the past few weeks have received tremendous response from the audience, and the film promises to be a unique family entertainer. The title ‘Sushila-Sujit’ emphasizes the film’s distinctiveness, produced by Panchasheel Entertainment and Big Brain Productions. The film is credited with many ‘firsts. Swapnil and Sonali find themselves stuck in a room together, with their mobile phones left outside. While questions arise about their relationship, the reasons for their predicament, and their connection, audiences are guaranteed a fun experience on screen. This intrigue has been heightened through the trailer and posters.



Against this backdrop, Prasad, Swapnil, and Sonali, along with other cast and crew members, interacted with the media during a press conference held at the Pune Press Club on Monday. Manjiri Oak, Renuka Daftardar & Radha Sagar were also present. On the eve of Chaitra Padwa, all the artists, producers, and technicians gathered in Mumbai to celebrate a special event last week. With the film’s release approaching, clubbing with the audiences’ curiosity going northwards, the cast unveiled various aspects of the movie to the press on Monday. While it marks the first on-screen collaboration of three big names, audiences are

particularly excited about Prasad Oak’s multifaceted role. Prasad will be seen in a unique avatar as an actor, and for the first time, he will be in front of the audience as a producer, director, writer, actor, and singer. He has sung a song for the film. After the success of Kachcha Limbu, Hirani, and Chandramukhi, this is Prasad Oak’s latest directorial venture. The film is distributed by Panorama Studios, and its story and direction are by Prasad Oak. The screenplay and dialogue are by Ajay Kamble. Along with Prasad Oak, Manjiri Oak, and Swapnil Joshi; Sanjay Memane and Nilesh Rathii too are the producers of the film.

“Various experimental films are attempted in Marathi cinema today, and this film is one such experiment in storytelling. This unique story will bring joy to the audience,” said Prasad Oak. Swapnil Joshi mentioned, “This film guarantees pure entertainment. After watching the teaser and trailer, one cannot help but feel excited. The chemistry between Sonali Kulkarni and me, and Prasad’s direction, have brought this project together and taken to a different level of expectations.” Sonali Kulkarni shared, “I enjoy roles that challenge my acting skills and stimulate the mind. My role in ‘Sushila-Sujit’ is just like that. It was exciting to work with Swapnil and Prasad for the first time. The experience was a lot of fun, and the story, concept, dialogues, and overall production value made this film stand out. I’m confident that the audience will love it.”

Actor Titu Verma Shares Life Journey on Guru Entertainment’s First Podcast



Pune Voice News:Guru Entertainment & Infomedia Group founder and producer Kailash Gurud invited actor Titu Verma for the first podcast under the Guru Entertainment banner. Recently, the Marathi film Savitri, produced by Guru Entertainment, wrapped up its shoot and is set to hit theatres soon. The banner has many upcoming projects in the pipeline and is also gearing up to launch its own OTT platform named Guru El Channel, which will serve as a stage for

emerging talent including new directors, actors, and writers. In the podcast, actor Titu Verma shared his inspiring journey from Jaipur to Mumbai and spoke about his work in notable films like Laal Singh Chaddha, Gangubai Kathiawadi, Total Dhamaal, Alvada, Chalo Dilli, Wah Zindagi, Turtle, Kasaali, and Sirf Ek Friday. Apart from films, he has also acted in several web series. Beyond acting, Titu Verma is also a social worker involved in community service through his NGO.

Dinosaur World Brings Prehistoric Adventure to Phoenix Marketcity Pune

Pune (Voice news service):- This summer, Phoenix Marketcity’s most awaited event- Holiday Land is ready to take you on an exciting prehistoric journey with Dinosaur World. Running from April 11 to May 11, 2025, at Liberty Square, this jaw-dropping experience promises fun, learning, and adventure for kids and families alike.



A Closer Look at Prehistoric Giants Dinosaur World recreates the magic of the Mesozoic era with life-sized replicas of iconic dinosaurs such as the T-Rex, Brachiosaurus, and Pterodactyls. Liberty Square transforms into the wild heart of the prehistoric world, where realistic roars, sensor-based movements, and the overall theme makes the experience feel vivid and lifelike.

More Than Just Dinosaurs The excitement doesn’t stop there. Excavation zones invite kids to discover dinosaur eggs and ancient skeletons, adding a sense of discovery to the adventure. Families can also explore interactive displays, engaging workshops, and activity zones that blend fun with learning. It’s an ideal destination for family outings, friendly hangouts, and even

school visits during the summer holidays. Holiday Land: Phoenix Marketcity’s Annual Signature Event Holiday Land is Phoenix Marketcity Pune’s exclusive event that introduces a fresh and immersive experiential event every year. This year’s Dinosaur World continues the tradition by offering an unforgettable mix of fun, adventure and thrill for visitors.

A Complete Summer Experience Anshuman Bhardwaj, Centre Director, Phoenix Marketcity Pune, said: “We strive to create experiences that go beyond just shopping. Dinosaur World is designed provide an interactive and immersive way to spend quality time beyond shopping, entertainment and food.” Exclusive Shopping This Season To complement the excitement, Phoenix Marketcity Pune is also showcasing its Spring-Summer Collection across top luxury and international brands, giving shoppers a chance to update their wardrobes with the latest trends. Event Details: Venue: Liberty Square, Phoenix Marketcity Pune, Dates: April 11 to May 11, 2025, Timings: 3 p.m. to 8 p.m.

TVS APACHE: 6 MILLION STRONG AND 20 YEARS OF RACING LEGACY

Pune (Voice news service):- TVS Motor Company (TVSM) - a leading global automaker that operates in the two and three-wheeler segments - is celebrating two significant milestones for its premium motorcycle brand, TVS Apache - the brand’s 20th anniversary and the trust it has garnered of over 6 million customers worldwide. Engineered with cutting-edge racing technology and inspired by TVS Racing’s championship pedigree, TVS Apache has become one of the fastest-growing sports motorcycle brands across 60+ countries. For two decades, it has fuelled the adrenaline of the youth and of motorcycle enthusiasts, delivering the ultimate combination of power, precision and performance on the streets and the track. Expressing his gratitude on these milestones, Sudarshan Venu, Managing Director, TVS Motor Company said, “We are immensely grateful to the 6 million+ passionate riders of TVS Apache for their unwavering trust and enthusiasm over the last 20 years.



Their love for performance and adrenaline has propelled TVS Apache to become one of the fastest-growing sports motorcycle brands globally. This milestone belongs to every member of the TVSM family - our engineers, designers, factory teams, dealers, suppliers, and partners - who push the limits of innovation every day. TVS Apache’s enduring success emanates from cutting-edge racing technology, precision engineering, and unmatched performance. It is a testament to our relentless commitment to empowering the new generation of young

riders who live and breathe the thrill of motorcycling.” Commenting on the milestone, Mr. Vimal Sumbly, Head – Premium Business, TVS Motor Company said, “TVS Apache has been at the forefront of premium motorcycling, embodying our strategic vision of building a brand rooted in racing excellence and innovation. Over the past 20 years, Apache has redefined performance motorcycling and has created a thriving ecosystem through the Apache Owners Group, uniting passionate riders globally. Crossing the 60 lakh customer milestone is a testament to the brand’s relentless

pursuit of excellence, pioneering segment-first innovations, and delivering unparalleled consumer experiences. As we move forward, we remain committed to pushing the boundaries of performance, technology, and community engagement to shape the future of premium motorcycling. Apache is more than a motorcycle—it’s a movement, a legacy, and a community of racing enthusiasts.” With over 300,000+ globally connected riders in the Apache Owners Group (AOG), TVS Apache has created a passionate and engaged global community that shares a love for performance and the thrill of riding. The brand has provided them with opportunities to participate in events, track days, and meet-ups, further strengthening the bond with its customers. In the next chapter of its journey, TVS Apache will continue to fuel the dreams of riders and offer them the ultimate racing experience, one that embodies the thrill of the track and the power of precision.

