



## Royal Harbinger

### The man behind 'Jai Jawan, Jai Kisan'

October 2 is celebrated as Gandhi Jayanti and many rejoice Bapu's birthday since it is a national holiday. But little do we know that Mahatma Gandhi's birthday is shared by another very important man and a leader. All of us are aware of the country's first Prime Minister Jawaharlal Nehru and his birthday but do we remember our second prime minister? Lal Bhadur Shastri was not only the country's second prime minister but also the man behind the revolution of the agricultural sector in India. A loyal follower of Gandhi and Nehru, Shastri is known for his slogan "Jai Jawan, Jai Kisan" during the 22-day Indo-

### Editorial

Pak war of 1985, where he led India to victory. During the war Shastri said: "If Pakistan has any ideas of annexing any part of our territories by force, she should think afresh. I want to state categorically that force will be met with force and aggression against us will never be allowed to succeed." He always pushed for co-existence and said this could be achieved only if two nations wanted it in spite of their differences. Amul Milk Cooperative's White revolution, which was aimed to promote and supply milk in the country- took place under his leadership. When there was shortage of food in the country, Shastri was the one who urged people to give up one meal a day so that the food saved could be distributed among those deprived of it. Shastri was also a part of the Salt Revolution led by Mahatma Gandhi. Under his tenure, he witnessed the anti-Hindi agitation in 1965. Since the government of India had pushed Hindi to be the national language of India, the non-Hindi speaking states specially Madras was opposed to this. Shastri died in Tashkent at the age of 61, a day after he signed the Tashkent Declaration. Though he died of a heart attack, till now there is wide speculation surrounding his death. Many say that he was poisoned but there is no evidence to prove this.

### Arjun Kapoor attends the Global Concert in the U.S.

Just a few days ago, we had mentioned that Arjun Kapoor is the face of



WWF India and now, the actor is now representing India at a Global Concert in the U.S. The actor will also be giving a

two minute speech amidst global heads like the UN Secretary General Ban Ki-Moon, Bill and Melinda Gates, US Vice President Joe Biden and US First Lady Michelle Obama.

Arjun Kapoor, being the youth icon, will talk about the progress of India as well as mention the issues that we are currently tackling. The actor also stat-

ed that on September 25, many leaders from all over the world, came together, to resolve many problems faced by countries which include poverty, inequality, climate change etc. As far as his ideology is concerned, he maintained that he urges people to focus on education since he believes that it is the most important factor in creating a better future. While the actor expressed pride over the opportunity he has received, he is also a little nervous about this event. Arjun revealed that he has always addressed people as an actor and while representing his country makes him proud it also comes with a responsibility.

This UN event is also attended by a few other celebrities like popular Bollywood actress Kajol and renowned singer Sunidhi Chauhan.

### Main Sunny Leone Ban-na Chahti Hoon...

Ram Gopal Varma made Main Madhuri Dixit Ban-na Chahti Hoon with his muse Antara Mali playing the wannabe Dixit. No one batted an eyelid.

But it is not going to be easy for Kanti Shah, the sleaze specialist of Khooni Shaitaan, Pyaasa Haiwaan, Khooni Bhooni, MMS Kand and Sapna Ki Jawani! His new film is called, Main Sunny Leone Banna Chahti Hoon.

Apparently it is the story of a virgin who becomes a top notch porn star. Sunny and her husband Daniel Weber are neither amused nor flattered. While they refused to comment on this unauthorized homage to Ms Leone, sources close to the couple say they plan to take legal action against Shah for using Sunny Leone's name without permission. "Making Main Sunny Leone Banna Chahti Hoon is not the same thing as Main Madhuri Dixit Banna Chahti Hoon. We all know the difference," says a source.

### Uninor Unveils New Global Identity, Changes Brand Name to Telenor

Udaipur : Telenor India introduced a refreshed brand identity today. The company has retained its prominent position as Sabse Sasta (most affordable) operator and has extended its commitment to deliver excellence through fair and easy services.

