

# RH Tech & Business

## Hyundai Launches Crossover in India



In what is seen as a move to take the competition heads on, Hyundai has launched a crossover, Elite i20 Active in the Indian market. This new car is sure to heat up things in the

crossover segment, which is now dominated by Cross Polo, Etios Cross and Fiat Avventura. Hyundai is aiming to claim a major chunk of the market through its most loved i-

series of cars.

The Hyundai Elite i20 Active, is a crossover that has been styled entirely different from its hatch siblings. The exterior, interiors, safety, and

comfort features are all revamped on the i20 Active, so that it looks like a proper crossover and not a hastily revamped hatch.

The Korean carmaker is offering the car in India for a competitive pricing of INR 6.38 lakh (ex-showroom, New Delhi). There are five trims available in all, with the top end diesel variant costing around INR 8.89 lakh. The car was launched with great fanfare and it is expected to do very well in the market. Interestingly, Hyundai did not adopt the usual practice of inviting pre-launch bookings for the i20 Active. This, some experts feel, is justified because crossovers are a niche market and has only limited buyers when compared to other segments.

So, what is different in the car? Everything except the reliability, efficiency and safety that the Hyundai cars are known for, tells the officials. Accordingly, the crossover comes with a completely revamped front grille, which is unlike the Hyundai's standard signature grille. The rear and front bumper comes with large, frog-eye like fog lamps. It comes adorned with black plastic claddings and daytime running LED head-

lamps. A new set of 16-inch alloy wheels, along with a height increment of 20 mm have added to the overall looks of the car. The increase in height will translate into better ride experience and better ground clearance of 190mm.

On the interior, the i20 Active comes with elegant all-black interiors with orange accents near the steering wheel, AC vents and gear shift lever. Alternatively, it is also available in blue-black combination on certain other variants.

The new car is powered by the trusted 1.2-liter Kappa dual VVT engine with 83 PS of power and 114 Nm of torque. The diesel variants are powered by a 1.4-liter U2 CDRI engine with 90 PS power and 220 Nm torque. The transmission in the offering is six-speed manual gearbox on the diesel variants and five-speed manual gearbox on the petrol variants.

This latest launch from Hyundai has caught the leading carmaker Maruti Suzuki off guard, as its much expected crossover S-Cross is yet to launch.

All said and done, the more the choices, the merrier the Indian car buyers.

Source : [Autoportal.com](http://Autoportal.com)

### "My mother is a real-life Balika Vadhu": Sparsh Shrivastav

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Balika Vadhu, the flagship show of COLORS and the longest running drama on Indian television had recently announced its 11 year leap where Anandi's daughter Nimboli goes through the same ordeal her mother went through. While an intense script and a strong screenplay make this show extremely gripping, the cast for the leap in Balika Vadhu was carefully chosen – with even the youngest of characters being sensitive to the social offence of child marriage. Being sensitive to the issue allows them to relate to the subject and give performances that are truly powerful, in an attempt to send out a message to the society against this

offence. Sparsh Shrivastav who plays Nimboli's husband Kundan is one such character who has seen this issue at very close quarters and this is evident from how ardently he esays the role he is chosen for. 16 year old Sparsh Shrivastav revealing an unnerving truth in his life, says "Child marriage should be banned! This ritual continues to exist in various parts of our country even today. My mother too was an unfortunate victim to child marriage. She was made to marry at a very young age. Thankfully my father was understanding and supported her by letting her study further and made her independent. Ironically I am a part of the show which gives out a similar message.

### HDFC Bank opens 125th branch in Rajasthan



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Udaipur, March 2015: HDFC Bank Ltd reached an important milestone of 125 branches in Rajasthan. The 125th branch is a rural branch located at Sadi in the Chittorgarh district of Rajasthan. Sadi is an unbanked Gram Panchayat location in Rajasthan having 4 villages under its fold. The proposed branch will cater to the local population of around 952 in and around Sadi as well as these neighbouring villages, giving them access to the full

range of HDFC Bank's products and services. The residents here have hitherto had no access to formal banking services.

The new branch will bring formal banking solutions many more people in the state. With this, the Bank now has 61% of its branch network dedicated to semi-urban and rural areas of Rajasthan. The new branch is located at HDFC Bank Ltd, Near Higher Secondary School, Village - Sadi, District - Chittorgarh, Rajasthan - 312022. The branch

was inaugurated by Mr. Prem Singh Mehra - Principal Secretary, Finance Department Rajasthan along with Mr. Akhil Arora, Secretary to Government, IT & Communication, in the presence of Ms. Smita Bhagat, Branch Banking Head, HDFC Bank, and other senior officials of the bank. HDFC Bank has rapidly expanded its branch network in Rajasthan in the past five years, on its journey to the 125th branch milestone. This journey began with its very first branch in the state, which was set up at Jaipur in 1999. Since then, it has also leveraged technology to provide banking services through

multiple digital channels such as netbanking and mobile banking. HDFC Bank is today reaching out to an increasing number of people across the state through its branch network complemented by initiatives under its 'Go Digital' campaign. The 'Go Digital' campaign began on the banks of the Varanasi last year, with the launch of its 'Bank Aap Ki Muthhi Mein' offering, which literally converts the mobile phone into a bank branch. Since then the bank has launched a host of innovative digital initiatives including Chillr, an instant money transfer mobile app.

