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Royal Harbinger

Happiness: get it today!

There have been countless articles on how to live a happy life and if you cannot believe in those verbose best sellers, you can join many organizations and institutions who claim to give you the mantra of extremely content life but following anyone's way or words—can it really make you feel good and cool? I doubt a bit. So what I am gonna suggest you in the name of Zara Hat ke!

Well nothing really, over the years, I have realized that happiness comes from Inside. If things go the way you like, you feel happy and content but unfortunately, life is not designed that way and most of the times we find that partially or completely situation turns sour and we naturally end up sad. So if we cannot alter the scenes scripted for us by the almighty, what we can do is think differently than others. And soon we start loving the entire bad situation as we do the good ones. For example, if you are getting late for the office and your vehicle's tyre gets punctured, now whether you cry, mourn, shout, or laugh, situation will not improve before due time, so what will make you win over situation, laugh over it or mourn?

Taking my own example, when I first joined a job, I was too happy as I had to work just five days and two days off. Soon I got used to with this schedule and even five days looked like conquering Mount Everest daily. And to add insult to the injury, my job took me to another city. Now as I knew I cannot change the situation, I had to learn to live with it, so I just divided my five days in equal parts and gave each day a weight of 20 percent. So five days make 100 percent. Now every evening, I used to feel good as I am done with 20 per cent. Now it made me live a better life. Then I started feeling lonely when I returned home every evening, as I lived alone and I had no one to talk live. Although every weekend I came home, still five evenings out of seven and alone was too much for me. Then again I thought in other direction and made a schedule in mind. As I reached back to city where I work every Monday morning, that evening I used to see what I have in bag from home. What mom has kept for me? This was a good way to pass evening. Tuesday is my fast day, so offering long pooja and then having dinner, solved another evening's problem. Wednesday is the day when my article gets published in the Times of India, so I used that evening analyzing how the story was improvised by the editor and how could I improve myself. Thursday was a blank day, but since I have to leave for home on Friday, I could pack my bag, collect all dirty clothes to take home for cleaning etc. and finally Friday—, I had a train that evening, so finishing daily tasks, checking bag and leaving for station...done!

So a boring and difficult week became literally fun for me. Well this is just my own idea. The crux of the story is that learn to change mindset to make most of available time and situation. Remember, the situation has one scene to play, but you can easily overwrite that with that of yours. So chill, and plan today, it will be great and magical.

Editorial

Priyanka Pandit: There is a lot of politics in Bhojpuri films

Priyanka Pandit, who is climbing the success ladder in Bhojpuri cinema, calls films her passion rather than interest. The Jaunpur girl, who was born in Uttar Pradesh and raised in Ahmedabad, has done 8-9 films but understands the politics as well as mentality of the industry. In conversation with Priyanka Pandit:

What have you learnt from your experience in Bhojpuri cinema? What did you like the most and what did you dislike?

Why cinema? Every field teaches us some or the other experience, knowingly-unknowingly. If we talk about Bhojpuri industry, it's small but probably more complicated in comparison to Bollywood. Here, anybody can be an actor or an actress, whether they are talented or not. The actress should be beautiful while the actor should have a rich background, else he should be a singer. Everyone has the chance to try his/her luck and get a chance in films but from my point of view, I only want to say that in this case, cinema must not suffer.

Do the producer and director understand whom to give a chance to and whom not to?

Actually there is a lot of politics in

Bhojpuri films. Old successful people decide who to take. They don't have work but they have fame and are now playing the role of consultants. Newcomers take their advice and listen to them and this is what the senior people take benefit of. But ultimately, the talented people get affected. Now the big question is that in the 50 years of the Bhojpuri industry, we are engaged in pushing it back, rather than excelling ahead. We are responsible for this, not the audience. The viewers want to keep this cinema alive.



Is there any hope for Bhojpuri cinema to regain its old image or to make a new strong identity?

Parallel cinema is good but this is a slow process. Some people are trying at their level and Dinesh Lal Yadav

Nirahua is one them. He is obviously consistent with his films which prove that there are good viewers of Bhojpuri cinema. His films have better script and good budget. Anyone would be proud of his film Nirahua Hindustani. He tends to work on the script himself, that's why there is no place for dirt. I believe that if the writer refuses to bow before anyone then half the problem is solved.

Toyota launches 'Monsoon Magic with Q Service' Car Care Campaign

Udaipur : Toyota Kirloskar Motor greets this monsoon season with the announcement of the much awaited 'Monsoon Magic with Q Service' across India. This limited period service campaign ensures customer have a monsoon fit vehicle with a FREE MONSOON HEALTH CHECKUP & also gives Attractive Offers like Free Mech. Care Treatment on car care & parts packages across Toyota dealerships in India.