Innovative materials increase sustainability in the factory

Pune: This piece of metal is so light and airy that it even floats in milk. We are talking about metal foam. The innovative material is made of up to 90 per cent air and has amazing properties. In the factory it ensures greater sustainability and helps to improve the ecological footprint in industrial production. Due to increasing regulatory

requirements, production technology providers all over the world are confronted with the challenge of integrating efficient and environmentally friendly materials. The solutions already available can be seen at EMO Hanover 2025, the world’s leading trade fair for production technology, which takes place from 22 to 26 September. The main

focus is on metal foams and substitutes for per- and polyfluoroalkyl substances (PFAS). Metal foams help to make machines more efficient, lighter and, at the same time, more stable. Similar to its natural role models bone or wood, the highly porous material has a cellular structure, which can

absorb energy in the form of oscillations, impact or sound. Aluminum foam can be manufactured in a process that in principle is similar to baking bread. Take some powder, a blowing agent and heat, and the finished product is aluminum foam. However, the manufacture of the high-tech material is, of course, somewhat more difficult.

JSW PAINTS UNVEILS ‘RANGON KA KHEL 2.0’ CELEBRATING THE VIBRANT SPIRIT OF IPL

Pune (Voice news service):- JSW Paints, India’s leading environment-friendly paints company and part of the US\$ 24 billion JSW Group, is set to launch a new campaign for IPL 2025 - Rangon Ka Khel 2.0. Building on the success of the previous campaign, the new edition elevates the cinematic and celebratory experience with a blend of colour, community spirit and iconic faces. Conceptualised by TBWA\India, the anthem embodies the vibrant spirit of cricket. The film begins on a familiar note, with a gully cricket match among a group of children. The match takes an exciting turn with the unexpected arrival of cricket legends Sunil Gavaskar and Mithali Raj. What follows is a visual spectacle of transformation. With the anthem ‘Rangon Ka Khel Hai’ at its heartbeat, the film captures children, adults

and cricket icons uniting to repaint a neighbourhood with colours representing different IPL and WPL teams. Inspired by JSW Paints’ diverse range, the anthem embodies the spirit of joy, togetherness, and the emotions that make the game truly spectacular. JSW Paints has partnered with eight teams across Indian Premier League (IPL) and Women’s Premier League (WPL). This marks one of the biggest brand association for JSW Paints, featuring partnerships with eight teams including JSW Group’s co-owned Delhi Capitals (DC), Kolkata Knight Riders (KKR), Sunrisers Hyderabad (SRH), Rajasthan Royals (RR), and Chennai Super Kings (CSK), along with three WPL teams, Gujarat Giants, Delhi Capitals and UP Warriorz. Commenting on the campaign, Sundaresan A S, Joint MD & CEO of JSW Paints,

said, “Cricket today is an engorging festival of colours & emotions. With ‘Rangon Ka Khel 2.0,’ we aim to capture this essence, reinforcing our connection with millions of cricket fans. With cricket legends, community spirit and our vibrant range, we wanted to capture how colours can thoughtfully turn any space into something beautiful.” Ashish Rai, Chief Business Officer, JSW Paints, added, “At JSW Paints, we believe that cricket has the power to inspire and bring people together. Our expanded partnership with IPL and WPL teams this year reflects our commitment to connect with fans on a deeper level. ‘Rangon Ka Khel 2.0’ is not just a campaign, it’s a celebration of the passion, energy and unity that cricket and colours create together.” Govind Pandey, CEO, TBWA\India, added, “Rival colours

light up the field, but the colour of love for the game never changes - spreading the spirit of celebration to every home. This anthem celebrates cricket’s magic - vivid, vibrant, and unifying. The film’s theme is also a gentle reminder that when we choose to ‘Think Beautiful’, even the impossible begins to bloom into possibility.” Russell Barrett, CCO, TBWA\India, said, “Our campaign brings together the energy of IPL, the excitement of cricket fans, and the unifying spirit of the game. ‘Rangon Ka Khel 2.0’ is an evolution of our celebration of the passion and unity that cricket brings and we are thrilled to take this journey forward with an even bigger presence in IPL 2025.” As the tournament unfolds, JSW Paints invites fans to embrace the spirit of cricket, cheer for their teams and celebrate the game.

Shrivalli, Ankita and Prarthana create history to help India qualify for the playoffs of the Billie Jean Cup 2025

Pune: Team India confirmed their playoff berth in the Billie Jean King Cup 2025, after bagging second place at the Billie Jean King Cup Asia-Oceania Group 1. The hosts progressed to the next round after registering a 2-1 win against Korea Republic in their final game of the tournament at the Mahalunge Balewadi Tennis Complex on Saturday in Pune.



This is only the second time that India have qualified for the playoffs of the Billie Jean King Cup, previously doing so in 2020. Along with the hosts, it was New Zealand who secured top spot at the tournament organized by MSLTA in association with ITF, AITA, and PMDTA. It was a dream debut at the Billie Jean King Cup for Shrivalli Bhamidipaty, as she maintained her unblemished record in the tournament. Playing against 248-ranked, Sohyun Park, Shrivalli surrendered a hard-fought first set, before taking charge to storm a comeback. The youngster from Hyderabad registered her fifth consecutive win, sealing the deal

with a scoreline of 5-7, 6-3, 7-6 (7-5) in 2 hours and 52 minutes. Heading into the second singles match with a one-nil lead for India, Sahaja Yamalappalli took centre court to play against Dayeon Back. The Indian player showed resolve and determination despite suffering an early setback in both sets. Trailing 1-5 in the second set, Sahaja fought till the end but eventually fell short by a scoreline of 3-6, 4-6, in an hour and 45 minutes. With all to play for and a playoff spot at stake, India’s vastly experienced doubles duo of Ankita Raina and Prarthana

Thombare stepped up when it mattered most, helping the team over the line against Sohyun Park and Dabin Kim. The Indian duo held their nerve, making sure they complement each other at the net and baseline, finding the right angles to help them secure a 6-4, 6-3 victory in an hour and 15 minutes. The Indian team, sponsored by Suhana, will now move to the playoffs of the Billie Jean King Cup 2025, and will play alongside the best-performing teams from the 2025 Regional Group I events. The Play-offs will be contested as groups of three teams, with the group winners advancing

to the 2026 Qualifiers. The tournament was powered by the Sports Authority of India (SAI) and the Ministry of Sports and Youth Welfare (Maharashtra). Other partners for the tournament include Bisleri, Shiv-Narsh, Manipal Hospitals, Eco Factory Foundation and Dunlop. Other Results: Thailand 2-1 Chinese Taipei Lanlana Tatarudee (THA) bt Fang An Lin (TPE): 6-3, 6-3 (1h 19 mins) Joanna Garland (TPE) bt Mananchaya Sawangkaew (THA): 4-6, 7-5, 6-2 (2h 31 mins) Patcharin Cheapchandej and Peangtarn Plipuech (THA) beat Yi Tsen Cho and Fang An Lin (TPE): 6-1, 6-2 (1h 1min) New Zealand 1-2 Hong Kong, China Man Ying Maggie Ng (HKG) bt Sasha Situe (NZL): 6-2, 6-3 (1hr 23 mins) Aishi Das (NZL) bt Eudice Chong: 2-6, 6-0, 6-4 (1h 42 mins) Hong Yi Cody Wong and Eudice Chong (HKG) bt Aishi Das and Monique Barry (NZL): 6-0, 6-2

TEFF Partners with Billie Jean King Cup 2025 as Sustainability Champion, Spearheading India’s Green Future

