

## Royal Harbinger

## A Biopic on APJ Abdul Kalam Coming Soon!

## Media, in need of a facelift

Electronic media that covers all the round the clock news channels actually brought a revolution in the information broadcasting. People now did not have to wait for next morning to know what's happening. Then came the time of breaking news where very few, in fact rare news items would qualify to be a breaking news. And now every new news is breaking news. And what TV channels in India are showing is more rhetoric than news. Their own focus is which politician said what. Once they get a small byte from any known or little known Netas, they would broadcast it with flash and make it a breaking news. And then the rest of the media would pick up that quote and then would ask other leaders about their opinion on that particular issue. Well that's not the end. Discussions, analysis, and the fight for supremacy begins that lives on until there is another statement released.

In this whole game of TRP, some channels even broadcast totally useless quotes from some illiterate people. They pick up such quotes because they will get an opportunity to take criticism from many opposition people. Then

## Editorial

someone will come in defense and will blame back media for distorting facts. Then media will pay back by some one liners and direct shouts on some scapegoats on the shows. And the show will go on.

People simply get entertained by media and such acts but the fact is media is not made for such stuff!

Media is made to act independently and pick up issues that hurt people. Issues that politicians and leaders had to pick up in first place but they failed. Issues that are aggravating and making lives miserable. If girls are leaving schools due to less safer ways, then the matter must be picked up by media and take questions of people to the government. On the other hand, government should use media to spread their new schemes and plans for the people.

Media either has no idea what they should be doing or people are not forcing them to stick to the basic of reporting. The term media trial remains strong today and before the case is entered into the honorable court, the decisions are out and people are termed victim and culprit.

Media must report what's not being known for ages. Media should prepare ground reports from villages and cities and present a true picture of life. Media's role is not to judge a scheme or predict its success or failure, rather its job is to spread the scheme and ensure everyone knows about it. Media must not start and end in the metro cities and bytes of top politicians and film stars, it should go deeper and go further, not in analysis, but in reporting.

## Shaan And Kk Lend Their Voices For Soundtrack



recent music launch. Its soulful numbers sung by Shaan and KK, which are composed by Sunjoy Bose and have lyrics by Rajesh V Butalia, are growing day by day.

The first song Tera zikra khuda ka zikra hai, is a Sufirock composition rendered by Shaan and Rimi Dhar that sets the mood for the album. It has already garnered a favourable response online. KK, who has lent his voice to two tracks in the movie, Khuda Tune and Waqt gaya tham, says, "The music is really nice and I enjoyed singing both the songs." The album also features singers like Deepali Sathe, Ryan Victor and has a sensational number by the vivacious Sunidhi Chauhan. Rajesh, who also makes his directorial debut with this thriller, says, "We are pleased with the response to the music and are looking forward to the film's release."

Fredrick, produced by Manish Kalaria under the banner Evana Entertainment, releases all over India on May 27.

## Success Party of "Duanwa Mangi" the musical video



**New Delhi :** Delhi based singer couple Nidhi Kohli and AMC Aman's Musical Video Duanwa Mangi speeding success was celebrated yesterday at a success party at "The Habibi" in Rajouri Garden. Along with them, other prominent talented singers that consolidated under one roof at the party were punjabi pop singer Dilbag Singh, Bhupinder Singh Bhupoi & Actress Sweta sharma and the Steelbird Entertainment Managing Director Rajeev Kapur with his wife Sweety Kapur.

The song that created a milestone on YouTube. Duanwa Mangi, one of the most romantic tracks (non filmy) of 2016 will be remembered for years. Launched worldwide the musical video from Steelbird Entertainment has already crossed 10 Lakhs mark on video-sharing site YouTube within just 2 weeks of its release. The song is creating multiple rounds across all platforms including leading TV Channels and other online sharing sources. The

video is likely to touch the magical figure of 1 million in another 2 days setting up a new benchmark in Indian music video history.

The Singer Nidhi Kohli and AMC Aman perfectly paired this beautiful song. The visual are perfectly describing the on screen chemistry between the duo singers in this video. The video was worldwide launched on April 22 the official Steelbird channel on the online platform.

