



Royal Harbinger

Now Cricket is a matter of debate

With the inclusion of UDRS - Umpire Decision Review System, which is making more news in Cricket is a matter of debate among experts and fans alike. The system allows the opposition to request to review the umpire's decision using the technology. The primary idea to bring technology more into the game of cricket was to improve the decisions and weed out controversial rulings given by umpire. There can be at most two unsuccessful review requests. While you can have as many successful reviews as you like. But the appeal should make sense.

The umpire who has to make a decision in split seconds often finds himself in a fix. Making a decision is never easy. The leg umpire still has time to see the scene and decide but the one standing at the non-striker end first has to look below to ensure that bowler did not overstep and at the very next moment, he has to raise eyes to confirm whether the ball hit bat before hitting the pad or whether it would have gone on to crash the stumps when it hit the pad and so on. And worst thing is that this has to be perfect. Even a mistake of centimeters is enough to raise an issue because each decision contributes towards the result of the match. And it's been the case many times that one wrong decision from umpire proved to be as costly as losing a series or even a big trophy. So there has been many ways to improve the decisions and make the game as impartial as possible.

Technology has entered every aspect of human life and there is no harm making it available for cricket as well. Batsman can see his wagon wheel view to learn his strong areas of scoring while bowler can find out his line, length and bowling marks. Decision making however was an umpire's job. There was a time not long ago when umpire's decision was a final one. And from player's perspective, even showing a disagreement in any manner could cause match fee or even ban. Now but the scenario has changed. The umpire calls you out. You walk up to him and loudly say, I don't agree. I want to reconfirm from hawk eye and then the heart beats of the umpire goes up. In case if his decision is overruled, this will be a bad patch to his career.

The question here raises is that now when the technology has such a role to play, do we really need a man standing in the middle just being a call maker to the technology room to just raise his hands or cancel the appeal? Their real worth is fast disappearing. The most respected job in cricket is losing its grace. So before the umpire loses their credibility against the technology, the ICC must think whether their extinction is the call of the day? Having said all above, the technology up to some extent has helped the umpires in making their decisions more correct. Third umpire for example, is a great cricket umpiring equipment in which the umpire on field asks the third-umpire sitting in pavilion with all cricket umpire equipment and helps taking decision to the on field umpires.

The ultra-slow motion camera work, hawk-eye which even confirms whether the ball that hit the pads would have gone on to crash the wickets for LBW decision. Fielders who dive in order to save a boundary might claim that when they touched the ball, their body was not in contact with the boundary rope but the camera with a slower motion view confirms that.

So these state of the art equipment have made cricket more impartial and balanced. But yes, the excessive use of technology may well dishearten those aspiring umpires who are taking courses to become umpires in future.

Get a free 'Magical Castle' for your kids with Colgate

Colgate brings to kids an innovative offer that turns the pack into a "Magical Castle"

Udaipur: Colgate-Palmolive (India) Limited, the market leader in Oral Care, now offers children a fascinating play-time away from the traps of gadgets and gizmos with the launch of its "Create your Magical Castle" initiative. Now, children can assemble their dream magical castle, cutting figures out of a pack of Colgate Dental Cream toothpaste. The Colgate Dental Cream Magical Castle Offer will be available from June 1 to July 31 across retail outlets in India.

Children often spend more time glued to the television or playing games on their tablets and smartphones. According to a recent study, consumers believe that with the Colgate Offer, children will be engaged with something more creative and won't waste their time

watching television, considered to be passive entertainment. The Magical Castle Offer is, thus, an attempt to involve children in something that taps their creativity and helps them use their power of imagination. It is also an innovative, eco-friendly way of using the carton as a toy. Describing the activity as a 'craft', the respondents believed that this would keep their children constructively engaged. It will also prove to be a fun activity for parents to engage with their children and encourage them to craft their own 'Magical Castle'.

The offer, available with 50g, 100g, 200g, and 300g packs of the company's flagship toothpaste brand Colgate Dental Cream, gets children to play with a Magical Castle. One can collect all three sets of the castle by buying the three different packs that have a castle, the royal family and a tower and dragon.