Pune: Maharashtra State Lawn Tennis Association (MSLTA) in association with All India Tennis Association (AITA) and Pune Metropolitan District Tennis Association (PMDTA) are proud to announce The Ecofactory Foundation (TEFF), Pune as the official Sustainability Partner for the prestigious Billie Jean King Cup 2025 Asia-Oceania Group 1. Scheduled from April 8 to April 12 at Pune’s renowned Mahalunge Balewadi Tennis Complex, the tournament will embrace sustainability and environmental responsibility through TEFF’s innovative initiatives. Under the visionary leadership of Mr. Sunder Iyer, Hon Secretary of MSLTA, and Anand Chordia, Director of Technology & Innovation at Suhana Masala and Founder of TEFF, the two organizations are committed to making

the Billie Jean King Cup a landmark event in sustainability by emphasizing a ‘zero waste’ theme throughout the tournament. A significant highlight of this partnership is TEFF’s ambitious ‘Vrukshdaan Abhiyaan’ (Tree Donation Drive). Through this noteworthy initiative, over 20,000 saplings spanning 37 indigenous Indian tree species will be distributed to participants, attendees, and community members, driving home the importance of ecological preservation and the restoration of natural habitats. In addition to the tree donation drive, the tournament venue will feature TEFF’s groundbreaking initiative, the “Shashwat Bharat Setu – Winning Net Zero,” a mobile learning and awareness center. Sharing some insight into the

partnership, Mr. Sunder Iyer, Hon Secretary of MSLTA said, “As proud hosts of the Billie Jean King Cup 2025, we’ve taken it upon ourselves to ensure that this international event leaves a positive environmental legacy. Our partnership with TEFF reflects MSLTA’s strong commitment to sustainability, and together, we aim to make this tournament a shining example of how sport can lead the way in protecting and preserving our planet for future generations.” Speaking on the partnership, Anand Chordia passionately shares, “TEFF’s strategic partnership with the Billie Jean King Cup 2025 epitomizes how sports and sustainability can jointly champion a greener, healthier planet. As players battle it out on the court, TEFF ensures the real winner is the environment, nurturing a legacy of ecological consciousness that extends far beyond the tournament.”

Complementing its sustainability mission, TEFF has thoughtfully curated eco-friendly gifts to participating players, including a uniquely designed eco-calendar as a special souvenir, underscoring its commitment to environmental stewardship at every level of the tournament. Furthermore, TEFF aims to spread awareness among all players and visitors, emphasizing that just as we care for our personal health, we must equally care for the health of our planet, as there is no “Planet B.” This collaboration showcases how TEFF continues to lead the charge in merging environmental consciousness with influential global events, ultimately driving India toward a sustainable and greener future.

S8UL signs all-Australian Apex Legends team for Esports World Cup 2025

Pune: S8UL, a global force in esports and gaming content, has officially announced its entry into Apex Legends with a new competitive roster. Marking a major milestone, S8UL becomes one of the first Indian organisations to step into Apex Legends on the international stage. Leading this charge is an all-Australian lineup, known for its impressive track record and proven success in global esports tournaments. The team’s participation in Esports World Cup 2025 was announced by S8UL late night on the 10th of April, marking S8UL’s first EWC-related roster reveal. At the forefront of the lineup is Rick ‘Sharky’ Wirth, one of the most accomplished players in the Apex Legends scene. He gained international recognition after winning the

Apex Legends Global Series (ALGS) 2022 Championship with DarkZero Esports, where his team secured \$500,000 (approx. INR 4.3 crore) in prize winnings. Most recently, Sharky played for Team Burger and also competed in the EWC 2024. Over the years, he has amassed more than \$320,000 (approx. INR 2.7 crore) in career earnings, bringing a wealth of experience and tournament pedigree to the S8UL lineup. Joining Sharky are Benjamin ‘Jesko’ Spaseski and Tom ‘Legacy’ Canty, who previously played together under London-based Guild Esports. The duo has competed in several major tournaments, including the ALGS: 2024 Championship, and were part of the top 10 finishers at last year’s EWC. Together, Jesko

and Legacy have earned over \$150,000 (approx. INR 1.2 crore) in prize money for their previous team and are known for their synergy and high-impact performances. Harrison ‘Rogers’ Rogers will serve as the team’s coach, bringing in his tactical expertise and strategic direction to guide this world-class lineup. With deep knowledge of the Apex Legends competitive scene and the players’ playstyles, Rogers’ presence adds immense value to the team’s preparations and in-game execution. “We’re incredibly excited to take this next step into Apex Legends with a world-class team,” said Animesh Agarwal aka 8Bit Thug, Co-founder and CEO of S8UL. “At S8UL, we’ve always believed in pushing boundaries and representing India on the

biggest stages. Sharky, Jesko, Legacy, and coach Rogers bring a level of experience and talent that aligns perfectly with our vision for global esports dominance. Representing India on the Apex global stage is a proud moment for us, and we can’t wait to see what this roster achieves at EWC 2025 and beyond.” “Joining S8UL is a massive step forward for us as a team,” said Rogers, coach of the Apex Legends roster. “This isn’t just about one event—it’s about building something long-term with an organisation that shares our vision and ambition. S8UL’s legacy in esports speaks for itself, and we’re proud to be part of that journey. With their support, we’re ready to push boundaries and compete at the highest level throughout the year.”



To celebrate GE Aerospace's first anniversary as a standalone company, 300 employee volunteers spent over 800 hours to help not-for-profit initiatives across Bengaluru and Pune. They helped young students with special classes on electronics, maths, cleaned public areas & schools and created seed balls for afforestation.

Rising Healthcare Costs: India Among the Fastest-Growing Medical Markets

Pune: **Rising Healthcare Costs: India Among the Fastest-Growing Medical Markets** Aon's Global Medical Trend Rates Report 2025 highlights the continued rise in medical plan costs, with a projected global medical trend rate of 10.0 percent for 2025. Although this is a slight decrease from 10.1 percent in 2024, it marks the second consecutive year of double-digit increases, underscoring the growing challenge businesses face in managing healthcare expenses worldwide.

India's Healthcare Costs Among the Highest India stands out with one of the highest projected medical trend rates at 13.0 percent, up from 12.0 percent in 2024. This increase is driven by rising hospitalisation rates and the growing adoption of advanced medical treatments. With healthcare inflation consistently outpacing general inflation, employers in India are under increasing pressure to design sustainable medical benefits for their workforce.

Several factors contribute to rising medical inflation, including: Advanced prescription medications, Cardiovascular diseases and hypertension, Cancer treatment costs

A key factor is the demand-supply mismatch in healthcare. A shortage of quality infrastructure and skilled professionals has led to higher medical service

costs, making healthcare less accessible. Additionally, the increasing use of innovative treatments, particularly biologics, has significantly raised treatment expenses.

While these advancements improve patient outcomes, they also drive up overall medical costs. Moreover, rising insurance premiums, fueled by higher claims and escalating medical expenses, are further increasing the issue.

Strategies to Manage Rising Healthcare Costs

To address these challenges, businesses in India are adopting proactive measures such as: Flexible benefits plans – Offering employees customisable healthcare options. Data-driven healthcare strategies – Using analytics to optimise costs and improve outcomes. Preventive health initiatives – Promoting wellness programs to reduce long-term medical expenses.

Hospital network optimisation – Partnering with cost-effective, high-quality healthcare providers.

Balancing Cost and Quality in Employee Healthcare

As medical costs in India continue to rise, employers must adopt a strategic approach to healthcare benefits. Balancing cost control with ensuring access to quality medical care will be essential for sustaining a healthy and productive workforce.