### Rally for awareness of traffic rules Request for railway A gift for generations

If people become aware and start following traffic rule, things can suddenly become easier and city a better place to transit. Many of the citizens, both learned and others are aware of rules and abide them by heart. You will only notice a few idiots who will stop the car beyond the zebra line, park vehicle at No-Parking area, and do not carry proper licence. And when caught by police, many of them cross the limit of being foolish by calling influential people to bail them out and put the image of the person in peril.

In order to educated people about the importance of safety in life at road, last week, in a rally organized by Swayam-Sewak of NSS camp, a message of safe transit was given. The rally was aimed at educating some and reminding others the lessons of traffic rules they read in schools. Lead by Dr. BK Sharma, program officer of Rashtriya Sewa Yojna unit and traffic police sub-inspector of Udiyapole, the cavalcade covered Guru Govind Singh marg, sooraj pole, Baapu bazar, delhi gate, and town hall. More than 60 students and volunteers participated in the rally.

The rail line between Udaipur Ahmedabad is such an ambition which people of Udaipur hardly believe will ever be fulfilled. Neither there is any progress in the matter nor any impediments are disclosed by government. People are in complete dark as what exactly is the status. However, time and again, representatives keep urging governments to get this line conversion done so that Udaipur can get linked with the western part of India through rail network. There are ample business opportunities between the parts which are lying broken since ages. A fresh demand of this issue along with the Ratlam Banswara Doonger pur and Udaipur-Himmatnagar lines, a delegation of member of parliaments from the Udaipur district met the prime minister Narendra Modi. The delegation met the prime minister at the Sansad Bhawan office. Banswara Doongerpur MP Manshankar Ninama, Chhitorgarh MP CP Joshi, Rajasmand's HariOmsingh Rathore, Arjun lal Meena of Udaipur, and coordinator of Vaagar Rail Sangharsh Samiti Bharat Rao were there in the delegation. PM reportedly has assured to look into the matter personally and get it done.

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Former governor of Rajasthan Shri Anshuman singh has donated his book collection to SSS college of Jamwaramgarh. Anshuman singh ji has instituted a library in the college to house these books. These books will be read by poor, Dalits, and rural students. Former governor has donated some memorabilia in the past also to an organization called Jansampark Vaichariki.

In a ceremony organized last Wednesday in Jamwaramgarh, Anshumaan Singh ji said that memories of Rajasthan will remain in his heart and mind. He said that he will never be able to forget the state of Rajasthan. He referred to Rajasthan as his workplace. He said that he has taught youngsters to work honestly and with dedication. Having retired from his service, the former governor has been dwelling in Jaipur only. Now he is shifting to his hometown Allahabad and is leaving on March 31.

Mr. Singh cut the ribbon and inaugurated the library and shared his experiences of the past with people. He apprised about his visits to drought relief programs amid burning heat of summer. He was emotional and said that he is taking all these memories with him.

### Dr.Sareen nominated as coordinator of northern region



RH Team

When it comes to child care and treatment, Udaipurite first think of Doctor Devendra Sareen whose medicines are no less than a magic on infants and kids. His service have been well recognized by various organizations and this time he was conferred with the position of coordinator of northern region of Indian child abuse neglect and child labor group of Indian Paediatric academy. His dedicated services towards disabled children over the last couple of decades has earned him this important position.

### Unseasonal Rains till Mid-April 2015, predicts GaneshaSpeaks.com

Udaipur, March 2015: India and its agriculture lately have been grappling with climate change and weather alterations. Untimely torrential rains in the Northern plains and Western states, snowfall in Jammu and Kashmir or unexpectedly low temperatures has remained dire, threatening crops, spreading diseases and disrupting normal life across the nation. What next? GaneshaSpeaks.com, India's No.1 Astrology services provider, blames these disturbing weather googlies on to the two most important planets' ongoing transits. and predicts that the skies may continue to remain cloudy or overcast, and temperatures relatively lower than usual, with unseasonal bouts of rainfall, especially in the Northern and North-Eastern parts of India till mid to late April 2015.

However, further GaneshaSpeaks.com notes that Sun and Mars are the primary signifiers of the Fire element. Both of these planets will be transiting through the fiery Zodiac Sign Aries from 15th April 2015 onwards,