



## Royal Harbinger Originality crisis

Love for movies and cinema is not new for any of us. After those street plays, theatres took over, and now cinema holds the onus to entertain us. Things have changed drastically from technology to way of handling stories but one thing that is not changing and must change is the stories the filmmakers try to tell us.

People are overly fed up with same heroism showcased by one person who now can take on multiple goons in one go single-handedly. The female actors are only used to sell sex. Apart from fleshy affairs and elevating the status of hero from man to superman, they are of little use. Rest of the family either opposed a decision of hero or supports, they have not constructive roles. The system is always portrayed as culprit of society and policing as the most corrupt system.

Because only a hero is showcased as worthy person in entire script and rest are just supporting people, we have established heroes who can sell movies on their names. But we have no female actresses or villains, or co-actors who can carry the film on their shoulders.

### Editorial

It's not that no movie has been done to portray the other people as main but such trend has never been accepted in the country and that is why a fixed formula of fixed story is a safe bet. So if you have everything the same, how can you have a different kind of story?

Movies from South India and Hollywood this is why have better stories as they dare to change the path and promote newer things. They make cinema to entertain people and thus do not care about the stereotyped images. When more experiments are done, better stories come out, and then some obviously get success.

From science fiction to art movies, each type has a great depth which can be covered and showcased. If anything is served fresh, people will like it for sure. The success of Haider and Baahubali vouch for the fact the originality, if served with all heart can win hearts.

The first thing the filmmakers would need to do is start engaging writers and not makers. There are story makers who are prevalent these days who join pieces and serve a movie which obviously have no logic to deliver. Similarly there are lyric makers who listen to the tune and fill in the blanks and never think if the song fits the situation or has anything to say at all?

The real poets, writers, and creators are living unknown life who actually deserve the chance to bring the creativity and poetry into mainstream cinema. The audience deserves better and this is the onus of filmmakers to reach out to the quality and deliver.

## The Etios Series –Safest Entry Level Segment Car

**Udaipur :** In accord to providing the best to its customers, Toyota Kirloskar Motor (TKM) believes in constant innovation to upgrade the luxury quotient of its products and achieve the zenith of novelty. No luxury is complete until instilled with world-class technology, and Toyota continues to do what it does best by implementing superior style and premium-ness in its latest models of Etios, Etios Liva and Etios Cross.

In a quest to offer the experience of a "real sedan" in the mass segment, Toyota Kirloskar Motor showcased the Etios at the 2010 Delhi Auto Expo and launched the car a year later. The fundamental drive for Toyota however remained persistent i.e., the brand continued to maintain its successful history of creating world class sedans globally.

Among the many top notch sedans manufactured by Toyota, it was brand Corolla which was labeled



legendary and gained immense popularity. This was primarily because of its crafted quality engineering and high brand loyalty. Offered with same craftsmanship and engineering, Etios is a product with similar world class quality at an entry level sedan segment. The Etios model is manufactured on the same assembly line as the World's No.1 sedan – Corolla Altis.

Etios Liva the hatchback model marked Toyota's much-awaited entry into the fiercely contested Indian small car segment where price and affordability are crucial. Toyota surged its way into this segment with one of the most spacious hatchbacks making it a true family car. The Liva has been recognized as a very competent city runabout which offers everything a typical small car buyer is looking out for.

The last addition to the Etios family extending beyond Etios sedan and Etios Liva was the Toyota Etios Cross.

The Etios Cross is well appreciated by customers looking for a sporty appeal. It's a product that satisfies their love for compact SUVs and crossovers. The vehicle combines the rugged look of an SUV with fuel efficiency and maneuverability of a hatchback. The unique design itself makes a statement which appeals to the customers looking for a car with a distinct identity. Compact on the outside yet spacious inside, Etios Cross is best suited for urban usage. The car has extensive enhancements to give its exterior making the car look more rugged and powerful.

A testimony to the growing popularity of the brand is the cumulative all India sales growth of 16%, by selling 26,904 units of Etios family vehicles from Jan – Jun 2015, in comparison to 23,191 units in same period of 2014.

