

Royal Harbinger

The New India

The recent win against Pakistan in the World T 20 competition has once again proved that the India of today is much different than that of the past. There was a time not long ago when India was a team that would succumb to pressure easily. Having lost even a key wicket early would mean a collapse and most people would turn their televisions off. But today the situation is in total contrast. Thanks to Saurav Ganguly who turned a passive and mentally down cricket team into a powerful and fighter set of players. Remember the world cup of 2003 where India were far from being favorites. It was Ganguly who instilled a magical power in the team. The players that he selected left most of the people amazed and surprised. For example the Indian bowling spearhead Javagal Srinath who had already declared his retirement was contacted by Saurav for the WC. When Srinath reportedly expressed his limitations to bowl long overs, Ganguly decided to use Srinath in small spells. And we all know how the Indian pace bowling shone with Zaheer Khan and Ashish Nehra under the veteran Srinath's leadership.

Editorial

The same plan was executed by MS Dhoni when he decided to bring the aging Ashish Nehra into the team of 2016. And he proved to be so useful. Ganguly promoted players like Yuvraj Singh, Mohammed Kaif, Virender Sehwag, and Harbhajan Singh. It's not that these players had special ability or were better than the erstwhile players but they had a fighting spirit. They always wanted to win whether the opposition was Australia or Pakistan. This new mindset has helped India become a team with difference. Take an example of recent wins against Pakistan be it Asia Cup or T20 World Cup of 2016, having lost top order without much contribution, the middle order led by Virat Kohli not only resurrected the inning by holding the wicket and then attacking at the right time.

Every player today takes the responsibility and ensures that they respond to the need of the hour. There is not a single hero who would like to shine. Rather each of the players come forward and players their part with utmost care. MS Dhoni, one of the greatest skippers of the time sets his batting position according to the need. If things are going smooth, he would push himself down the order to let the new players win the match for the team. And when the need arises, he would come up the order and take full onus of scoring quickly.

And you see he would stay much behind when it's time to collect accolades. The new India team is selflessly playing for the team and each players stays at the background and put the country forward. This is why India is winning and players are contributing.

This is not just a principal in cricket but also in life. You must stop moving in case of tempest and ensure you do not fall or lose control. When things get easier, start walking and then run when you have the opportunity favorable.

Colgate MaxFresh brings on an explosion music

Udaipur : Colgate-Palmolive (India) Limited, the market leader in oral care, today announced Ranveer Singh, the flamboyant youth icon and one of the most energetic Bollywood personalities, as the new brand ambassador for Colgate MaxFresh. He will be seen showing his magnetism in the all new TVC campaign that will be unveiled on March 17, 2016. The new TVC campaign is based on the premise of 'Infectious Freshness' and crafted bearing in mind our country's love for dance & music.

Eric Jumbert, Director - Marketing, Colgate-Palmolive (India) Limited said, "Colgate MaxFresh is one of the fastest growing brands in our product portfolio. The creative idea behind the new campaign was to bring to life MaxFresh's youthful infectious freshness, transforming dull moments into fun-filled, exciting experiences. That's why partnering with Ranveer Singh & Amit Trivedi on this campaign was an obvious choice and a terrific fit. We are absolutely delighted with the result - an entertaining and energetic commercial that stands out and engages like no other"

Colgate MaxFresh is infused with cooling crystals to give you an Explosion of Freshness. It is available in fresh tingling flavors like Spicy Fresh, Peppermint Ice and Citrus Blast.

Bollywood's Superstar, Ranveer Singh said, "Colgate has been a part of my life since childhood and having an opportunity to be the brand ambassador for Colgate MaxFresh makes me very proud & happy! With its freshness & youthful energy, I feel the brand fits like a glove with my personality. I love the product, its taste and those cooling crystals which give me a burst of freshness every morning! I am very excited with this association and look forward to reaching the audiences with the new TVC that communicates the brand's 'infectious freshness' message very effectively."

A 360 degree marketing campaign is also planned to connect with the youth at all relevant touch points. The television advertising campaign is developed by Redfue Communications, in collaboration with Amit Trivedi, Band Of Outsiders, Karan Kapadia and Bosco Martis.

Sanjeev Gupta bags "Best Marketing of the year"

Mumbai. Accommodation Times on completion of its 30th year, its publisher-editor Murari Chaturvedi hosted 'National Real Estate Award' at Nehru Centre auditorium, Worli, Mumbai on March 15, 2016. Sanjeev Gupta, Managing Director of Global Advertisers received the 'Best Marketing of the Year Award'. Speaking on the occasion, Sanjeev Gupta said, "I am giving this award to my entire time and in their endeavour we have reached till this stage. A company can only grow due to the hard work and determination of the entire team and our clients."