Noble Hospitals and Research Centre receives NABH certification for emergency department

Pune: Noble Hospitals and Research Centre receives NABH certification for emergency department. The quality certification involves rigorous evaluation and audit of processes to ensure safe and high quality emergency care. Noble Hospital joins a select group of hospitals in Pune and India to receive this certification. The management of Noble Hospital handed over the received certificate to the team of emergency department.

Dr. Prathamesh Raut Consultant & Incharge Department of Emergency & Trauma at Noble Hospital and Research Centre said that the working methods at our emergency department are devised in a very structured way in the form of standard operating procedures. In every step of any distress call, right from that moment itself, the entire quality standards are applicable for all staff at the emergen-



cy department. Right from the timelines to the handling by qualified personnel handling the patient in the ambulance itself, starting the treatment, maintaining the window period to activating the standby system and facilities, every process is carried out in a structured format. Also the waiting time at Emergency Department is minimal and it is ensured that the patient gets the desired bed and the facilities as soon as possible. He said that since the SOPs are standardized, no step is missed and every patient gets equal quality treatment. All these SOPs were already in

place because of the JCI Gold seal and we have ensured that we update those for continual improvement. He added that we have an yearly induction program including those who have already been working. The personnel who have newly joined have a probation induction period of one week to ensure they understand all the processes. NABH is a quality accreditation board for hospitals in India and sets standards for healthcare facilities in India. These are based on International practices and aimed to promote quality care and

patient safety. The NABH certification for emergency department is valid for a period of two years.

Dr. Divij Mane, Director, Noble Hospitals and Research Centre said that the certification demonstrates the quality care and patient safety for those admitted in the emergency department. Last year we received the JCI Gold Seal which is considered to be the highest quality certification globally. Now with NABH for the emergency department, we have furthered our efforts to continuously improve on quality and safety for the benefit of patients.

Dr. Dileep Mane, Chairman and Managing Director Noble Hospitals and Research Centre congratulated the emergency department team. He said that this certification is another important milestone in our journey and furthers our mission to offer world class services to our patients.

46-year-old Brain Dead cab driver gives a new lease of life to six

Pune: A 46 year old male patient working as a cab driver was declared brain dead at KEM Hospital, Pune on 8 Apr 2025.

By consenting to donate his Heart, Liver, Kidneys and Corneas his family gave a new lease of life to 6 waitlisted organ recipients.

While the heart was sent to a hospital in Mumbai, one kidney was transplanted at KEM Hospital, Pune the other kidney, liver and corneas were transplanted into patients from other hospitals in Pune. Dr. Pradeep D'Costa, Head Intensive Care Unit at KEM Hospital, Pune informed that the cab driver suffered a massive intracranial bleed after which he was brought to KEM Hospital on 2nd Feb 2025 and put on ventilatory support.

He was declared brain dead on evening of 8th April 2025. His family consented to organ donation after which his organs were harvested on 9th April and transported via a green corridor.

One of the kidneys was trans-

planted at KEM Hospital into a 40-year-old lady software professional suffering from lupus nephritis.

The team of doctors involved in harvesting included Dr Bharat Kalambe, General Surgeon, Dr. Yogesh Sovani Andrologist, Dr. Shardul Date, HoD Vascular Surgery, Dr. Shams Iqbal, Urologist, Dr. Valentine Lobo, Nephrologist, HOD Med Social WorkDept & Dialysis & Transplant Coordinator Rohini Sahashrabudhe, Transplant Coordinators Manoj Gadekar and Jasmeet Arora along with Dr. Poonam Deshmukh, Assistant Administrator KEM Hospital and the Nursing team.

Dr. Rakesh Shah, Chief Operating Officer KEM Hospital, Pune said, organ donation is a noble act and we salute the family members for this gesture which has given a new lease of life to many. We would also like to thank the Zonal Transplant Coordination Committee and the Traffic Police for facilitating a green corridor to transport the organs.

KEM Hospital, Pune hosts on the occasion of Parkinson's Day



Pune: KEM Hospital, Pune hosted a special event to mark World Parkinson's Day. About 100 members of the patient support group created awareness through dance and singing performances. Patients expressed their feelings and narrated their life changing experiences after joining the support group.

Parkinson's Disease Support Group programme by BKP-PDMDS is carried out through multiple centers in India. The programme is in the form of a multidisciplinary module which includes occupational and speech therapy, physiotherapy, laughter therapy, art therapy, music therapy and movement therapy along with Yoga, Meditation, consultation on diet, and lectures/awareness sessions by

Doctors on other neurological disorders in old age. These activities are carried out by trained professionals from BKP –PDMDS. In Pune the program is carried out through the patient support groups at KEM Hospital and Deenanath Mangeshkar Hospital. The programme is free of cost for individuals as well as their caregivers.

Dr. Rakesh Shah, Chief Operating Officer of KEM Hospital, Janine Garda, Coordinator and Neuropsychologist of the Department of Neurosciences of KEM Hospital, Dr. Nikita Chhajed, Physiotherapist and Coordinator of KEM and DMH Support Group, and Volunteer Sampada Padhye were present on the occasion. Bharati Parekh, wife and Bijal Thakkar, daughter of BK Parekh

also graced the occasion to encourage the participants. Parkinson's is a progressive disorder that affects the nervous system and other parts of the body controlled by it. Symptoms increase with age, which mainly include tremors in the body, slowness of movement, loss of physical balance, poor posture inability to maintain balance while walking, muscle stiffness, changes in speech, etc. The impact on movement and other symptoms affect the patient's confidence and can have a mental and emotional impact. In such a situation, along with regular medication, a support group is needed! These support group programs are not only for patients but also for their caregivers.

Neurologist Dr. Dhairyashil

Saste said that Parkinson's slows down our daily activities and sometimes this causes anxiety in our mind. But we should continue our daily activities and activities without fear.

Applauding the efforts of the patients and the support group, Dr. Rakesh Shah, Chief Operating Officer, KEM Hospital, said that this patient support group has been an inspiration and guiding force for the patients. The annual program in its third year and organized on the occasion of Parkinson's Day reflects the positive energy of the patients which is inspiring for everybody. The program was moderated by Vasumita Desai and Sampada Padhye, while the vote of thanks was given by Dr. Nikita Chhajed.

Saridon Creates Prestigious Guinness World Record Aimed At Building Awareness On Period Pain



Pune (Voice news service):- Saridon Woman, has set a Guinness World Record for the largest participation in a national gesture aimed at raising awareness about menstrual pain in India. The campaign, titled 'No Pain, Period', brought together over 5,000 participants from across the country, each joining in an iconic crossed-arms gesture in solidarity for women, as they experience period pain. The campaign aims to raise awareness about accessible solutions for menstrual pain, encourage open discussions on women's health, and eliminate pain, ensuring that no one has to endure it—reflecting Saridon's core mission. The campaign offers a groundbreaking moment, celebrating the power of community and sparking vital conversations about managing menstrual pain that affects millions of women every month. The crossed-arms gesture has become a symbol of support, urging individuals to stand united in the fight to deal with issues around menstrual pain and to embrace the mantra: No Pain, Period.

Ameer Ismail, President, Lintas Live, commented, "We are proud to have played a role in the 'No Pain, Period' campaign by Saridon Woman, and to have brought this innovative initiative to life. Saridon Woman is a category-first brand that is reshaping the conversation around menstrual health. We recognised the need for a powerful move to help create meaningful discussions about menstrual pain. Through this strategic collaboration with Guinness World Record we have gone beyond raising awareness, challenging outdated norms, eliminating stigma, and creating lasting change in how menstrual health is understood."

home or the workplace, is rightfully gaining momentum. However, we also need to talk about the challenges they face every month while still dotting on their families or aching it at their places of work. This added layer of conversation around menstrual challenges, will help us all approach woman with a greater understanding and empathy." Ritu Mittal, Head of Marketing and Digital, Bayer Consumer Health, added, "At Bayer, we remain deeply committed to empowering women by providing effective solutions for menstrual pain relief. The 'No Pain, Period' campaign and this Guinness World Record mark a significant step forward in breaking taboos and fostering open conversations about period pain."