The cumulative sales growth of 12% in North part of India, by selling 9,653 units of Etios family vehicles from Jan – Jun 2015, in comparison to 8,626 units in same period of 2014, further reiterates the brands success showcasing a steady growth.

Though the Etios series has proven to deliver Toyota's globally renowned promise of Quality Durability Reliability (QDR), the company also comprehends safety as a pressing need and believes that innovation should not be confined to just progress in technology across products. Toyota has strived to link technology with safety with an objective of developing a safe vehicle in every stage of its production. Therefore Toyota's commitment to safety is reiterated with the launch of Etios series where the vehicle has standardized front air bags across all grades making it one of the first manufacturers to implement this safety initiative across its product variants helping them further reinforce safety.

## Now, an exclusive mobile app for Vat, GST and Service Tax

**New Delhi:** The rapidly changing indirect taxation system in India has made it essential for every businessman or professional to be conversant in the basics of the indirect taxation. In the current high tech era, everyone is a tech savvy so it is more convenient to use a smart phone and browse the information rather than searching the information from the pile of books.

Keeping in mind the above, CAAtul Kumar Gupta along with his team has made an endeavor to acquaint the common man apart from the professionals,

regarding the dynamic indirect taxation system, through mobile application TAXO. With just a single click at TAXO, anyone can get an insight into the basic fundamentals of Indirect Taxation.

Sharing the idea behind launching TAXO, CAAtul Gupta, said, "The mobile landscape in India has been witnessing a drastic change especially with the advent of smartphones. In an effort to make information and knowledge on indirect taxations and regulatory subjects, more accessible, we have launched this mobile application, TAXO.

## Kishore's fans " Yeh Shyam Mastani" will be held on August 2

This non stop hit musical show will be conducted by famous musician Raj Sharma along with his team of over 25 singers and musicians. Amit Kumar, singer son of Kishore Kumar and his younger brother Sumeet Kumar will lead the musical show with supporting singers Kavita Paudyal, Shailaja Subramaniam, Shifa Ansari and Siddant S Bhosle.

The function is being organised on the occasion of Kishore Kumar's 86th birth anniversary. A monograph compiled by columnist Priya Sugathan on Kishore Kumar will be released by Shri Babul Supriyo, Union Minister of State for Urban Development, Housing & Urban Poverty Alleviation on the occasion.

Shri Supriyo is the youngest minister



in the Union cabinet and is the first Bollywood singer to become a central

Shanmukhanna  
nda Hall, King  
circle, Sion  
from 7 pm.



minister.

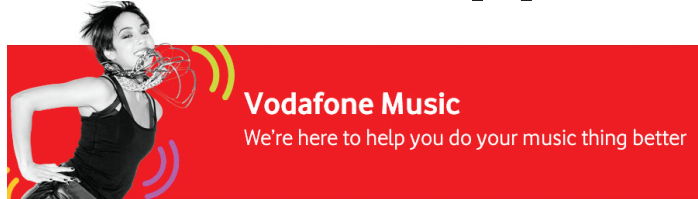
Kishore Kumar live in concert is being organised by People's Arts Centre (Regd.) Mumbai. Centre is a non-political, non-religious and non-profit making N G O propagating traditional Indian Arts and Culture in all Indian language across the country for more than thirty five years.

Exclusively for Vodafone Data subscribers in Rajasthan

## OMG : 16 Lakh Songs On Vodafone Music App

**Udaipur :** Vodafone India, one of India's leading telecommunications service providers, has introduced a delightful offer for all residents of Rajasthan subscribing to a Vodafone Mobile Internet pack between 15 July to 15th September 2015 every pre-paid and post-paid Vodafone mobile internet customer will get to download and use the Vodafone Music App for free!

The Vodafone Music App offers a choice of over 16 lakh songs across multiple genres like Bollywood, International, Religion, plus Music from 16 different languages/states, including Rajasthan. The free Vodafone Music offer gives access to unlimited listening and downloading of songs through the Vodafone Music App, for one month from the date of purchase of the



Vodafone Mobile Internet pack.