Accommodation Times publisher-editor Murari Chaturvedi said, "If one does a good job and by honouring him, there arises the competition spirit in others. Thus this helps in doing good work by them and we in turn honour their good job. This is our main aim and we have been honouring people and firms who are in the real estate business since the past 26 years."

Runa Laila, Manoj Tiwari, Anup Jalota at jury announcement of Dada Saheb Phalke



Tinaa Ghai, actress, singer and social worker invited the jury members of Dada Saheb Phalke awards at iskon Hall, Juhu. Runa Laila came specially from Dhaka, Bangladesh to be part of this event. Actor-MP Manoj Tiwari also came from Delhi to be part of this event. Other guest who came for this event were Udit Narayan, Sunil pal, Manoj Desai of Gaiety Galaxy cinemas, Yogesh Lakhani of Bright Outdoor Media, Anees Bazmi, Swami Baba Ji and Rumi Jaffery.

Know about Maha March Sale

Bengaluru: BankBazaar.com, India's leading online financial marketplace, is holding a month-long Maha March Sale on the largest range of financial products across Credit Cards, Personal Loans, Car Loans, and Home Loans.

Understanding the financial product market in India is often a challenge for consumers. Every step of the process, from selecting a financial institution for a product to negotiations for a customized rate as per their profile, to paperwork involves multiple rounds of personal interaction, which can be exhausting and time-consuming. This is then followed by a long wait to know if the application was approved or not (in a manner that wasn't entirely transparent). To add to it, there is a distinct possibility of 'Buyer's remorse' as there is very little visibility about the best possible deals available. BankBazaar.com changes this with the online model, empowered with comprehensive and unbiased reviews and ratings, neutral comparison platforms, and instant and personalized quotes that make understanding, personal finance and comparing and applying for financial products as easy as shopping. With

special schemes and assured gifts throughout the month of March, BankBazaar.com is changing the status quo of how financial products are consumed.

Did you know these 10 things about the Maha March Sale? Zero processing fees: Do you know about exclusive zero processing fees on select products? Avail exclusive zero processing fees on select products including credit cards, personal loans, car loans, and home loans only at BankBazaar.com during the Maha March sale between March 1 and March 31.

Amazon Vouchers: Do you know you are eligible for assured gift vouchers from Amazon?

Win assured Amazon vouchers worth Rs.10,000, Rs.5000, Rs.2000, and Rs.1000 on successful disbursement of home loans, car loans, and personal loans and approval of credit cards respectively only during the Maha March Sale at BankBazaar.com.

Special Offers: Do you know about all the other offers on BankBazaar.com?

Avail special limited-period discounts and offers from our partners, Shoppers Stop, Myntra.com, Uber, Oyo Rooms, Jabong, Bluestone, Zoomcar, and



Sleekworld on applying for select credit card, personal loan, car loan, and home loan products through BankBazaar.com only during the Maha March Sale between March 1 and March 31.

Faster Approvals: Do you know you can get a loan approval in just 7 min?

Get the fastest possible approvals for all loan and credit-card products with a special exclusive 7-min e-approval for select Personal Loan products only during the Maha March Sale by BankBazaar.com.

Highest security: Do you know you and your data are perfectly safe from spammers?

Transact during this Maha March Sale and always on BankBazaar.com with absolute confidence that your contact information or financial data will not be passed on to third parties at all, so you will not be spammed by cold calls or emails.

Instant customized quotes: Do you know your financial profile and eligibility?

Know exactly how much loan or which credit cards you are eligible for with instant, accurate, personalized quotes based on your financial profile, so that you get to choose the one that fits your requirement the best and, what's more, comes with unbeatable offers during this Maha March Sale from March 1 to March 31.

50+ Partners and 100+ products: Do you know you can choose from the largest range of products ever?

Compare and choose from the largest number of credit card, personal loan, car loan, and home loan products from more than 50 top public and private sector banks and NBFCs in India absolutely free of cost to get the best offers ever all March long

during the Maha March Sale at BankBazaar.com.

Reviews and Ratings: Do you know you can access the most exhaustive range on information?

Get accurate, pertinent, and unbiased product information and reviews to make an informed decision. And get the best offers in place while you are at it this March only at BankBazaar.com.

End-to-End Support: Do you know you will have reliable support throughout your financial journey?

Receive support at every stage of your financial journey right from filling up your application form to submitting documents for verification, to follow ups with the bank or NBFC, until your loan is disbursed or your credit card is approved. And this March, avail special Maha March offers on applications and disbursement of select products only at BankBazaar.com.