With a brand new philosophy of delivering more value for money through a well-crafted campaign tag line "Ab life full paisa vasool", Telenor builds on the promise to offer more for less in each transaction. The company has taken a strong customer centric approach through industry-first initiatives like compensation for call drop. With a promise to be the best in basic services including voice and Internet for mass-market customer, Telenor India will invest significantly in transforming its network and retail presence across circles. By modernizing the entire network for advanced technology solutions, it is preparing to offer high-speed Internet services for mass-market consumers in future.

Telenor India is the fastest growing mobile operator in the six circles

and has grown to take the 4th position in revenue and customer market share.

Speaking at the launch event, Vivek Sood, CEO, Telenor India said, "As one of the world's largest telecom companies with operations in 13 countries, Telenor Group pursues a strategy of being the best at understanding and meeting customer needs. The brand change is a reflection of our commitment to India and our mass market consumers as we promise to offer superior value in meeting their evolving needs through affordable, easy to use and fair means."

"To our 3500 employees in India, today marks an important name change. But let there be no doubt that they have been part of the Telenor family from day one," said Vivek Sood. Unveiling the new brand, Upanaga Dutta, CMO, Telenor India stated, "The new identity makes us a part of a global organization with 160 years of heritage in empowering societies through advanced telecom services across Europe and Asia.

### Woman centric forthcoming movie "Size Zero" is gearing up

Actress Anushka starrer woman centric forthcoming movie "Size Zero" under the direction of Prakash Kovelamudi is gearing up for a grand release on 9th October. Makers are planning to release the audio on 4th October in very grand manner. Currently movie is in post production stage. On the same day 9th October, Anushka's another much awaited epic movie "Rudramadevi" is scheduled to hit the theaters but there is no confirmation whether it will be released on the same day 9th Oct or not, if Rudramadevi will screened as per schedule, Anushka will have to compete with herself. Actor Arya, Anushka and Sonal Chauhan are playing the lead role. The movie is produced by Prasad V Potluri under the banner of PVP cinema cinema. M. M. Keeravani is scoring the music. The movie will be released in Telugu and Tamil as "Inji Idupphazhag"

# Micromax : "India ka 3G phone", Canvas Spark 2

Udaipur : Following the tremendous success of the Canvas Spark, Micromax Informatics Ltd., amongst the world's Top 10 mobile handset brands, in partnership with Snapdeal, today announced the launch of the Canvas Spark 2. The launch is Micromax's yet another attempt to break price barriers for driving smart phone adoption in India and empowering the average Indian consumer with smart phone and mobile Internet access.

Delivering an unmatched experience through a combination of better performance, bigger screen, good battery life and optimal processing power, the Canvas Spark 2 will be available exclusively on Snap deal at a disruptive price of Rs 3,999/- Users can register on the Snapdeal website starting 10 am on 23rd September, 2015 by following a simple process and just a few clicks to book their Canvas



Spark 2. Micromax's new offering would help take the 3G story across the length and breadth of the country as well as handheld the consumers through this transition with both online and offline support through its 850+ service centres across urban and rural India.

Mr. Vineet Taneja, CEO, Micromax said, "The Canvas Spark proved to be a huge success for Micromax, selling over half a million units in less than two months of its launch. With the Canvas Spark 2, we are yet again reaffirming our commitment to massify the smart-

phone and Internet usage in the country. Currently, smartphone penetration stands at 12% in the country and 3G adoption is also barely 10%, which presents a huge opportunity to upgrade. We believe that the e-commerce channel is also expanding and the 3-4K category will be the next frontier. Micromax with its strong brand presence and great product offering focused on democratizing technology, has historically cemented itself as the most preferred brand for the mass smartphone segment. With this launch, we are looking at adding further impetus to this and drive the overall entry into smartphone category."

"The Canvas Spark 2 is the most affordable 5-inch, 3G, Android Lollipop device available in the Indian market, making it a great value proposition for the consumers. Our association with

Snapdeal has been long standing, and we expect sales of Canvas Spark 2 to touch newer heights in the coming weeks, which will further strengthen our leadership position in India", he further added.