Announcing an offer that sounds like music to the ears of Rajasthan residents, Amit Bedi, Business Head- Rajasthan, said "For the residents of a state that's known to be one of India's most culturally rich and vibrant, music is a huge passion and binding factor. The spiralling rate of smartphone usage has also lead to music streaming Apps becoming a rage for mobile phone users. A recent FICCI-KPMG survey indicates that most Indians

have music in some form or the other on their phones and mobile music adoption in India has risen 47 percent. Vodafone is ever attuned with customer interests and needs and I am happy to announce that we are offering the Vodafone Music App absolutely free with all Vodafone Mobile Internet subscriptions. So go for a Vodafone Internet pack of your choice and budget and enjoy one month of unlimited Music for free, with Vodafone Music App".

## Financial Results (Indian Gaap) For The Quarter Ended

The Board of Directors of HDFC Bank Limited approved the Bank's (Indian GAAP) results for the quarter ended June 30, 2015, at their meeting held in Mumbai on Tuesday, July 21, 2015. The accounts have been subjected to a 'Limited Review' by the statutory auditors of the Bank.

The Bank's total income for the quarter ended June 30, 2015 was ₹ 16,503.0 crores, an increase of 26.3% over ₹ 13,070.7 crores for the quarter ended June 30, 2014. Net revenues (net interest income plus other income) increased by 26.0% to ₹ 8,850.7 crores for the quarter ended June 30, 2015 as against ₹ 7,022.2 crores for the corresponding quarter of the previous year. Net interest income (interest earned less interest expended) for the quarter ended June 30, 2015 grew by 23.5% to ₹ 6,388.8 crores, from ₹ 5,171.6 crores for the quarter ended June 30, 2014 driven by average assets growth of 25.9% and a net interest margin for the quarter of 4.3%.

Other income (non-interest revenue) at ₹ 2,461.9 crores was 27.8%

of the net revenues for the quarter ended June 30, 2015 and grew by 33.0% over ₹ 1,850.6 crores in the corresponding quarter ended June 20, 2014. The four components of other income for the quarter ended June 30, 2015 were fees & commissions of ₹ 1,713.0 crores (₹ 1,406.5 crores in the corresponding quarter of the previous year), foreign exchange & derivatives revenue of ₹ 348.0 crores (₹ 224.2 crores for the corresponding quarter of the previous year), gain on revaluation / sale of investments of ₹ 125.9 crores (₹ 25.0 crores in the corresponding quarter of the previous year) and miscellaneous income including recoveries of ₹ 275.0 crores (₹ 195.0 crores for the corresponding quarter of the previous year). Operating expenses for the quarter ended June 30, 2015 were ₹ 4,000.8 crores, an increase of 25.9% over ₹ 3,178.4 crores during the corresponding quarter of the previous year. The cost-to-income ratio for the quarter was at 45.2% as against 45.3% for the corresponding quarter ended June 30, 2014.

## HDFC Bank in Forbes Asia's 'Fab 50' List for 9th consecutive year

**Udaipur :** HDFC Bank Ltd has featured in Forbes Asia's 'Fab 50' list of companies for the 9th consecutive time. With this mention, it earns the unique distinction of being the company with the highest number of mentions in this prestigious list, which is an annual honor roll of Asia-Pacific's 50 best big companies that are exchange-listed. This is the 10th year since its inception in 2005.

"The Fab 50's brightest star over the decade, India's HDFC Bank, did not debut until 2006. However, it has now made the list nine times, more than any other company," stated Forbes Asia in its editorial on the "Fab 50" list this year.

