



## Royal Harbinger

### Opinion Polls : An Effect To Defect?

Opinion polls are to assess the 'voter mood', but is it really a mere reflection of opinions or does it itself help in forming or making opinions. The Great Indian Election Festival, one of the world's largest exercise of voting, is not an easy going process. It involves a huge government expenditure, responsibility and planning of officials. For India, the election becomes a festival, wherein every candidate tries to woo voters with their agendas, political parties with their manifestos, promises and other tools.

#### Editorial

Opinion polls start before the elections, when every news channel, newspaper and portals are guessing the public mood and that 'who' will be making the government this time. But now some political groups and individuals are demanding the ban of opinion polls. There is also an opposition to this proposal by so called progressive individuals and parties. So in this article, I would like to present some facts that can be considered.

It should be noted that the election commission has already put a restriction on this opinion poll. Opinion polls are not allowed during 48 hours before the start of voting and till the last vote. Therefore opinion polls are of two type, pre poll and post poll. Putting this restriction by election commission itself 'recognizes' the possible danger or its harmful effect over the real vote cast process. This restriction somehow reflects that not restricting it before 48 hours can affect the voters and then can affect the actual polls. So the question is that if this restriction can start from 48 hours before, then why not even before that? If an opinion poll can divert a voter before 48 hours, it can obviously divert him/her 15 days before as well. It is well known that in Indian elections, a lot of things depend on 'leher' (waves) that comes from mouth advertisements, posters, marketing, hoardings etc. It means that all these things not only provide a communication between the voters and parties/candidates but also work as a pressure tool to woo voters. In fact, more advertising may bring more votes. In view of this, election commission had already taken an initiative of defining election campaigning, expenditure on posters, vehicles etc. It again 'recognizes' the effect of advertisements/branding.

Opinion polls can be included in this list at an extent. It is because, in case of any discrepancy in opinion polls, it can work as marketing strategy that will surely be the most effective/defective one, because of media presence in all houses. It is to note that most of the media portals and channels are of private firms, who deals with 'news' as a 'revenue earning' medium. Profit is their primary motive. So, for them audience is very important. Opinion polls of these channels work as TRP to keep the public hooked. But it is not just to attract the audience and for their entertainment, the opinion polls also work to create the public mood.

### Amara Raja Batteries Wins Gold Awards

**New Delhi :** In another demonstration of excellence in quality, two teams from Amara Raja won Gold Awards at the International Quality Control Circles competition, which was held in Seoul, South Korea from 5th to 7th October 2015. These teams competed with 256 other teams from 13 countries across the globe and came out victorious in their respective categories. Amara Raja always focused on improving the quality systems and their effectiveness.

Amara Raja as a conglomerate is committed towards latest generation technologies by developing and manufacturing globally competitive, customer focused products of world class quality and responsibly introducing these products into relevant markets. Amara Raja, since the inception of the Quality Control Circles (QCC) in 2008, has been participating in external competitions at regional, national and international competitions and conducted by forums like Quality Circle forum of

India (QCFI) & Confederation of Indian Industries (CII). Last year, Amara Raja had nominated 22 teams for National level Competitions which was held during 18th to 22nd December 2014 at Pune and won awards in different categories like Par Excellence, Excellence & Distinguished. Two teams out of the 22 participated at the Seoul completion and returned victorious.

Briefing on the recognition Mr Jagan Mohan, Head - Operations of Amara Raja Batteries Limited said, "We at Amara Raja Batteries Limited are committed to a culture of quality and excellence across all levels and these awards bear testimony to our constant endeavor of enhancing employee engagement and building a high performing work culture. I would like to congratulate both the teams on their wins and we are very proud of their achievement. We will continue to engage and encourage our employees towards pursuing the journey of excellence."

### Toyota Launches 'Q Service Festive Delights' in India

**Udaipur :** Toyota Kirloskar Motor (TKM) cheers customers this festive season with the launch of 'Q Service Festive Delights' across all authorized Toyota dealerships in India. The campaign that will run for two whole months, from October 1 - November 30 is sure to pamper customers by indulging them in a wide range of offers that will make the upcoming festivities brighter!

The campaign has an assortment of exciting packages & offers like: Dubai trip Package for lucky customers. Weekly lucky draw on EM 60 (Express Maintenance in 60 min-Toyota Unique

Initiative). Attractive gifts and offers for Etios customers celebrating 3rd year vehicle anniversary. 35% off on car care treatments. Upto 60% discount on select accessory packages. Assured gifts on purchase of batteries. Assured gift on purchase of Tires. Attractive offers on U-Trust. 5% discount on Road Side Assistance [RSA].