Dr. Mangesh Korgaonkar, former Director General of NICMAR University, graced the event as the Chief Guest. Also present were Dr. Anil Kashyap (President and Chancellor of NICMAR University), Dr. Sushma Kulkarni (Vice Chancellor), Dr. Jonardan Koner (Dean, CSIAAR), and Dr. Vandana Bhavsar (Head of Alumni Relations). The alumni expressed that the education, values, and conduct instilled at NICMAR have contributed to their personal and professional growth—both technically and as individuals. "Whatever we are today is because of the

Häfele Expands Its Footprint in Pune with Launch of New Franchisee Store in Collaboration with Studio De Interio



Pune: Häfele, a global leader in interior solutions, continues to expand its footprint in Western India with the launch of its latest Häfele Design Studio Gold – Studio De Interio in Pune.

Strategically located at A-Wing, Shop No. 6, Keystone Altura, Bhumkar Chowk, Wakad, this premium showroom offers an immersive experience with Häfele's comprehensive range of kitchen fittings, furniture fittings, appliances, lighting solutions, surfaces, and water solutions. The showroom was inaugurated by Mr. Avanish Pandey,

Business Head – Häfele India. The grand launch event featured meticulously designed display zones, highlighting Häfele's advanced solutions across various categories.

Live demonstrations and product showcases allowed guests to experience the brand's signature blend of functionality, quality, and design innovation.

With Pune's real estate market witnessing high growth, the demand for high-quality, functional, and aesthetically appealing interior solutions continues to rise. The new showroom enhances



customer interaction by offering a touch, feel, and try experience across dedicated zones for kitchens with high performance countertops and built in appliances, wardrobes, sliding systems, furniture fittings and shower cubicles with each section augmented by efficient planning of Furniture and Architectural lights.

Commenting on the launch, Mr. Avanish Pandey, stated: "Pune is a key market for Häfele, and this new studio reinforces our focus on delivering high-end, innovative interior solutions tailored to evolving customer needs.

Designed to offer an intuitive, hands-on experience, it enables customers to explore our world-class products in a real-world setting."

With this launch, Häfele further strengthens its presence in Pune, offering customers an unparalleled blend of luxury, functionality, and expert consultation. The Häfele Design Studio Gold – Studio De Interio is set to become a go-to destination for those seeking cutting-edge interior solutions.

Address: A-Wing, Shop No. 6, Keystone Altura, Bhumkar Chowk, Wakad, Pune, Maharashtra – 411057

Selfless Teachers Empower & Instill Pride in Differently-Abled

Pune: "Teaching regular children comes with many challenges. In such circumstances, you teachers are doing commendable work by shaping the lives of differently-abled children, making them self-reliant and dignified. Your contribution in making these children independent is truly admirable," stated Rajya Sabha MP Prof. Dr. Medha Kulkarni.

She was speaking at a felicitation ceremony for teachers of differently-abled students, organized by Lions Clubs International through the initiative of social worker Seema Dabke. The event was held at the Ganesh Auditorium of New English School on Tilak Road. Commissioner for the Welfare of the Disabled



Praveen Puri, former Lions District Governors Dr. Deepak Shah, Ramesh Shah, Sachin Nahar, and event coordinator Seema Dabke were present at the program. The event also featured a special session by laughter yoga trainer Makarand Tillu. On this occasion, individuals who have overcome disability and excelled in various fields — Amol Shingare, Abhijit Shingde, Tripti Chordiya,

Sara Joshi, and Ritvik Joshi — were felicitated. Prof. Dr. Medha Kulkarni further stated, "Teachers who educate differently-abled children are truly courageous. Government, administration, and NGOs must come together to empower them. This collective effort can help restore balance in nature. Instead of being dependent, these students should be transformed into valuable resources. Many

socially conscious individuals are working at the grassroots level, complementing the government's efforts. Corporate Social Responsibility (CSR) funds should be channeled into meaningful initiatives. A grand exhibition on the concept of 'Divyang' (differently-abled) should be organized."

Praveen Puri added, "Behind every student's success stand teachers and parents. Special efforts are being made to train differently-abled teachers and promote the use of modern technology. Plans are underway to provide special grants to unaided schools for the differently-abled. Innovative programs are being launched for the welfare of the differently-abled."

Newborn eye screening a key factor for a healthy beginning

Pune: Health considerations including eye health while welcoming a new-born are of critical importance, good eye health is a key factor to healthy beginnings and a hopeful future. World Health Day is celebrated every year on 7th April and the theme is Healthy beginnings, hopeful futures focussed on maternal and new-born health.

Under the Rastriya Bal Swashta Program. Government has recommended universal eye screening for new-borns and highlights the importance of early screening for overall development and better future.

Dr. Sucheta Kulkarni, Medical Director H.V. Desai Eye Hospital said that it is important to screen the new-borns for some eye diseases which can be seen in the first year of life. These include congenital cataracts, retinoblastoma, glaucoma for full term babies, retinopathy of prematurity (ROP) for premature babies, apart from other vision-threatening disorders. Simple 2-3 tests in the first month since birth can find out for any abnormality. This should be followed by a routine eye check-up before the age of 3 years. At a time when the child mortality rate is declining, infant survival and eye health will become all the more crucial for a good quality of life and overall development of the child. Early diagnosis may prevent blindness and ensure that the quality of

life is not compromised. While health camps in schools are now routine, especially in cities, the pre school age group of 0-6 years is crucial for determining eye abnormalities.

Therefore, apart from newborn screening, the role of parents also becomes crucial. Dr. Kuldeep Dole, Medical Director H.V. Desai Eye Hospital said that detecting eye conditions early can prevent vision impairment or loss and allow timely intervention.

The role of parents is to ensure that the new-born eye screening is a part of the routine check-up.

They should watch for signs like white or cloudy pupils, squint or lack of focus or stability with respect to eyes may point to some underlying eye conditions. What we look for in new-borns in congenital diseases.

Those parents who have high powered glasses should also ensure that new-born screening of their babies and routine check-up is done.

Screening for normal babies is done using the red reflex test, where a light is shined into the baby's eyes to check for abnormalities. Additional tests like ocular ultrasound or specialized imaging may be needed for a more detailed evaluation.

For ROP, the pupils are dilated and bright light is used to see through the lens to check retina and other parts.

Over 300 Alumni Gather for Reunion at NICMAR University



Pune: An alumni meet is not just an event—it's an opportunity to relive cherished memories. With this sentiment in mind, NICMAR University, in collaboration with the Association of Global NICMARians (AGNI), organized Aspire 2.0 – Global Alumni Meet 2025.

The event witnessed the participation of over 300 NICMAR alumni currently working across 50+ countries. Distinguished alumni holding senior positions in major companies across the Middle East (including Dubai and Qatar), North America, and beyond attended the event. These include professionals working with renowned organizations such as L&T, SPCL, HCC, CBRE, Hilti, KEC International, Al Tayer Group, and other leading Indian and international companies.

Dr. Mangesh Korgaonkar, former Director General of NICMAR University, graced the event as the Chief Guest. Also present were Dr. Anil Kashyap (President and Chancellor of NICMAR University), Dr. Sushma Kulkarni (Vice Chancellor), Dr. Jonardan Koner (Dean, CSIAAR), and Dr. Vandana Bhavsar (Head of Alumni Relations).

The alumni expressed that the education, values, and conduct instilled at NICMAR have contributed to their personal and professional growth—both technically and as individuals. "Whatever we are today is because of the

foundation laid at NICMAR," many said.