Duanwa Mangi's Music is composed by none other than AMC Aman who is Indian vocalist and music composer. Through her exceptional singing style, Nidhi Kohli along with Aman Chibber beautifully struck the right chord with heart-touching composition and lyrics. Besides a strong chemistry, this song also reflects a great connection between the couple. The lyrics of the songs are by Meenakshi Bhardwaj and video director is GSK.

It's the season of Biopics in Tinsel Town, after biopics on the likes of Milkha Singh, Mary Kom, Sarabjit Singh and more it's the life story of Former Indian President Late APJ Abdul Kalam that's attracted the film industry.

Filmmaker Pramod Gore who last made the acclaimed Marathi film Reti has taken up the herculean task to picturise the life and times of the highly coveted scientist turned politician Abdul Kalam. "I will be producing the film under my banner Atharva Motion Pictures," says producer Gore. But we wonder what made him take up this subject. "There's so much that Kalamji has done for our national, he is an inspiration to all of us. A complete rags to riches story where



a boy from a small village rose against all odds to become not just the talented scientist that he was but also our President. I was amazed how a story as great as this still remained untold," says the filmmaker. Quite contrary to just producing the film, Pramod Gore went to the lengths of

travelling till Rameshwaram, Kalam's native place, met his elder brother who is now 99 years old along with his nephew who is 66 to get more insight into the life that APJ Kalam lived. "Yes, I traveled till Rameshwaram because I want to be thorough not falter in conveying a story as great as this.

And also had to seek permission from his family before going ahead with this film. I have also bought all of his 22 written works including the likes of Ignited Minds, Wings of Fire, India 2020, The Kalam Effect and more to have enough material."

It is learnt that Pramod Gore will be signing in a Hollywood director to make this biopic and wants to cast Irrfan Khan or Nawazuddin Siddiqui in the lead role. Confirming the news Gore says, "There have been umpteen films on Gandhi but the one which stood out was that of Richard Attenborough. It's not easy to weave an entire life into a 2 and a half hour film and I want capable hands on board for it. Which

is why I want to cast Irrfan Khan or Nawazuddin Siddiqui also as Kalam because I think they will be able to do justice to the film."

Similarly, Mr. Gore wants to rope in AR Rahman for music and Gulzar for lyrics. "I have already registered the title of the film APJ with IMPPA which shows the seriousness of this project and I really think the industry should come out and support a film like this. Yes, I want to approach Rahman and Gulzar sahab because this story deserves the best. I will also be approaching the Indian Government, asking them if they want to make this film with me. I am hopeful for a positive response," says Gore.

Interestingly, Mr. Gore is so moved by the story of Mr.

Kalam that when he went to visit Kalam's native place and saw the conditions in which is Tomb is placed, he resolved to give all the revenue he would make out of the film into developing that land. He wants to build a library there too and do his bit in the name of Mr. Kalam.



## Airtel Offers Double Data for Prepaid Customers

**Udaipur:** Bharti Airtel ("Airtel"), announced the launch of new pre-paid data packs that offer double data benefits to customers.

The innovative data packs redefine affordability and offer great value to customers by providing additional data benefits at night, effectively doubling the data limits for customers. With the new packs, customers will be able to save up to 30% on recharges, when compared to existing data packs.

Currently, the Rs. 265 pre-paid data pack offers 1GB of 3G/4G data with a validity of 28 days. With the new double data pack of Rs 292, customers will get 2GB data (1GB 3G/4G regular + 1GB night). This effectively doubles the data limit of the pack to 2GB, representing a saving of ~30% com-

pared to the current pack with the similar benefits. Above price points are for Rajasthan prepaid subscribers. Price points may vary for circles. Log in to [www.airtel.in](http://www.airtel.in) to know exact price points. Night timings: 12AM to 6AM

Ajai Puri, Director - Market Operations, Bharti Airtel (India & South Asia) said, "At Airtel, we are constantly innovating to provide a superior experience and great value to our customers. With increasing smartphone penetration and the customer need to stay online round the clock, we are redefining the value proposition with our new double data packs. Customers can now do more on India's largest smartphone network, without having to worry about exhausting their data limits."