The new campaign is a result of Toyota's customer first philosophy and the revolutionary Quality, Durability and Reliability (QDR) ethos that describes the company's values and aspirations.

### India's First Affordable Fingerprint Scanner Smartphone

**New Delhi :** Coolpad, a global leader in smartphone manufacturing and integrated wireless data solutions launched its first fingerprint smartphone Coolpad Note 3 on Amazon.in today at Rs. 8999. This is the first smartphone in India to be launched at such a price point. India being one of the key markets for Coolpad, the company announced investment of over \$300 million in Manufacturing, R&D and ID design. The company also announced its partnership with Videocon to manufacture smartphones in India and is expected to roll out half a million devices from its facility in Maharashtra. Coolpad will bring in its 20 years of expertise and experience to this venture. The first made in India Coolpad phone will be available in Q1 of next year 2016. The fingerprint sensor which is the key highlight of the device is placed at the back and made by FPC 1025 which supports 360 degrees finger rotation capability, fast response time and industry leading 3D image quality. Coolpad Note 3 will be available in India from October 20, 2015 onwards exclusively on India's largest online marketplace Amazon.in.

Coolpad Note 3 is equipped with 5.5 inch HD screen, bundled exclusively for the Indian market. The device is upgraded with 3GB of RAM along with 16GB of in built storage which supports 4G LTE, 3G and GSM network frequencies along with a dual-SIM slot. It features a 13-megapixel rear-facing camera with LED flash and auto focus alongside a 5-megapixel front-facing camera.

# Aishwarya is back with a slo-mo Bollywood charge

**A remake of a system-attacking Korean thriller, this vehicle for Aishwarya Rai Bachchan might be pulpy but it manages to muster enough entertainment value**

As Bollywood royalty, Aishwarya Rai Bachchan would have been forgiven for easing herself back in upon her return from maternity leave. It's to her credit, then, that she's instead taken on Jazbaa, an appreciably pulpy remake of the 2007 Korean thriller Seven Days. Granted, Hindi cinema's usual maternal-love fetish is somewhere hereabouts, but it's secondary to another concern: what happens when those with dirty hands let those they care about slip through their fingers. Every one of its characters - from the highest MP to the lowliest thug - is working the system. An end-credit card highlighting Indian rape stats repositions Sanjay Gupta's film as a critique of a system that needs to work harder itself.

One of Mumbai's craftiest defense lawyers, La Bachchan's Anu Verma is introduced engineering the disappearance of crucial evidence at a mobster's extortion trial. Her shaky ethical code will be tested shortly thereafter when her young daughter is kidnapped by a gang who dispatch her to do their bidding: by getting one of their number, recently convicted of raping and murdering a student, off death row. Given that her latest client tries throttling her at their first meeting, accepting said appeal appears an obvious wrong turn



- but then the law, in this conception, is a labyrinthine grey zone in which even those trying to do right will incur not inconsiderable collateral damage.

There's a certain clumsiness in setting all this up. Certain early scenes look very much as though they were drawn up solely so its producer-star can show off what supermarket-checkout magazines would describe as her toned post-baby figure: a spot of downward-dog on a harbour wall under the credits, running a poised relay

leg at her daughter's school sports day. Though Rai Bachchan proves a fierce courtroom presence, her agony at seeing her offspring spirited away is decidedly overstretched: witness her extended pre-intermission slo-mo charge towards the kidnappers' SUV after her girl is spied in the backseat. (The relay suggests she would have made it at normal speed.)

Gupta is more assured around Anu's sidekick Inspector Yohaan (Irrfan Khan), recently suspended but insistent that, in

the scheme of things, he's not so corrupt: as he points out, his going rate was 1.5 crore, where the average is ten. You accept, as you would in a well-penned airport novel, that he happens to have been Anu's childhood friend; also that he's been crushing on our heroine. Khan's signature subtlety isn't much required, but this chewy character part affords him countless gruffly louche flourishes: to one suspect's pleas for justice, the Inspector snickers "You've been watching too much Hollywood; this is Bollywood", before smashing a chair over the unfortunate.