Pratyusha Banerjee to enter COLORS' Sasural Simar Ka

COLORS' leading family drama, Sasural Simar Ka has been known for the twists and turns in the lives of sisters Simar and Roli and the hardships they experience. Now, as the story moves progresses, a brand new entry is all set to amp up the excitement quotient in the form of leading actor Pratyusha Banerjee who will be seen essaying the character of Mohini.

Mohini is a 27-year-old beautiful and cheerful girl who is an extrovert that doesn't shy away from meeting new people. A solution-driven person, Mohini has no qualms about talking to new people and will often be seen interacting with different people sorting their issues. Mohini will be shown as very considerate who puts other people's needs before her own. Mohini's character, in fact, will be quite endearing as she always endeavors to be a positive influence who helps people even if they have not reached out to her. She will come to stay in the Bharadwaj neighborhood along with her mother and consecutively will get close to the family. Speaking about this new stint, Pratyusha Banerjee says, "COLORS is like home to me; I am really excited about joining the team of Sasural Simar Ka. Mohini



has her secrets, but she is very open-hearted and warm - much like me in real life. There is a lot of scope for me to explore myself as an actor in this role and I am really looking forward to see how it shapes up. I hope that my fans and viewers are supportive of this new stint that I have undertaken and continue to shower me with their love as always." With TV favorite Pratyusha Banerjee joining audience favorite Sasural Simar Ka, it seems that bigger things are in store Simar and Roli and the Bharadwaj family.

Digiworld & Next Retail launches Promotional Offer to win

Honda Activa every week and 2 cars as bumper prize

RH Team

The leading consumer durable retail chains in the country Digiworld and Next Retail are looking at multi-fold growth. Both the retail chains have come up with a monsoon promotional offer where consumer can win Honda Activa scooter every week and 2 cars as bumper prize. In Delhi there are 10 total outlets Digiworld and Next Retail and Delhi Resident Mr. Surrender Bedi have already won Honda Activa in the first month of this offer.

The promotion revolves around customer gratification wherein one lucky customer can win Honda Activa every week merely by giving a missed call.



This is another footstep taken by both the brands to reward the customers. This monsoon offer is going on till July 2015. Having completed the first phase of the promotion, Digiworld and Next Retail have already announced first four lucky winners Mr. Ashwin from Kalol - Gujarat, Mr. Neeraj Chauhan from Hoshiarpur - Punjab, Ms. Jiny Francis from Faridabad - Haryana and Mr. Surendra Bedi from Delhi.

Commenting about the unique initiative towards enhancing their

customer experience, CEO Mr. Sanjay Karwasaid: "We are always glad to launch such promotions for our customers. Our motto has always been to provide best possible customer experience. We truly believe 'The purpose of business is to create and keep a customer'".

Techno Kart, the retail arm of Videocon Group which operates its brands Next Retail, Planet M and Digiworld through online and offline formats, states that to be one of the lucky winners, customers have to shop from the wide range of electronic products available at all NEXT & Digiworld

stores across India and give a missed call on 1800 1377 123.

Currently, Techno Kart handles all the backend operations of the retail vertical of the group and forms a common sourcing platform with the aim of improving the customer reach, experience and value for money.

The combined retail entity eyes revenue of more than Rs 2,000 crore by the end of financial year 2015. The combined store count of TKIL's operation is more than 1,200 plus the online presence on leading e-commerce portals. Next Retail which focuses on sales of multi-brand appliances and TVs has 250 company-owned stores and

400 franchise outlets while the cell-phone-gaming-toys format Planet M has 75 company-owned stores. Digiworld, which till lately used to sell only Videocon Group brands has recently started selling Samsung and Panasonic as well. The brand is having more than 500 franchisee-run stores and 40 company outlets.

Moving ahead, TKIL will continue selling its core products of consumer electronics like TV, Refrigerators, Air Conditioners, Washing Machines, small home appliances like Micro Wave Ovens, Coolers, fast moving goods like toys, t-shirts etc through online and offline channels.