## Maharaja Whiteline Launches an All-New range of Desert and Personal Air Coolers



**Udaipur :** Maharaja Whiteline became Groupe SEB India (P) Ltd.in 2014 and is the country's leading consumer durable brand in the air coolers, mixer grinders, juicer mixer grinders and room heaters category enjoying immense brand equity within the space. With summers just round the corner, the brand has unveiled its new range of Desert and Personal Air coolers. The range comprises of 3 desert and 6 personal coolers. All the models are aesthetically superior, performance driven and energy efficient models which are certain to be a great addition for your home this summer season. These new variants are amongst the best offerings within the category. All of them have been developed after gaining years of experience in the category and are a resultant of thrust on R&D with European quality consciousness. These air coolers boasts of high in-class air delivery and air throw distance in addition to energy efficiency, thus a perfect companion for the sweltering heat.

The series comprises of three hi-comfort Desert coolers and seven well-designed Personal coolers, namely, Blizzard 60,

Atlanto+ and Atlanto in Desert Air Cooler category and Frostair10 and 22, Torrent 30 and 18, Blizzard 50 and 20 in Personal Air Cooler category. All the models comprise of castor wheels for easy movement around the house. A 3 speed blower control is accompanied by 4-way air deflection which ensures even cooling in through the room.

The new range boasts of an unmatched quality, beautiful exteriors and best-in-class performance. It has been developed with the help of brand's in-house R&D and the design team's expertise. Following the 'Make in India' philosophy, manufacturing of all the products of this range has taken place in Groupe SEB India's own factory in Baddi, Himachal Pradesh. All the products are manufactured with international quality standards of Groupe SEB and hence, come with an assurance of remarkable performance and durability. With summers already knocking the doors, it is high time you bring home one of these power packed and attractive range of Air Coolers. So wait no more and bring home these summer saviors and enjoy a cool season.

## 16 Film Festivals from Sunday

**Jaipur** Yet another Film festival is opening in Jaipur from Sunday. Named "16 International Film Festivals" is being organized by the internationally acclaimed Jaipur International Film Festival (JIFF) from May 15 to 22 at the Nile screen of the prestigious Golcha Cinema. Festival films would be screened daily in the evening from 5.00 Pm to 9.15 Pm. Film personalities from India and abroad have started arriving at the Pink City to participate in the simultaneous 16 film festivals. Bilal Taheri from Iran, Stela Pelin from Romania and Hasan Nazaf from Afghanistan are among the prominent personalities reaching Jaipur who would be taking part in the inaugural session of the festival. 'Special Talks' would be held daily at 5 PM which would be followed by film screenings from 6PM. Different subjects like women issues, human rights, democracy, politics and corruption, and development issues, art and culture would be discussed and films based on these themes would be screened besides Children and

animation films. Cine goers in Jaipur would have a chance to watch world's top selected films in the festival. A total of 975 films were submitted for the festivals from 60 countries of which top 65 films have been elected for the screening. Among them are seven feature films, five documentary feature films, nine documentary short films, 28 short fiction films, two animation feature films, seven short animation film and seven Advt. films. People from all age group can attend the festival. The only film for adult only is 'Project Marathwada', based on suicides of farmers. Om Puri plays the lead role in the yet unreleased film. Founder of the JIFF and 16IFF Hanu Roj said the main objective of the simultaneous film festivals is to create awareness about the issues raised in the selected films. Discussions during the festivals have been designed taking into account intellectual needs of filmmakers in all age groups. The experiment of holding 16 film festivals simultaneously would be redesigned in future experiences

## Vedanta Limited To Launch 'Eureka', Boost Innovation

**Creates INR 200 crore fund to augment innovative practices & technology**

**Udaipur :** Vedanta Limited, India's largest diversified natural resources company has announced the creation of 'Eureka' on National Technology Day 2016. A web-based platform to nurture and incubate in-house innovation and technology, 'Eureka' is expected to go live on May 30, 2016. The platform is a part of Vedanta's Innovation & Technology programme, which has been created with a corpus of INR 200 crore to fund in-house opportunities for research and development.

Headed by Mr. Ajay Kumar Dixit, CEO- Power, Vedanta Limited, the Innovation and Technology programme is currently evaluating some of the most exciting prospects in the field of mining, exploration and production. For instance, 'MAGMA', a new technology that allows conversion of red mud into pig iron is being evaluated. If successful, MAGMA would

be instrumental in protecting the mining area from being filled with red mud and in turn be used for more productive purposes.