Visually, it's overwrought: all torrential downpours and yellowy-green filters the colour of nausea. Yet the byplay between Anu and the dead student's mother is bolstered by Shabana Azmi's commanding presence in the latter role; your sympathies do swing back-and-forth. And it's a nicely ambivalent touch that the matter is resolved only as a result of an underworld powerplay; the moral, not so far removed from the moral of a show like House of Cards, is you make your deals where you can. For all the rot Gupta dwells on, there's something refreshing about Jazbaa within the wider Bollywood context: it'll make for brisk, pacy, adult entertainment - whichever side of the law you're on.

## Ravindra Jain No more

Bollywood celebrities have mourned the tragic demise of renowned music director Ravindra Jain calling it a great loss to the music industry.

**Anu Malik:** "Tremendously Talented. Tremendously Gifted. Tremendously melodic and above all a great human Being. Every song a masterpiece Such hummable melodies Sajna hain mujhe Sajna Ke liye one of my favourite numbers Also Songs of Ram Teri Ganga Maaili ring in my ears To make music for Mahabharata was a daunting task and he composed it admirably. May his soul rest in everlasting peace and may God give his family the strength to bear this irreparable loss. A great blow to the Entire musical fraternity n music lovers."

**Amit Trivedi:** "Oh that's very sad news again after Aadesh Shrivastava. What an amazing amazing composer he was.. So many favourite songs of mine are his.. love him always .."

**Hema Malini:** "All my dance ballet he has given music. Such a great music director and a greater lyrics master . Never find a legend like our dear Dada . He was waiting to write and give music for my forthcoming Ganga ballet. I will miss him miss."

**Prasoon Joshi:** "I am really saddened by Ravindra Ji's demise, unique musician and a



poet at heart Ravindra Ji's melodies will resonate with us forever."

**Vishal Dadlani:** "I just read that he's gone! Stunned! He was always very kind to me, each of the few times I had the good fortune to meet him. Such a great loss to music!"

**Shantanu Moitra:** "Jab deep jale aana, jab shyam dhale Ana...he lives through his melodious songs.. Will miss him."

**Sajid-Wajid:** "Very very sad to hear about Ravindra Jain sir one the most talented composer and writer-lyricist. His work in Ram Teri Ganga Maaili and Heena will be remembered forever. May God bless him. My personal favourite songs are Ek Radha Ek Meera from Ram Teri Ganga Maaili and Jaanewale oh jaanewale from Henna"

Ravindra Jain died at the age of

71 following prolonged illness at a private hospital here on Friday, an aide said. He had been suffering from kidney ailments since some time and had been admitted to The Wockhardt Super Specialty Hospital in Nagpur on Tuesday. Owing to his ill-health, he could not attend a scheduled music concert in the state's second capital.

As there was little improvement in his condition, Jain was airlifted to Mumbai by his family on Wednesday and admitted in the ICU of Lilavati Hospital and kept on a ventilator.

Born blind on February 28, 1944, Jain started his musical career in the early 1970s and went on to compose some of the most memorable numbers in super hit movies like Ankhiyon Ke Jharokhon Se, Chitchor, Chor Machaye Shor, Geet Gaata Chal, Shyam Tere Kitne Naam, Ram Teri Ganga Maaili, Henna, among many others.

## Colgate pledges to 'Keep India Smiling'

**Udaipur :** Colgate-Palmolive (India) Limited, the market leader in Oral Care, announced the commencement of Oral Health Month in association with Indian Dental Association (IDA). Spanning October and November, Oral Health Month (OHM) is organized every year since 2004 with an objective to spread oral health and hygiene awareness throughout the country. This year, Oral Health Month is back to 'Keep India Smiling' through new and stronger initiatives with an aim of touching the lives of 6 million people across India, with participation of over 35,000 IDA dentists, thereby spreading wider smiles.

A recently conducted consumer research revealed that in India, people do not give as much importance to oral health as compared to other ailments and avoid dental check-ups. According to the research, around 47% have never visited a dentist and 38% have only visited a dentist whenever they faced severe dental problems. Issam Bachaalani, Managing

Director, Colgate-Palmolive (India) Limited said, "In India, unfortunately, people tend to give less importance to oral health, when compared to other health issues. Colgate, as the responsible leader in Oral Care, is committed to create awareness amongst people on the importance of following good oral hygiene habits.

On the occasion, Dr. Ashok Dhole, Hon. Secretary General, Indian Dental Association said, "We have continued to partner with Colgate for Oral Health Month year on year. In our country, majority of citizens suffer from critical dental problems due to low awareness on the importance of good practices. Through Oral Health Month, we wish to provide oral care education across the country with an aim to keep India smiling for a better future. It is very encouraging to see the increasing number of lives we are able to impact by way of this initiative. This year more than 35,000 dentists from Indian Dental Association have pledged their support to the campaign."