They also shared valuable insights and success tips with the current students and offered heartfelt wishes for their bright futures. The reunion offered a one-of-a-kind experience, allowing former students to reconnect with the rich traditions of their alma mater and rekindle cherished bonds.

Dr. Mangesh Korgaonkar remarked, "It brings me immense joy to see how the seed we planted has grown into a mighty banyan tree. With the support of our alumni, we have launched a new initiative aimed at holistic student development. NICMAR graduates are serving at the global level and are also helping implement international best practices back home to drive India's economic growth."

Dr. Anil Kashyap added, "Over 40,000 NICMAR alumni are contributing at senior levels in more than 50 countries. We take pride in our ability to offer 100% placement to our students, thanks to the skilled manpower we nurture here." Dr. Sushma Kulkarni emphasized, "Our students are our biggest brand ambassadors. Through AGNI, our alumni association, we are working to connect all alumni and support their continued growth and development." The event concluded with a vote of thanks delivered by Dr. Vandana Bhavsar.

Samsung Unveils Odyssey Gaming Monitors, First-Ever Glasses-Free 3D & 4K 240Hz OLED in India

Pune (Voice news service):- Samsung, India's largest consumer electronics brand, today announced the availability of the 2025 line-up of Odyssey gaming monitors, which includes the revolutionary glasses-free Odyssey 3D, the industry-first 4K 240Hz Odyssey OLED G8, and the ultra-immersive curved Odyssey G9. Designed to push immersion and performance, these monitors cater to gamers, content creators, and professionals demanding superior visual fidelity. The new 27" Odyssey 3D (G90XF model) is a game-changer for the Indian market with its ground-breaking Glasses-free 3D gaming experience. Available in sizes of 27" and 32", the Odyssey OLED G8 (G81SF model) sets a new industry benchmark as the world's first 4K OLED monitor with a 240Hz refresh rate. The Odyssey G9 (G91F model) delivers an unmatched ultra-wide experience with a 49" Dual QHD display and a 1000R curved screen, wrapping high-quality visuals especially playing 32:9 or 21:9 games. "At Samsung, we have remained committed to democ-

ratizing cutting-edge display technology, making world-class innovation accessible to Indian consumers. With the introduction of the innovative Odyssey 3D, Odyssey OLED G8, and Odyssey G9 monitors, we are not just bringing global firsts to India but also elevating the way gamers experience immersion, speed and visual excellence," said Puneet Sethi, Vice President, Enterprise Business, Samsung India. Odyssey 3D: India's First Glasses-Free 3D Gaming Monitor Featuring advanced eye-tracking technology and view mapping algorithms, it delivers high-definition, stunning 3D visuals that make games and video content more lifelike. The Reality Hub app detects the video content and offers a choice to run it in 3D. Samsung is actively collaborating with major global game developers, including Nexon for The First Berserker: Khazan to optimize this next-gen 3D technology. Beyond gaming, the Odyssey 3D features AI-powered video conversion, transforming standard content into 3D infusing new energy to almost

all content. With 165Hz refresh rate, 1ms response time, AMD FreeSync™ Support, Odyssey 3D ensures smooth, lag-free gameplay. Spatial Audio (built-in speakers) and the Edge Lighting feature further enhance gaming experience, bringing games out of the screen and into your world. **Odyssey OLED G8: Industry-First 4K 240Hz OLED Gaming Monitor** Powered by Quantum Dot technology, the Odyssey OLED G8 delivers enhanced colours, deep contrast, and superior viewing angles. VESA DisplayHDR™ TrueBlack 400 certification ensures near-infinite contrast, making vibrant colours pop even at typical brightness levels of 250 nits. Samsung's proprietary OLED Safeguard+ and Dynamic Cooling System extend screen longevity that effectively cools down the screen temperature to prevent burn-in by applying the Pulsating Heat Pipe to monitor for the first time ever. The glare-free technology, certified by Underwriters Laboratories (UL), makes the screen 56% less glossy for distraction-free gaming.

With 240Hz refresh rate and 0.03ms response time, the Odyssey OLED G8 ensures a smoother viewing experience eliminating lag time and motion blur for exhilarating game-play with ultra-smooth action. The Odyssey OLED G8 is designed to upgrade any gaming station with its slim metal body, Core Lighting+ and ergonomic stand. **Odyssey G9: Expanding the Ultrawide Gaming Revolution** Certified with VESA DisplayHDR 600 and HDR10+ GAMING, the Odyssey G9 enhances brightness, contrast, and colour range for vivid, dynamic visuals. With 144Hz refresh rate, 1ms response time, and AMD FreeSync Premium, the Odyssey G9 ensures seamless gameplay free from tearing and stuttering. Not just that, multitasking is made effortless with Picture-by-Picture and Picture-in-Picture modes, allowing users to view content from multiple sources simultaneously. The Auto Source Switch+ feature further streamlines the experience by instantly detecting and displaying connected devices.

New Initiative Uses Behavioural Science to Encourage Bengaluru Metro Adoption

Pune (Voice news service):-The Bengaluru Metro Rail Corporation Limited (BMRL), Bengaluru Metropolitan Transport Corporation (BMTCL), and the Electronics City Industries Association (ELCIA), in collaboration with Toyota Mobility Foundation (TMF) and WRI India launched the "STAMP: Nudging Commuter Behaviour" — a pioneering initiative that leverages behavioural science and technology to encourage commuters to shift from personal vehicles to public transport.

PROJECT BACKGROUND

With the Namma Metro Yellow Line set to launch later in 2025, Electronic City — one of Bengaluru's largest employment hubs — will be better connected to the city. This expansion will bring over one lakh jobs closer to the metro network, offering a faster and more sustainable alternative to private transport. Recently introduced BMTCL feeder buses, launched in collaboration with ELICIA and the Electronics City Industrial Township Authority (ELCITA), are providing first- and last-mile connectivity in the area. The Station Access and Mobility Program (STAMP), led by TMF and WRI India, has been working to bridge the connectivity gap to taking public transport in Indian cities, by combining research with innovative pilots, from electric autorickshaws to a carpooling app. Launched in Bengaluru in 2017, STAMP has since expanded to six cities: Hyderabad, Kochi, Mumbai, Pune, Nagpur, and Delhi, enabling over 50,000 last-mile metro trips and saving 240,000 passenger minutes.

Using a four-step model, it identifies gaps and customizes solutions based on each city's metro system.

A 2023 working paper by Toyota Mobility Foundation and WRI India titled, "Improving metro access in India: Evidence from three cities" shows that commuters tend to avoid the metro due to last-mile costs and wait times.

They also show that high-income commuters (earning over ₹60,000/month) rarely use metro services, preferring personal vehicles due to expensive last-mile options. Compared to cities like Nagpur and Delhi, Bengaluru commuters face higher last-mile costs, making metro accessibility a challenge. Behavioural science is emerging as a critical tool in urban mobility, enabling data-driven interventions that shift commuter habits and make public transport the preferred

choice. STAMP: Nudging Commuter Behaviour imbibes the learnings and successes of previous STAMP editions in Bengaluru, Hyderabad, Kochi, and Mumbai, by focusing on a distinct segment of commuters: high-income individuals who are choice users of public transport. Previous versions of STAMP have revealed that the cost of last-mile connectivity for affluent commuters is higher in Bengaluru compared to cities like Nagpur and Delhi.

PROJECT OBJECTIVE

This program aims to address the barriers of last-mile accessibility and higher costs of travel by combining behavioral science principles with technology-driven solutions, to ensure a more efficient and sustainable urban transport system for all. The project strives to lower emissions, reduce congestion and increase the shift to sustainable transport for the commuters.