1 Crore visitors expected: Enjoy the bonanza offered by the top financial website in India as adjudged by the IAMA. Serving 50 financial institutions and 50 lakh customers every month, BankBazaar.com is all geared up with its technology, platform, product range, and customer support

Shweta Rathore bags gold medal



Mumbai : The Indian Body Builders Federation had organized the 'National Body Building and Physique Sports Championship - 2016 at Roha, Raigad, Maharashtra. Shweta Rathore, who had earlier won the silver medal in sports physique category at the 'Asian Body Building & Physique Championship - 2015 (Uzbekistan) bagged gold medal in sports physique category. She is the first Indian sports woman to be bestowed with 'Miss India' title and bag the gold medal too in a row. This is the third time in a row of having achieved the same feat and becoming a star celebri-

ty and precedent for sports persons by winning titles like 'Miss Mumbai', 'Miss Maharashtra' and now 'Miss India'. Now she is all gearing up to participate in the 'Asian Championship' to be held in August in Bhutan and thereafter 'World Championship' in December in Brazil.

Shweta Rathore hails from Jaipur (Rajasthan). Her father, Anil Kumar, being employed at BSNL, Shweta completed her education in Jaipur, Patna and Delhi. In Delhi she completed her course in Electronics and Communication and got her B.Tech degree. But she was more interested in body building

and fitness physique and started an academy called 'Fitness Forever Private Limited'. From April 2016 she will start to train young girls desirous of body building and sports physique and take them to international level through her academy. Shweta Rathore says, "I want to thank all those sports personnel with whose guidance, I have achieved this feat. Now with Fitness Forever, I aim to enter the International level. I also want all the others continue to keep up with this tradition and make our country proud. I am getting ready to win the Asian and World Championship titles too."

Cisco Delivers on Vision of Andhra Pradesh as a Digital State

Visakhapatnam : Cisco today announced a series of strategic initiatives to help accelerate the digital transformation of Andhra Pradesh. Digital disruption is a reality and is transforming every country, state and city.

A digitized state aims to drive GDP growth, create jobs and foster innovation, enhance research and education, stimulate entrepreneurship, accelerate business innovation, develop economic cluster initiatives, and support infrastructure. Towards that end, Cisco and the government of Andhra Pradesh have signed a Memorandum of Understanding (MoU), which includes skills development for the new digital economy through expansion of the Networking Academy program, investing in innovative startups in the state, establishing an Internet of Everything (IoE) Innovation Centre in Visakhapatnam and Technology Center of Excellence and Research Lab in Tirupati focused on manufacturing and cyber security solutions, sponsoring a research program at University of Andhra to develop and customize digital technologies and solutions for rural Andhra Pradesh, and expansion of the Golden Mile project with Cisco.

The MoU between Cisco and the Government of Andhra Pradesh was signed today as part of the inauguration of India's first statewide broadband project - AP Fiber-Net - in Visakhapatnam, in the presence of the

Honorable Chief Minister of Andhra Pradesh, Sri Chandrababu Naidu, and other government dignitaries John Chambers, Executive Chairman, Cisco; Irving Tan, President, Cisco Asia Pacific & Japan; and Dinesh Malkani, President, Cisco India and SAARC.

Boost Research and Innovation in Andhra Pradesh

Cisco will set up an Internet of Everything (IoE) Innovation Centre in Visakhapatnam to foster regional innovation and will enable partners and startups to build solutions around IoE and engage in rapid prototyping. This will also act as a platform to bring startups, accelerators, developers, researchers, ecosystem partners and the venture community together to showcase possibilities of the Internet of Everything.

In addition to this, Cisco will also invest in an advanced Technology Center of Excellence and Research Lab in the Institute of Digital Technology (IDT), Tirupati, focused on cyber security, smart city and manufacturing solutions.

Dinesh Malkani, President, Cisco India and SAARC, said, "The government's vision of digital Andhra Pradesh is truly transformative and will create huge opportunities for the state, its citizens, and the nation. The digital transformation of Andhra Pradesh will help increase the state's global competitiveness by creating a highly skilled workforce ready for the jobs of the future, building an environment that stimulates exceptional companies, and enabling outstanding public services for citizens. We are thrilled to work with the government to help make Andhra Pradesh the role model for digital states in India."

CII survey ranks Vedanta among top 10 most Sustainable companies in India

New Delhi : Vedanta Limited, India's only diversified natural resources company has been given the 'Sustainable Plus Platinum label' for FY 2015 by the Confederation of Indian Industry (CII). Hindustan Zinc, a subsidiary of Vedanta Limited too was conferred with the 'Sustainable Plus Platinum label' for FY 2015.