## UC Browser Registers over 50% Market Share

**New Delhi :** India's No.1 mobile browser UC Browser, the flagship mobile browser of UCWeb, an Alibaba Group Company, has touched a new milestone, registering over 50% market share (as of September 2015 per StatCounter) in India. The company made the announcement on the sidelines of IAMAI Affiliate Summit 2015 in New Delhi.

UCWeb has seen staggering success in the Indian market with its market share rising a steep 15% in last 12 months alone. As of today, 1 of every 2 mobile page viewed in India is accessed via UC Browser. The giant leap is a testimony to UCWeb's commitment towards India market where its iconic cloud-enabled browsing technology, ability to compress page to provide faster page loading & data cost saving and localized content has helped UC Browser to become the most loved and preferred mobile browser in India.

UC Open Platform 2.0 aims to covers almost all mobile internet players in India, including content and service providers, affiliates, developers, agencies, ad networks, publishers and advertisers - providing a full-suit promotion and monetization platform.

## Vodafone Supports 120,000 Girls in Rajasthan

**Jaipur :** Vodafone India Reaffirms Commitment to 'Beti Bachao Beti Padhao' Abhiyaan with a contribution of Rs 4.5 crore to NGO partner Educate Girls

Manju\* (11) lives in small village in the tribal belt of Rajasthan. Manju's father is a stonemason. Manju is the youngest child in her family and has three brothers and a sister. Manju's elder sister is married and has never been to school. Manju aspired to study and be the Sarpanch of her village but was convinced that her fate will be the same as her sister. She kept busy cooking at home for her family while she watched the children in her village march to school every morning.

Suhani\* (12), used to go to school until a few years ago. She struggled with making progress in reading and writing and had no way of getting additional support to improve her learning. Her parents thought that she wasn't gaining much and so they stopped Suhani's schooling. Suhani was then confined to cooking, cleaning, fetching water and taking care of her younger siblings at home.

Manju and Suhani are just 2 amongst the 120,000 girls in rural Rajasthan who had to drop out of school but were supported by Educate Girls and Vodafone India to return back to pursue their dreams.

Vodafone, one of India's leading telecommunications service providers, as part of its commitment to the national movement 'Beti Bachao Beti Padhao', partnered with Educate Girls, (an NGO that focuses on enrolling, retaining and improving the learning outcomes of young girls aged 6-14 years) and raised Rs. 4.5 crore through several initiatives to support the education of over 120,000 out-of-school girls. These young girls hail from Pali, Jalore, Sirohi, Ajmer, Bundi and Rajasmand districts in Rajasthan.

It also has a strong multiplier effect for when you educate a girl, you are educating an entire family. At Vodafone, we are always keen to leverage our capabilities and resources in partnering with the government and the developmental sector to play our due role in nation development. I wish all the girls a great future."



**Udaipur :** Aircel, one of India's leading innovative mobile service providers, today announced that it selected Tech Mahindra, a specialist in digital transformation, consulting and business re-engineering, to rollout of a comprehensive set of Internet-of-Things (IoT) service offerings. Tech Mahindra is providing the IoT services in association with Aeris Communications, a Silicon Valley base IoT specialist. Aircel's strong presence in enterprise market combined with the IoT solutions from Tech Mahindra will give an edge to position it as one of the leaders in machine-to-machine (M2M) and IoT services in India.

Aircel intends to launch vertical specific solutions in IoT space and will cater to market requirement for comprehensive service offerings across several vertical market segments such as Smart Energy, Connected Vehicle, and Smart city among others. The offering includes Aeris GSP, an IoT service delivery platform, known for its flexible, low cost service delivery capabilities, which are most suited for the Indian market. Some of the

benefits, which the enterprise customers will be able to drive is the ability to predict consumer behavior and trends; improved customer experience; enhanced agility and flexibility; increased safety and additional revenue streams.

"M2M and IoT are enabling business transformation around the world and is expected to see an unprecedented growth in the Indian Market," said Suren Amarasekera, Chief Enterprise Officer at Aircel.

Commenting on the selection, Dr. Rishi Bhatnagar, Global Head-Digital Enterprise Services, Tech Mahindra, said "We are excited to be a part of this ground breaking initiative and eager to work with Aircel. We are confident that with this collaboration, Indian companies will receive much needed services, new promising vistas will be opened up to explore Joint Go To Market (JGTM) opportunities and will provide us a distinct edge with mobile operators and enterprises alike."