"Innovation is crucial to business success and sustainability in the natural resources industry. From assessing mineral deposits, cost management, ensuring worker safety to addressing environmental imperatives, innovative practices hold the key to value creation. We recognize the power of ideas in driving innovation and what could be better than crowd sourcing them through a common engagement platform. I am confident that 'Eureka' will be the foundation of Vedanta's lead in innovation & technology in the years to come", said Mr. Dixit.

Apart from MAGMA, Vedanta is also assessing the viability of recovering zinc and lead from slag, which is generated during the smelting of zinc. The Black Mountain Mining

(BMM) project in South Africa has submitted a technology named 'REFLEX', which facilitates the effective survey of mines.

Developing processes to reduce water consumption, converting fly ash into geo-polymer cement and cutting down on paper consumption are some of the other areas that are being developed to enhance sustainability.

The Vedanta Group incorporates sustainability in all business decisions and processes, to deliver safe, sustainable and responsible growth. Mr. Agarwal opines that a conducive environment that optimizes the creation of high efficiency technology will play an important role in ensuring optimal utilization of natural resources and recoveries of by-products. Benchmarking global best practices, Vedanta aims that all operations are Zero Waste and Zero Harm compliant.

## TVS launches : TVS XL 100 in Rajasthan

**Udaipur :** Adding a new chapter to its iconic brand: TVS XL, TVS Motor Company today announced the launch of its new four stroke TVS XL 100 in Rajasthan. The all new TVS XL 100 has been designed to meet the evolving needs of today's customer.

The all new TVS XL 100 is powered by a 99.7cc four stroke engine which effortlessly delivers 4.2PS power with excellent initial pick up and a top speed of 60kmph. TVS XL 100 returns best in class mileage of 67 kmpl (among all auto-gear two wheelers) under simulated test conditions as per TVS Motor standards.

Commenting on the launch, JS Srinivasan, Vice President Sales and Service, TVS Motor Company said, "This launch reiterates our commitment to deliver high quality, customer centric products and also underlines our commitment to continually establish a strong brand connect with our customers. The all-new four stroke moped TVS XL 100 has been designed to meet the evolving needs



of today's customer and is one of the most affordable, reliable, easy to ride, powerful multi-utility two wheelers in the market. We are confident that TVS XL 100 will garner high levels of customer satisfaction and will be well received in the market place."

The all new TVS XL 100 comes with a seat which is broader and more comfortable. It also has a detachable rear seat with a robust rear flatbed platform to enable carrying of loads. The front platform of the all new TVS XL 100 is wider and longer so as to enable more space. Easy centre stand, (patent pending), which makes parking the vehicle easier and improves stability while the vehicle is on

stand. The ergonomics of the all new TVS XL 100 have been designed to ensure a more comfortable riding position. Additional features include an easy kick-start, bold style muffler, bigger tank and stainless steel brake cable for effective braking.

The all new TVS XL 100's bold styling is complemented with attractive and vibrant graphics and comes in five colours of black, red, green, blue and grey. Along with TVS XL Super and TVS XL Super Heavy Duty, TVS XL 100 is currently available across all TVS dealerships in Rajasthan. TVS XL is priced at Rs. 30,328 ex showroom in Rajasthan.

## Over 72 lakh customers in Karnataka enjoy Vodafone SuperNetTM

Vodafone India, announced that Vodafone SuperNet™, that offers the finest connectivity solutions, has been rolled out across Karnataka benefitting over 72 lakh customers. Vodafone SuperNet™, offers a seamless network experience that empowers customers to remain confidently connected at all times, for their voice and data needs. Keeping with the Vodafone SuperNet™ brand promise, Vodafone has added more than 2000 cell sites across Karnataka to launch its 4G network in Bengaluru and Mysuru and its own 3G network is now available across 20 cities viz in Bengaluru, Tumkur, Chikmagalur, Hassan, Mangalore, Sirsi, Mysuru, Madikeri, Hubli-Dharwad, Belgaum, Gadag, Gulbarga, Raichur, Bidar, Bijapur, Davangere, Chitradurga.