Living up to its promise of a better life, Canvas Spark 2 offers best in class Internet utility and experiences to first time users of smart phones. The Canvas Spark 2 is Google certified, runs on Android Lollipop that allows the users to access full suite of Google apps. Further, the smartphone comes pre-loaded with some of the most popular and utilitarian applications such as Firsttouch language solution, Scandid, Kindle, Hotstar, Clean Master, Swiftkey, Snapdeal as well as games to ensure all entry barriers to smartphone adoption are attended to and enable users to start exploring the smart world of mobile Internet.

## Calendar Girls in Bigg Boss?

It must be more than just a mere co-incidence that Madhur Bhandarkar's latest film has a rather corny connection with the controversial reality show, Bigg Boss. Calendar Girls hit theatres today and this time around the so called 'realistic' film maker has weaved a story around the glitzy, glamour world. Surprise, surprise!

Just as we can't get over the hangover of watching such a bad film, we need to tell you that there is a glaring reference to the popular reality show which is all set to come up with its ninth season soon. Bigg Boss, modeled on its international counterpart Big Brother, has been a hugely popular show known for the 'innates' that participate in it and the controversies they create. The show is infamous for getting personalities from all walks of life who are notorious for their deeds or have created a few ripples with their scams, affairs or even criminal cases! The criteria to enter the show, as understood by masses, is to make headlines for all the wrong reasons and display some utterly ridiculous behavioural traits!

Madhur, with his stupendously stereotypical thinking, has used this situation in Calendar Girls. Sorry to get the plot out (we're assuming that you won't attempt to watch this flick



anyway) but one of the Calendar Girls, Paroma Ghosh played by Satrupa Pyne, hits a rock bottom after getting embroiled in a match fixing controversy. She has just been bailed out from jail by her family who promptly disowns her, her boyfriend who gets her into this situation and runs away leaving her in a lurch. All she can do now is to commit suicide (because, face it, according to Bhandarkar women, have no second shot at life after messing up once). Just as she is contemplating jumping down her high rise apartment, her door bell rings and surprise, surprise! the makers of Bigg Boss have personally come to persuade her to enter the show!

They convince her that the only way she can salvage the situation

she has gotten herself into is by participating in the show. She mumbles something incoherent, nods and the next thing we know is she walking down the ramp, trudging the characteristic red suitcase as the winner of the season! Without naming the show, Madhur makes it very clear that he is talking about the same! This is another case from the film where its director tries to 'throw light' on the lives of sort of 'fallen' glamorous people! This scene, like almost every other scene in the film, fails to shock you or give you a perspective about the modelling/showbiz world! It would be rather interesting to know what famous models of the country who have been a part of Bigg Boss have to say about this ludicrous stereotyping!

## Citibank Launches New Retail Banking Platform

Mumbai, Citibank India today announced the launch of a new retail banking platform, Citi Priority, to service the growing base of the aspirational and financially progressive consumers in the country. Citi Priority offers a digital, convenient, simple and efficient banking experience to customers and is backed by a dedicated relationship manager. India is the fifth country in Asia to offer Citi Priority.

According to a recent study, a new and robust wealth class emerging globally is the New Wealth Builders (NWB). This base is made up of doctors, lawyers, accountants, investment advisers and global executives, amongst others. The number of NWB households in India is expected to jump by 47.4 percent in 2014 through 2020 to 4.9 million households, each with USD178,000 (approx. INR11.57 million) in projected average financial assets.

"The sweeping trends of urbanization, digitization and globalization are leading to an expansion of a new economy, consisting of India's thriving start-up base and growing e-commerce industry. As this emerging base of wealth grows, the customer demands better control over their finances and time, in order to achieve their future goals. Global travel and lifestyle are also important to this emerging wealth builder and Citi Priority addresses these demands," said Kartik Kaushik, Country Business Manager, Global Consumer Bank, Citibank India.

"We will continue to redefine our market propositions based on the emerging market trends and changing demands of our customers," Mr. Kaushik added.

Citi Priority is designed for cus-

tomers who maintain a relationship value of a minimum INR1.5 million with Citibank. In addition to world-class wealth management services with a unique online Financial Planning Tool and Model Portfolio, clients receive a Citi Priority World Debit Card with MasterCard that offers exclusive global rewards and privileges. Clients also receive the Citibank Premier Miles credit card, India's most valued travel credit card that earns and burns miles across 100 airlines, will be serviced through the Priority CitiPhone Hotline with 24/7 access and receive preferential pricing on Citibank products.