STAMP INNOVATION CHALLENGE

As part of this initiative, the Station Access and Mobility Program (STAMP) launched an innovation challenge, inviting startups, technology firms, and industry partners to develop scalable mobility solutions that encourage metro usage in Electronic City. Innovators from around the world are welcome to apply; however, they must collaborate with an Indian partner. The overall theme of STAMP's innovation challenge is to leverage behavioural science to enhance public transport for commuters in Electronic City. **The potential solutions should incorporate:** Gamification: Incentives for eco-friendly transport choices

Real-time Nudges: Prompts during peak transit times to encourage shared mobility and reduce congestion. Inclusive Access: Behaviour-driven solutions enhancing last-mile access, affordability, safety, and convenience for diverse commuter needs.

Challenge period: April – June 2025 Selected teams will receive funding from a total implementation grant of USD 100,000 to further develop and pilot their solutions. The Challenge will also include a bootcamp with Ashoka University's Centre for Social and Behaviour Change, offering behavioural science insights.

Finalists will receive support in the following three areas: Enterprise: Business development and strategy, pilot design, government engagement tools and other technical support.

Exposure: Access to a wide network of domain experts, government and local authority representatives for feedback and advice.

Financial support: Shortlisted enterprises will be awarded with prize money for further development and piloting the innovation technology idea, product or services.

For more information on the application process, last date for applying and timeline for processing of application, please visit — STAMP: Nudging Commuter Behaviour

PROGRAM PARTNERS

STAMP Nudge aims to bring key stakeholders such as BMRL, BMTCL, ELICIA, and associated organizations together to implement these solutions.

"Toyota Mobility Foundation initiated the STAMP program with WRI India almost 10 years ago to encourage greater adoption of metro ridership across Indian cities. This is because we believe in enabling Mobility for All and the need for integrated multi modal mobility for sustainable decongestion. Over the years we have recognized that human centric data-driven solutions have the ability to foster long-term cultural shifts towards sustainable transport.

This time we aim to work with local stakeholders, businesses, and innovators, to create behaviour changes that make public transportation more attractive and efficient for the residents of this city," said Pras Ganesh, Executive Program Director, Toyota Mobility Foundation Asia.

"As Bengaluru's metro network expands with the upcoming Yellow Line, we anticipate significantly easing congestion by shifting thousands of vehicles off roads each hour. We invite companies in Electronic City to actively incentivize their employees to adopt public transportation. We encourage organizations to propose innovative solutions and challenges tailored to their specific needs. Together, we can enhance commuting experiences and tackle environmental and sustainability issues," said Maheshwar Rao, IAS, Managing Director, Bangalore Metro Rail Corporation Limited.

"BMTCL operates a fleet of 6,800 buses and runs over 61,000 trips every day, helping more than 40 lakh people travel across Bengaluru. But adding more buses and routes isn't enough. To get more people to choose public transport, we also need to change how they experience it. That means making it easier, safer, and more comfortable—through better design,

clear information, and small nudges. With our growing electric bus fleet and feeder services, we're working closely with the metro to make public transport the first choice of commute in Bengaluru," said GT Prabhakar Reddy, Chief Traffic Manager (Operation), BMTCL.

"Electronic City has long been at the forefront of innovation, and improving mobility is a key part of our vision for a more sustainable and efficient urban ecosystem. By leveraging behavioural science and technology, STAMP: Nudging Commuter Behaviour will help identify gaps in mobility infrastructure and user patterns, democratize public transport, enhance utilization by commuters, reduce congestion - with the aim to improve last-mile connectivity for thousands of ELICIA's members employees and residents around Electronic City," a spokesperson of Electronics City Industries Association (ELICIA) said.

"India's rapid economic growth and urbanization are driving a significant increase in the movement of people and goods. This will

escalate India's energy consumption and emissions, with the transport sector already accounting for 12% of India's energy-related CO emissions. A significant shift to efficient public transportation is critical to address these challenges, but infrastructure enhancement alone will not deliver the required results. At Toyota, as a mobility company, we believe that amongst the most impactful interventions will be to achieve meaningful behavioural change amongst citizens towards mobility. We are proud to support this project-bringing together behavioural science and technology to encourage widespread adoption of public transport and build a cleaner, more efficient urban mobility ecosystem." said Vikram Gulati, Country Head and Executive Vice President – Corporate Affairs and Governance, Toyota Kirloskar Motor.

"To shift commuter behaviour at scale, we need to go beyond infrastructure and look at how people interact with public transport. Behavioural science is that next frontier. Through STAMP Nudge, we aim to enable targeted, data-driven solutions that make public transport and last-mile connectivity to public transport seamless, convenient, and the preferred choice for Electronic City's growing IT workforce." said Pawan Mulukutla, Executive Director – Integrated Transport, Clean Air & Hydrogen, WRI India.

MARRIOTT INTERNATIONAL SIGNS AGREEMENT WITH THE BALWA GROUP TO DEBUT LE MERIDIEN IN MUMBAI

Pune (Voice news service):- Marriott International, Inc. announced a signed agreement with The Balwa Group to introduce Le Méridien Hotels & Resorts to Mumbai, a dynamic metropolis where tradition and modernity intertwine. To support the growing demand for premium hospitality accommodations, Le Méridien Mumbai International Airport will invite travelers to savor the moment and connect with Mumbai's kaleidoscope of creativity, culture and dynamic culinary scene through the brand's timeless perspective on modern travel. Located at a convenient two kilometers from the Mumbai International Airport, the hotel is anticipated to open in January 2029. "Le Méridien has always inspired travelers to explore the world in style and savor the good life through the lens of

its creative-minded spirit, and what better city to continue this journey than in the lively, ever-evolving city of Mumbai", said Ranju Alex, Regional Vice President, South Asia, Marriott International. "The brand's mid-century design, captivating spaces and chic, signature programming will offer a distinct stay experience to world travelers visiting the city. This signing marks a strategic step in expanding Marriott International's lifestyle portfolio across the region, and we are excited to once again collaborate with The Balwa Group, ensuring delivery of the highest standards of hospitality, in line with our values." "We are thrilled to continue our relationship with Marriott International through the signing of Le Méridien Mumbai International Airport said – Mr. Rafiq Balwa, Director and Vice President of The Balwa

Group. This marks the third hotel collaboration between the two groups, following the success of Fairfield by Marriott Mumbai International Airport and the soon-to-open The Ballard – A Tribute Portfolio Hotel. This hotel will be a landmark in our portfolio – combining global design sensibilities with the cultural richness of Mumbai. Le Méridien, a brand known for unlocking the charm of each destination through curated experiences and timeless style, will bring a fresh perspective to Mumbai's hospitality scene. As we continue to expand our hospitality footprint, we are committed to creating iconic destinations that offer exceptional experiences and reflect our unwavering passion for excellence." Anticipated to feature 161 contemporary guest rooms and suites, Le Méridien Mum-

bai International Airport will inspire travelers to explore Mumbai in style and enjoy experiences that enrichen and broaden horizons. Plans for the property include a specialty restaurant, a patisserie, and the brand's signature – Le Méridien Hub - a modern reinterpretation of the traditional hotel lobby that offers an array of opportunities for guests to gather, connect, and savor the moment, serving custom-brewed, barista-crafted coffee during the day and beverages in the evening at the signature Latitude/Longitude Bar. Recreational facilities expect to feature a fitness center, an open-air swimming pool and a spa. Plans for the hotel also include a 1,357 sq meters of banquet space with expansive outdoor lawns and an open-air terrace, ideal for both large and intimate gatherings, as well as business meets.