"Sustainable development agenda is at the core of Vedanta's strategic priorities. As an organization, our commitment towards 'Social License to Operate' goes beyond the regulatory compliance and we are focused on the sustainable development, inclusive growth and greater value creation for all our internal and external stakeholders. The company's Year



on Year improvement in the score of the CII Sustainable Plus survey is a testimony of our continued efforts towards delivering best-in-class sustainability performance," said Mr. Tom Albanese, CEO, Vedanta.

"Sustainable Plus is India's first and only corporate sustainable label. The Label is based on the principles of transparency, responsibility, and accountability. Vedanta is

at the forefront of environmental, social and governance (ESG) practices in India," says Seema Arora, Executive Director, CII-ITC Centre of Excellence for Sustainable Development. Centre of Excellence for Sustainable Development (CESD), founded by CII-ITC, undertakes Environmental, Social and Governance (ESG) analysis of the top 100 companies across 20 sectors. The overall performance of the company improves in relation to the quality of disclosures. Once the analysis is completed, companies are assigned a 'Sustainable Plus' label based on comprehensive ESG analysis of companies which helps them to measure performance as well as identify risks that challenge sustainability of their

Gender Diversity to Lead Inclusion Agenda in the Indian IT-BPM Industry

Bengaluru : The National Association of Software and Services Companies (NASSCOM) today share its findings from its report titled, "Gender Diversity & Inclusivity trends in the IT-BPM Sector", stating that the industry is increasingly turning women centric, with women constituting 51 per cent of entry level hiring, and having a 50 per cent higher chance of getting IT-BPM job offers. The findings were shared on the sidelines of the 9th edition of the NASSCOM Diversity and Inclusion Summit 2016 in Bengaluru.

To assess the gender diversity and inclusivity situation in the IT-BPM domain in India, NASSCOM and PWC conducted a survey of NASSCOM member companies to get a perspective on how the IT-BPM industry is strengthening its current practices and embracing new emerging trends. The study was aimed at understanding the role of women in the sector, and help companies formulate practices which can further accelerate inclusion in the industry. According to the industry focus is shifting from inclusivity & diversity to empowerment,

stating that women are also moving away from support roles and growing in core business operations through added focus on training and development.

Over the years, NASSCOM has been working with various stakeholders across the industry to enable organizations to build a work environment that embraces diversity where employees, customers and other stakeholders thrive and succeed. NASSCOM has been instrumental in creating platforms of knowledge exchange across various forms of inclusion and across different cultural context for companies to share and learn best practices. The organization is also working with the government and the society to create a legal and commercial framework for support the same.

Speaking on the rise of women participation in the sector, Mr. BVR Mohan Reddy, Chairman, NASSCOM said, "I am extremely proud of the progress that the industry has made to promote gender inclusivity. At NASSCOM, we believe that development is never complete unless it is

across all sections though participation and inclusion of people irrespective of their gender, creed or color. Today's summit is part of our continued efforts to build an inclusive work environment in the sector, I hope that we will continue with this trend in supporting more women to break the glass ceiling."

While the trend of diversity and inclusion is promising in the sector, we still have a long way to go to become a fully inclusive sector. While gender equality has been established at entry levels, women still constitute a far lower share of CXO roles; the trend of women resigning at a higher rate than men as their personal priorities change is hampering this growth.

The summit also witnessed the announcement of The NASSCOM Corporate Awards for Excellence in Diversity and Inclusion 2016, aimed at celebrating best practices of companies in Diversity and Inclusion. This year, NASSCOM honored winners under 6 different categories who have made an effort to create an inclusive environment within their company.

One Click" Electricity bill payment in

Lucknow : Vodafone India, one of India's leading telecommunications service providers along with Uttar Pradesh Power Corporation Ltd. (UPPCL), the State Power Distribution Utility of Government of Uttar Pradesh, today announced a facility whereby Electricity consumers in UP East circle, will be offered

cashless, secure and easy electricity bill payments using Vodafone M-Pesa (powered by Tech Process). Customers of UPPCL spread across 73 towns in UP-East will now be able to pay their electricity bill through Vodafone M-Pesa anytime, from anywhere, significantly increasing the convenience factor.

Vodafone M-Pesa is a unique and innovative Digital Wallet service from Vodafone that offers Money Transfer, Bill & Utility Pay, Merchant payments and Business Solutions (Enterprise Cash Management) with the largest network of 20,000 Agents (Cash In Points) spread across various towns and villages in