A host of Citi Priority Privileges are available with the Citi Priority World Debit Card, including an additional 10 percent discount on Groupon and offers at various e-retailers, 15 percent discount on meet and greet assist at airports worldwide, complimentary lounge access at major airport lounges in India and complimentary golf lessons at leading golf courses in the country. Citibank India serves clients in every segment as they grow in affluence, beginning with the path-breaking salaried proposition (CitiAtWork), the mass affluent (Citibanking), the emerging affluent (Citi Priority), the affluent (Citigold) and the High Net Worth (Citigold Private Client). Citi pioneered the Non-Resident proposition in 1985 to serve the global Indian's unique banking and wealth management needs.

India's start-up base is the fourth largest in the world and the digital commerce market was valued at INR815.25 billion (USD12.5 billion) by the end of December 2014 and registered a growth of 53% over 2013. The industry is estimated to grow further at a rate of 33% in 2015.

## Make your celebrations bigger with Panasonic "life utsav"

Udaipur : Panasonic India announced its annual "Life Utsav" campaign to welcome the festive season in the country. The campaign offers mega-savings and extended warranty during Durga Puja, Dussehra and Diwali celebrations on consumer products. Running along the spell of celebrations across the country, this campaign running between 25th of September and 15th of November provides attractive offers on range of televisions, washing machines, refrigerators, microwave ovens, air conditioners, personal grooming products, air purifiers & water purifier segments.

Panasonic's flagship campaign has cemented its reputation as one of India's choicest manufacturers of consumer electronics and home appliances. The special offers are available on Panasonic's best-selling consumer product ranges such as XXL version of TVs, PM 2.5 ready Air Conditioners & Air Purifiers, Zero-Oil convection microwave

ovens, Active Foam washing machines and Bottom mounted refrigerators. The enthralling campaign on LED TVs gives the consumers a chance to save up to Rs 1 Lakh and also includes a combo offer of a complimentary sound system with every purchase of an HD LED TVs. It also offers an assured gift and 10-years warranty on Fully-automatic washing machines and Bottom mounted frost-free refrigerators purchased during this festive season.

Speaking on the occasion, Mr. Manish Sharma, Managing Director Panasonic India & South Asia said, "Panasonic has had a very successful festive season in the last two years, and we are pleased to bring back some great schemes for our customers this year too. This year, we have tailor-made and launched product ranges and categories exclusively for Indian consumers and are sure that we will be able to add to the festive celebrations for everyone

with our The 'Life Utsav' campaign. Considering that the festive season is the time when consumers are the most excited as the purchasing is planned much in advance and the season comes once in a year, the entire industry is looking forward to witness a very high and positive consumer sentiment."

Mr. Sarthak Seth, Head - Brand & Marketing Communication, Panasonic India said, "Always making people central to our activities, and thereby focusing on people's lives, we will continue to provide better living for our customers. To amplify its reach across the entire Indian market, Panasonic's special offers are being positioned to better serve its consumer base. The brand has developed a solid channel and distribution ecosystem, with the capacity to cater to the needs of consumers across segments. Consumers can avail of these special offers at 10,000+ Panasonic's authorized dealers, and 275 Brand Exclusive outlets.

## Now, Enjoy Vodafone's Free Wi-Fi Zone

Ahmedabad : Now, stay connected through mobile internet at the railway station, for free! Vodafone India, one of India's leading telecom service providers has collaborated with Indian Railways to set up India's a Free Wi-Fi zone at Ahmedabad Railway station, Kalapur.

Vodafone's free Wi-Fi zone has been created on platform no. 1 of the Ahmedabad railway station situated at Kalapur area. Vodafone's free Wi-Fi zone is network agnostic and any

mobile phone user can avail of this benefit, regardless of which telecom service provider they are aligned with. Vodafone's free Wi-Fi zone facilitates 100 MB or 20 minutes of uninterrupted usage, whichever lapses first. A mobile phone user can connect once in 24 hours from one unique number. Vodafone is one of the first telecom service providers in India to activate this innovative initiative linking branding and mass customer engagement, at a pop-