Shahid's Wedding Party Reloaded!

The second week of Jhalak Reloaded was an exciting event that even brought about the whimsical side of the contestants. The show's hosts and contestants didn't let go of the fact that it was the first episode post the celebration of the Bollywood Star Shahid Kapoor tying the knot. They even decided to celebrate themselves on the show even though it was elimination night. The show began with an elaborate theme in honor of the newly wed with a party based show titled 'Party All Night' Jhalak Reloaded even decided to hand out Golden Invitations to each contestant as a commemoration of Shahid's nuptials. Manish Paul, host of the show teased the star by saying that Jhalak Reloaded's theme of a party is because of the wedding which he was invited to and wanted all of the contestants to commemorate the special occasion as well.

TV Star Mohit Malik's wife, Aditi Malik was even present on the show. Aditi even shared that she is a big fan of the star and Shahid as well joined in the fun by playing 'Adi Ki Kasam' with Mohit. Shahid asked



Aditi how does she control her husband of 4 years Mohit to which she replied that he's new to marriage and wait for three more months to which Shahid teasingly said he can already feel the effect even after a few days! The party didn't stop there with Radhika Madan, who danced last week with Shahid Kapoor shared how heartbroken she was after his marriage by reciting a humorous poem for the actor. The teasing didn't stop there with an audio-visual shown during the show of all the contestants and choreographers wishing Shahid in their own mis-

chievous way. The jokes continued with the two stars Sanaya Irani and Radhika Madan teasingly acting very upset that the uber cool judge Shahid was now married.

Dancing sensation Subhreet Kaur who previously scored one of the highest points brought in the celebration mood with a dhol to the stage to which Shahid Kapoor and Karan Johar began to dance. With the music bringing everyone to the stage, Karan asked Shahid whether it was his idea to which Shahid said that any party is incomplete without a Party Dance.

Toyota Kirloskar Motor Expands it's Used Car Business

Udaipur: Toyota Kirloskar Motor (TKM) today announced the business expansion of its used car business - "Toyota U-Trust" to a wider network of cities across India to include 56 markets in 19 states. With this expansion TKM aims to cater to a wider audience and offer the used car buyer and sellers an experience at par with new car buyer.

Toyota U-Trust, launched in 2007, primarily aims to offer fair and transparent business practices by facilitating sales, purchase & exchange of Toyota and Non Toyota Cars. It also allows potential customers an opportunity to exchange their old cars of any make for a brand new Toyota or a competitively priced used Toyota car.

Transparency in pricing, validation of quality and a trusted platform are some major criteria that guide the decision of used car buyers. U-Trust brings all these factors and offers value for money in every transaction both for the buyer and seller. With the Used car market commanding a 30% higher market share than the newer ones, Toyota with U Trust wants to ensure every customers gets necessary choice, convenience and transparency with every sale or purchase.

All cars from U Trust are thoroughly inspected with a comprehensive 203 point inspection check sheet which is used to arrive at accurate quality level of used vehicle along with best in Industry warranty offers on Toyota's certified cars up to 2 years and 30,000 kms. Each car is certified by TKM in-charge after due diligence of documentation, quality level, Service history and genuine refurbishment by U Trust dealer. Only cars which satisfy all these criteria are certified. Besides, confirmation of buyer details are provided to every seller customer after the car is sold by U Trust thereby instilling confidence in the seller.

Commenting on the expansion Mr. N. Raja, Director & Senior Vice President, Marketing & Sales, Toyota Kirloskar Motor, said "With constant technological innovations in the auto industry the market has gradually evolved into a highly dynamic one. Customer preference has shifted towards value for money while dealing with used cars. With the expansion of Toyota U-Trust we are now equipped to provide quality cars, convenience, transparency and value for money to every customer on a much wider scale.