The campaign applicable through June-July 2015 will offer Free Mech. Care on a wide range of services like:

- Clear View Package (Wiper Blade + Windshield Polish + Windshield Washer Fluid)
- Car Spa Package (Underbody Protection + Paint Protection)
- Smooth Drive Package (Injector Cleaner + Brake Pad + Alloy wheel

Polish)

- Night View Package (Head Lamp Bulb+ Head Lamp Restoration)

The campaign also indulges customers in assured gift on Tata Green Batteries and offers on others services. Speaking about the Campaign Mr. Mahesh N Salkar, Senior Vice President, Customer Service Group said, "Toyota has always been committed towards customer satisfaction and safety. This monsoon season is yet another opportunity for us to serve our valued customers by ensuring vehicle fitness for safe drive during rain. With the "Monsoon Magic" Service Campaign we expect our customer to experience EM60 - quick & quality service in just 60 minutes and enjoy maximum benefit on other services. Our previous such customer delight initiatives have been well received and appreciated.

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What Men don't know about Shaving!

While there is a lot of good things that a new season brings along; skin problem is the most common hardship faced by men and women alike. It is important for men to pay as much attention; as there are a lot of myths related to male skin care during this time of the year.

The most common myth is that shaving causes skin redness. And it isn't only about avoiding nicks and cuts while in a hurry; but maintaining that soft and smooth skin sans any irritation or redness. The Gillette MACH3 is an advanced razor that provides a closer shave, and guarantees zero redness. Tried and tested, its nano thin blades are progressively aligned to extend gradually closer to the hair, resulting in a close shave in a single stroke.

The Clock

Don't rush through a shave. Wash your face. Facial cleansers work best because they help soften the protein in the hair. Leave the cleanser on your face for one minute before you rinse. Lather up with shaving cream or gel. Let it sit for 2 to 3 minutes. (You can brush your teeth to pass the time)

The Sweeps

Apply a small amount of Pre-Shave Gel onto hands and massage into the beard to help lift the hair and ease the shaving process by providing a cushion between your skin and the razor. Gels usually offer more lubrication, and transparent ones are useful if you have facial hair and need to



see where you are going with the razor. Always use a good quality sharp razor blade. (The Gillette MACH series will do you good)

The Temperatures

Another key to a good shave is keeping the skin hot and moist. Use warm moisturized towels to prep the skin pre-shave. You also need a bowl of hot water to refresh your razor as you go. Follow your shave

The holiday season is here! Summer has come!

The Command

Go With the Grain: Though you may get a closer shave if you go against it, you make razor burn or ingrown hairs more likely. The more time you go over an area, the more irritation you'll get. If you have thick hair, it's particularly important to go with the grain. Voila !! There you go; ready with the perfect look and a great shaving experience to start your day with. Following these shaving tips should help you achieve optimum skin health, avoid shaving problems and help you look and feel your best. A good, close shave can turn a chore into a pleasant morning ritual.

Katrina Kaif & Varun Dhawan are Brand Ambassadors for FBB

Udaipur : FBB, the fashion destination of the Future Group that has become the first choice for trendy yet affordable fashion among the youth of India in a short span of time, is all set to take a big leap forward. In an inspiring move that is bound to connect with today's fashion-conscious youth across India, FBB has appointed Katrina Kaif and Varun Dhawan as the brand ambassadors for fbb. The stylish and talented duo will be the face of the brand fbb kick-starting with fbb's Spring Summer collection campaign. The dynamic duo will be seen showcasing fbb's summer fashion with irresistible style and passion.

Varun and Katrina offer the trendy and fresh look for summer in the new campaign. The individual and unique sense of style of Katrina and Varun, works with fbb's wide range making fbb's youth-centric vision of making India thoda aur stylish. Speaking on the association, Akshay Mehrotra, Chief Marketing



Officer, FBB said, "Katrina Kaif & Varun Dhawan represent the youth of today, who are independent, confident and have individualistic and imitable style quotient. Both of them personify fbb's brand preposition of contemporary and comfortable style with mass appeal and with an aspiration that relates to youth across India. We are sure that this association will further strengthen the

leadership position of fbb."

Fbb is present in about 200 stores in 95 cities across the country, including all Big Bazaar outlets. Fbb's Spring Summer collection focuses on the sharp looks of the season, with tie and dye tees, printed shirts and walk shorts. Pair up geometric prints and graphic tees in tropical shades with stylish palazzos for a lazy summer day out.