Turkish Airlines and Galataport Istanbul Join Forces at Miami Seatrade Cruise Global

Pune (Voice news service):- Turkish Airlines, the airline that flies to more countries than any other in the world, and Galataport Istanbul, home to the world's first and only underground cruise terminal, participated together in the Seatrade Cruise Global Fair which took place in Miami between 7-10 April and considered as one of the cruise tour-

ism industry's most prestigious events. These two strong brands shared a joint booth to support Türkiye's position as a global hub for cruise tourism. Visitors of the booth were introduced to Istanbul's unique experiences, new flight destinations, and investments in cruise tourism. This collaboration aims to contribute to Tür-

kiye becoming an even more prominent player in global cruise tourism, encourage more cruise companies to include Istanbul in their itineraries, and increase the number of passengers arriving in the country. Turkish Airlines showcased the travel options it offers to cruise passengers through its unparalleled and extensive flight

network along with its award-winning service to tourism professionals and investors from the United States market. Galataport Istanbul, previously awarded "Port of the Year" at Seatrade Cruise Global, unveiled new services aimed at enhancing passenger experience, such as the "Port Pass," to visitors at this year's event for the first time.

ZFunds introduces 3-Second SIP setup with UPI AutoPay to boost Mutual Fund adoption

Pune (Voice news service):- ZFunds, Gurugram-based wealthtech company empowering Mutual Fund Distributors (MFDs) across India, today announced the launch of UPI AutoPay functionality for Systematic Investment Plans (SIPs) on its platform. ZFunds, the first platform to empower MFDs, lets customers set up SIPs in just three seconds with only a UPI PIN—no paperwork, debit card details, or net banking needed. Introduced in February, the feature has been adopted by approximately 70% of ZFunds partners as their preferred method for client SIP setup. Currently available for monthly SIPs, the company plans to extend this functionality to daily SIP options in the future. Traditional approaches using

net banking and auto debits have seen limited adoption, as users usually struggle with requirements like debit card numbers, net banking login id and password etc. which most people don't remember, leading to high dropout rates during the SIP mandate setup process. "Our estimates suggest that only 60% of the one time mandates receive approval, meaning about 40% of all SIPs never begin" said Manish Kothari, co-founder and CEO of ZFunds. "With UPI AutoPay, we're leveraging India's most widely adopted payment system to solve a fundamental problem in the investment landscape. By reducing the SIP setup time to just three seconds and using a familiar authentication method everyone remem-

bers, we're helping ensure that potential investments aren't lost at the first step." "I want to congratulate ZFunds for launching UPI mandate for SIP customers. Around 65% of all mutual fund folios are being serviced by mutual fund distributors and yet access to UPI autopay for setting up SIPs is not as widely available to them as one would think. This initiative gives MFDs a high quality tech experience and unmatched convenience. said Deepak Jain, President and Head - Sales, Edelweiss Mutual Fund The integration of the autopay feature into the mutual fund ecosystem aligns with India's broader financial digitization goals. The new generation of Mutual Fund customers seek assistance over and above

technology and they do not want to compromise on either. As the only platform offering this feature free of cost to MFDs, ZFunds is positioning financial advisors to capitalize on India's digital payment revolution The launch comes on the heels of ZFunds' ₹25 crore seed funding round led by Elevation Capital in December 2024, signaling the company's broader push to streamline mutual fund investing in India. The fresh capital is being deployed to enhance product capabilities, upgrade technology infrastructure, and expand access to investment solutions, reinforcing ZFunds' efforts to simplify and improve the SIP experience for investors across the country. The feature is now live on the ZFunds platform and available for investors nationwide.

Deepak Fertilisers transforms Data Infrastructure with Snowflake's AI Data Cloud to drive AI-powered innovation

Pune: Deepak Fertilisers and Petrochemicals Corporation Limited (DFPCL), one of India's leading producers of fertilizers and industrial chemicals company, announced that it has selected Snowflake's AI Data Cloud for Manufacturing to accelerate its digital transformation and build a scalable AI ready data foundation. DFPCL is modernizing its data ecosystem by migrating from its legacy data warehouse to Snowflake. This transition aims to unify real-time insights, break down data silos, and enhance business intelligence, ultimately driving operational efficiency, faster artificial intelligence/machine learning (AI/ML) adoption, and more informed, data-driven decision-making across its various entities. DFPCL has embarked on a digital transformation journey and aims to evolve from a commodity-based business model to a specialty solutions provider to serve their thousands of end-consumers better. As DFPCL scales its operations to meet its goal, the company needed a modern, flexible solution to unify real-time analytics, streamline complex workloads, and lay the foundation for future AI/ML-driven innovation. Snowflake's AI Data Cloud for Manufacturing empowers DFPCL to collaborate with its ecosystem and customers in a secure and scalable way to drive greater agility and visibility across the value chain. DFPCL is also exploring the potential of Generative AI within Snowflake to derive

insights from structured and unstructured data across its manufacturing and finance operations. As part of this initiative, DFPCL is developing an AI-powered chatbot capable of processing natural language queries and analyzing historical root cause analyses (RCAs), and standard operating procedures (SOPs) to uncover deeper insights. Commenting on this collaboration, Mr. Deepak Kamat, Vice President IT of DFPCL, said, "At Deepak Fertilizers, digital transformation is central to our business operations. We believe data is key to driving customer value, efficiency, innovation, and growth. Moving from traditional Data Warehouses to Snowflake's AI Data Cloud for Manufacturing will enhance our decision-making and help us ensure business agility in today's dynamic market..." "Snowflake's AI Data Cloud for Manufacturing provides DFPCL, operating in a traditionally data-intensive sector, with a scalable, secure, and cost-efficient platform to unify its data and drive business value," said Vijayant Rai, Managing Director - India, Snowflake. "In industries like fertilizers and chemicals, where precise operational control and rapid innovation are critical, breaking down data silos and enabling real-time insights empowers DFPCL to enhance operational efficiency, optimize resource utilization, and accelerate AI-driven innovation—setting new benchmarks for the industry."

OnePlus Red Rush Sale is Back

Red Rush Days 🎯
Avail Exclusive Offers
April 8-13



Pune: OnePlus, the global technology brand is excited to announce the return of the Red Rush Days Sale from 8th April - 13th April 2025. During the sale period, India community members can avail exclusive discounts, exciting bank offers in addition to EMI schemes on OnePlus community favorite products, including the newly launched OnePlus 13 series, and OnePlus Nord CE4 amongst other flagship, Nord and IoT products.

The Red Rush Days sale marks as an initiative to thank the OnePlus community that embodies the brand's "Never Settle" persona for their continued support. The Red Rush Days sale will be available across various platforms, including OnePlus.in, the OnePlus Store App, OnePlus Experience Stores, Amazon.in, and channel partners such as Reliance Digital, Croma, Vijay Sales, Bajaj Electronics, and others.

OnePlus recently unveiled the highly anticipated OnePlus 13 series, comprising the OnePlus 13 and OnePlus 13R. The OnePlus 13 boasts cutting-edge AI capabilities, pow-

ered by the Qualcomm Snapdragon 8 Elite processor. Its impressive 6,000 mAh Silicon NanoStack battery - a first for OnePlus - ensures uninterrupted performance. Capture life's moments with the 50MP triple-camera system, featuring advanced technologies like Dual Exposure Algorithm, Clear Burst, and Action Mode. With OxygenOS 15, experience seamless and intuitive functionality.

The OnePlus 13R offers flagship-level performance and AI technology, perfect for balancing productivity and entertainment, this device delivers a seamless experience without compromising on power. As part of the Red Rush Days Sale, customers can avail an instant bank discount of INR 5,000 on the OnePlus 13 and INR 3,000 for OnePlus 13R with ICICI Bank Credit Cards and EMI. Customers can also avail a temporary price drop of INR 2,000 on the OnePlus 13R (16GB + 512 GB Variant). Customers can also avail up to 12 months and 9 months no-cost EMI with select banks credit cards on purchase of OnePlus 13 and OnePlus 13R respectively