Siddha Group introduces Rajasthan's first real-estate mobile app

Udaipur: Siddha Group, a leading real-estate developer in India, pioneered the Siddha Group App, a smart, fast and convenient way of searching and buying homes through smartphones; ensuring smooth access, information exchange; offering online payment facilities. The Siddha Group App was launched today in the presence of C.P. Jain, Chairman, Sanjay Jain, Managing Director, Siddharth Sethia, Joint Managing Director and Samyak Jain Director Siddha Group.

"We are modernizing the home-buying experience. The Siddha Group App brings all Siddha properties at the fingertips of home buyers. They can now buy their preferred Siddha property through this App on the go. While new buyers can find details like amenities, facilities, specifications, plans and prices, existing customers will be able access their account and view their accounting status among other



things. They can see progressive photos of their project's construction, too. With its filter-based search, the App lets buyers search by location, budget and size," said Mr C.P. Jain, Chairman, Siddha Group. "Every other industry seems to be simplifying the user experience except for real estate. The current model of having to rely completely on a real estate agent working for commission has existed for too long and consumers want to be empowered throughout the process. Our initiative would definitely take your home buying experience into a next

level," said Mr Sanjay Jain, Managing Director, Siddha Group.

Those who download the App and register with Siddha through it, can enjoy special schemes and offers from time to time. Booking and payment through the App will enable users to pay via credit or debit card, or net banking. The App has a tutorial which pops up when the App is opened for the first time.

Director Samyak Jain said The Siddha Group App can be downloaded free of cost at Google Play Store and iTunes App Store.

Vodafone Moves Closer To Customers

Kolkata: With the increasing use of smart phones, mobile internet and new technologies, the customer is evolving at a fast pace. To provide this customer a rich experience and more convenience, Vodafone India, one of India's leading telecommunications service providers has introduced the new Global Design Store at 8/1A, Sir William Jones Sarani, Camac Street, Kolkata - 700071.

This is the 9th such Global Design Store in Kolkata Circle. Warm, customer-friendly design, vibrant colours, easy navigation and enthusiastic customer service executives will welcome customers when they walk into Vodafone's Global Design Store.

Speaking on this new retail initiative, Anand Sahai, Business Head - Kolkata & Bengal, Vodafone India said, "The consumer has always been at the heart of everything we do. Vodafone is at the forefront to introduce innovative concepts, products and services that enrich the lives of our customers. Hence, keeping in mind the trend of increasing smart phone penetration and mobile internet usage, we have taken an innovative approach in retail design. The Global Design Store with an easy & simple design, welcoming and engaging staff will provide a one-stop shop experience platform for our customers."

Anil Agarwal, Chairman, Vedanta, tweeted

The Skill India campaign provides yet another avenue for a productive partnership between the government of India and Vedanta, a global, diversified natural resources company, which has implemented several skill development programmes for the youth, across states in India, in the last decade.

The Skill India campaign is designed to catalyse India's economic resurgence through inclusive, broad-based growth. India's demographics is sweetly poised currently as 60% of its population is under the age of 35 years. It is estimated that only 4.69 percent of India's total workforce has undergone formal skill training, compared with 52 percent in the USA, 68 percent in the UK, 75 percent in Germany, 80 percent in Japan and 96 percent in South



Korea. (NSSO 68th Round) Based on the Census 2011 and NSSO (68th Round) data, it is estimated that 104 million fresh entrants to the workforce will require skill training by 2022, while 298 million of the existing workforce will require additional skill training over the same time period. At a time when the economy is getting its feet back amid a tepid macro-environment, creating a sound framework for a skilled workforce will augur well for the future. The Government's decision to provide skilling to 4.5 million youths in the natural resources sec-

tor is an unprecedented step towards backward integration of 'Make In India'. Vocational expertise in the core sector will guarantee India's sustainable growth over the long-term, even through downturn cycle.

Mr. Agarwal is committed towards poverty eradication and making India a self-sufficient economy. Mr. Anil Agarwal, Chairman, Vedanta believes that for every young individual to truly become an active participant in India's economic growth the tripartite network of government, academia and industry is crucial. It will engage, enable and empower these bright minds thus boosting not just employability but also enterprise. Vedanta is partnering with the Government of India, to empowerment youth through its skill development programmes.