Linen shirts in 50 shades of cool add to the much-needed chilled out attitude this summer. Checkered and solid-tones linen shirts over dark coloured chinos offer a balance of contrast to the brightness outside. For the easy-breezy look, pair up light linen dresses with colourful cotton scarves. The highlight this season is the Indigo collection in fusion and ethnic wear. From Ikat to floral prints find your outfit in this shade of azure. Amp up your boring occasions with Jacquard printed jackets over loop button Indigo kurtas and denims in different washes.

Harley-Davidson brings the rebel attitude to Myntra

Udaipur : Known for rebellious design and bold urban styling, Harley-Davidson® motor clothes have inspired riders and passengers for generations. Harley-Davidson casual merchandise will now be available through an exclusive online store on Myntra. Launched, Online store offers a range of Harley-Davidson casual outerwear, sportswear, denims and accessories. Harley-Davidson merchandise and accessories are also offered through the brand's dealership network across 17 locations in India.

Through this alliance Harley-

Davidson merchandise will now be easily accessible to over 12,000 pin codes in India. Rajiv Vohra, Director Sales and commented at the onset of the alliance, "We are extremely pleased to enter into this alliance with Myntra.com, helping us to become more accessible to customers across the country. Owning Harley-Davidson merchandise is a great way for customers to free their inner rebel, and we are glad to offer them this opportunity." Being the leading online fashion platform associated with over 25 top global brands in India, Prasad Kompalli, Head-eCommerce

Platform, Myntra expressed excitement on this alliance stating, "It has always been our continuous endeavor to enhance our portfolio and provide our shoppers the latest and widest collection from the best of brands. This alliance will help us cater to Harley-Davidson aficionados by enabling easy access to the brand's lifestyle merchandise."

The collection spreads across Harley-Davidson jackets, denims, shirts, t-shirts, caps, wallets and other accessories. To view the entire offering, download the Myntra smart phone app today.

IAP HealthPhone Launched digital mass education for Malnutrition in India

Udaipur : The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the IAP HealthPhone programme, the world's largest programme to tackle the challenge of malnutrition in women and children, at the national-level in India.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels. To kick start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download

the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs. 10/-

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systematically. As next steps they will:

- Equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve.
- Partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more - rural and urban - caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

BIG BAZAAR'S 'The Great Indian Kitchen Festival' is Back

Amazing offers and exciting deals on wide range of Kitchenware products

Udaipur : Want to give your kitchen the ultimate makeover but not sure where to begin? Head to your nearest Big Bazaar as it is bringing back the most popular and awaited 'The Great Indian Kitchen Festival'.

With exciting deals and great offers, the festival offers a wide range of kitchenware. This month long extravaganza from May 29, 2015 to 5th July, 2015 will provide an opportunity to reinvent your kitchen into a beautiful place without putting any pressure on the wallet.

This year's Great Indian Kitchen Festival offers varied range of kitchenware brands, designs, attractive hues of kitchen products and appliances. Customers will be spoilt for choice from an array of reputed national and international brands like Prestige, Tuffware, United, Dreamline, Milton, Cello, Asian, Signoraware, Fackelmann, Borosil etc. Big Bazaar's Great Indian

Few highlights of the festival is as below:

- Worlds slimmest CookTop, Prestige Dual Purpose design – Hob + Table top gas stove is for Rs 16500
- Amazing offers on cutlery like 20 piece Opala Dinner set for Rs 1299, Prestige Curry pan with lid (Ceramic coating with forged body & soft rubberized handles for Rs 2695 and many more such exciting deals)

Kitchen Festival will enable customers to shop products at special prices on cookware, cooktops, containers, dinner sets, and kitchen appliances for a more stylish kitchen for your home.

The other kitchenware products available to enhance your better living & hygienic habits are glass containers, glass bottles for storage, silicon and Carbon Steel Bake ware range for healthy cooking. The festival is also curating exclusive range of products created for Big Bazaar customers from brands like Prestige, Pigeon, Nirlep and Wellberg.

Akshay Mehrotra, Chief Marketing Officer, Big Bazaar says "With higher aspiration

and better lifestyle, today kitchen in every home has gone into a major transformation. People want their kitchen to be stylish and yet functionally superior. Big Bazaar's Great Indian Kitchen Festival will help our customers to upgrade to a better quality and more convenient kitchen through this festival as it offers the best and latest range."

And not just the offers, The Great Indian Kitchen Festival will conduct fun cooking competition where chefs will be seen whipping exotic dishes at Big Bazaar. Watch the chefs give their culinary skills a shot and all of this coupled with discounted shopping experience.