"HDFC is the second-largest bank in India's private sector, after ICICI Bank. Built from scratch, the bank now has a market capitalisation of \$43 billion, nearly 32.7 million customers and a network spanning more than 4,000 branch-



es in almost 2,500 towns and cities," the magazine went on to add in its cover story on HDFC Bank's journey over the past 21 years under the leadership of its MD, Mr Aditya Puri. Indian companies accounted for 10 entries on the list, as compared to 12 last year. Some of the other Indian companies present are Tata Consultancy Services, Aurobindo Pharma, Tata Motors, Titan, and Lupin. With 25 entries, China had the high-

est number of companies from a single country.

Forbes Asia has comprehensive and rigorous selection criteria. The Fab 50 companies were selected from among 1,116 publicly traded Asian companies with at least \$3 billion in annual revenue or market capital, and five-year track records for revenue, operating earnings, return on capital, recent results, share-price movements and the growth outlook.

## First unit of 1200 MW Power Plant handed over to Balco



# vedanta

**Udaipur :** The first unit of the 1200 MW Power Plant established by Bharat Aluminium Company Limited (Balco) has been handed over by Sepco to Balco Management for operation. In a ceremony organised at the control room of 1200 MW Power Plant on the 17th July in the presence of Mr. Ramesh Nair, CEO & Whole Time Director, Balco, Mr. Pankaj Sharma, Head-1200 MW (Operation), Balco and Mr. Lu Fujan of Sepco, there was an exchange of documents between Balco and Sepco to mark the handover of the Unit to Balco for operation. Mr. Nair congratulated Balco and Sepco for this important achievement and also gave his good wishes.

Mr. Sharma shared that handing over of Unit 1 of the new 1200 MW Power Plant to Balco Management was an important opportunity. Sepco had started the Reliability Run Test (R.R.T.) on the 3rd July 2015. The plant was run with average load continuously till

the 16th July and no abnormality was noticed in its running. Due to smooth running and achievement of all set operational parameters over a fortnight, Sepco handed over the Unit to Balco Management for operation. Mr. Sharma also shared that as a result of the commencement of the first unit of the 1200 MW Power Project, Balco's dependence on external sources for power would stop.

He further added that work would be started shortly for the remaining three units of the 1200 MW Power Plant so as to make them fully operational. This would be done in a systematic well planned way. After full requirement

of coal is met and on attaining the set standards of operation, all the units of the 1200 MW Power Plant would become fully operational in 6 months. The occasion also saw the presence of Mr. Rajiv Pal, GM-Projects, Mr. Ashish Dhancholia, GM-540 MW, Mr. Ajay Pandey, AGM-1200 MW (Operations), Mr. Debashish Bhrahma, AGM, Mr. Albert, Mr. Yashwant Kaurav, Mr. Annirudh Pratap Singh, Manager and a lot of officers and workers of Balco and Sepco.

Sepco's Vice President, Mr. Lu Fujan expressed his joy over the handing over of the Power Plant's first Unit to Balco for operation. Balco's young enthusiastic team

needs to be credited for its important role in making the first unit of the Power Plant ready for operations.

A glimpse at 1200 MW Power Project: Balco's 1200 MW has been established with the help of Shandong Electric Power Corporation (Sepco), a renowned company of China in the power sector. Vedanta Group of which Balco is a part, has invested nearly Rs. 5000 crores in the Power Project. Balco had received the 'Consent to Operate' on the 15th January 2015 from the Chhattisgarh Government. Every individual unit of the project has a capacity of 300 MW. As a result

of the new 1200 MW Power Project, Balco will be able to enhance its Aluminium Production capacity from 3.50 lakh tonnes per annum at present to 5.70 lakh tonnes per annum. This will propel Chhattisgarh to the position of becoming the third largest manufacturing state for Aluminium in the country. Once the new smelters are operational, nearly 25% of the Country's aluminium will start to get produced in Chhattisgarh.

Balco already has a 270 MW and a 540 MW Power Plant. Once the Power Plant and the Smelters are fully operational, the State Government will start receiving nearly Rs. 250 crores as revenue per annum. The downstream industries are expected to grow by nearly four times due to the increase in Balco's Aluminium and Power manufacturing capacity. This will also increase employment. Along with increase in production capacities, Balco will also play its role in community development work in a more stronger way.