

Entertainment, Tech & Business

Royal Harbinger

In a serious need of Total Revamp

OP Jaisha, the marathon runner who hit the news for getting fainted at the end-line actually gives us a peek into what exactly has been the situation of olympians. The kind of support Jaisha received in the main event tells the story we all have been speculating about facilities players get during their preparation. The situation is really pathetic and government must take a serious note of it. The image of Brand India is more on stake in a worldwide event like Olympics rather than cricket matches. If the attention is just reversed from Cricket to Olympics, we will have more medals than the trophies we win in different cricket tournaments.

Editorial

That said, it doesn't mean that cricket can be sidelined but yes, a considerable amount of money must be set aside and more importantly, be utilised for the development of players. Starting from international coaching to nutritious diet, everything needs attention.

As of now, if an athlete can afford all expenses on personal level, they become worthy of winning medals while the others who only rely on talent and hardwork only lack by the attention that government needs to provide.

When Indian cricket team was in a situation where they would hardly win any matches, people would ask to stop sending the team to international events. But then more attention was given and today we have team which can beat the best side easily. We have similar or may be better talent across all the games of Olympics but players are not given any support they need.

Wrestler Nar Singh failed the dope test a few weeks before the main tournament. This is hard to fathom or believe that the athlete took any steroid to excel as he would know well that he could be disqualified even before entering the ring. So, the lack of support is evident here. His food was easily contaminated with banned drugs and he failed before the fight.

Four years of course is a long time for players to stay motivated. They also face financial issues during this time. So, we can copy the cricket in this question. Why can't we have domestic olympic tournaments on the pattern of T20 and others. Such tournaments will keep the players ready for big Olympics. The country will also know their players and then the best and consistent performers can be sent for real test.

Regular tournaments will also make sure that these players will get their names known and will get sponsors. Apart from financial security, government must also ensure that the management of Sports Authority of India is in hands of former players. A player would not only be aware of real-time situation and problems, they will also be empathetic with them. Imagine a set of hundreds of players practicing in the guidance of veterans.

Overall, when we send 100+ contents and we only end up winning a couple of medals, we really put the country's image at stake. Remember that Olympic is a global event and is much bigger than cricket world cup which is played by limited nations and has much less support across the world when compared to Olympic games.

Recently the prime minister has planned to set up a task force for olympic which is a welcome move. All we need to ensure that the efforts get tough, real, and benefit the hard working and talented players directly.

Multiplexes in India refuse to carry Warrior Savitri

Param Gill's Bollywood debut has landed him in big trouble. The film faces unofficial ban in India but will open in US, UK and Australia on 2nd Sept. The international version of film minus music videos has been hailed by critics. But the film has struggled with release in India. The critic reviews in India have been unfavorable as well. There is massive support for the film in US, with a theatrical premiere in Los Angeles set to be punctuated with major Hollywood celebrities. Director Param Gill could not come to India to promote the film. "We have major publicity campaign set to hit United States this week. Entire Hollywood has rallied behind me to support the film. Though we did not find any support in Bollywood. The international version of film will break barriers. This is the first of its kind



of film coming out of India with female protagonist." The director has faced death threats but still went ahead with the film with a worldwide release.

Karan Singh Prince and Aanara Gupta upset about Nach Baliye!

TV couple Karan Singh Prince and Aanara Gupta, who were last seen leading the Rowdy Bangalore team in the cricket reality show 'Box Cricket League' (BCL), are upset about another reality show that they were to be a part of. The couple was eagerly looking forward to be a part of the ooly celebrity couple dance reality show 'Nach Baliye'. However, the season has been put on the back burner and the couple is visibly upset. Karan shares,

"It was during the time of 'BCL' that we were approached for 'Nach Baliye'. Anara and I were excited as this would have been our first show together. We went for events

in Nagpur and Bhopal and there were articles all over the regional media in those cities about us participating in the show. As everyone knows a lot of delay has happened and couple of production houses have changed and we guess it's not yet decided. After the initial talk, there has been no communication and all the proceedings that we have got to know is through the media articles." Aanara agrees, "We were happy and excited to do 'Nach Baliye' but this unprofessional approach has put us off. I am not sure if the show is going to start any soon and I had to let go off couple of projects for the reality show.

There is a lot of politics in Bhojpuri films : Priyanka Pandit

Mumbai: Priyanka Pandit, who is climbing the success ladder in Bhojpuri cinema, calls films her passion rather than interest. The Jaunpur girl, who was born in Uttar Pradesh and raised in Ahmedabad, has done 8-9 films but understands the politics as well as mentality of the industry. In conversation with Priyanka Pandit: What have you learnt from your experience in Bhojpuri cinema? What did you like the most and what did you dislike? Why cinema? Every field teaches us some or the other experience, knowingly- unknowingly. If we talk about Bhojpuri industry, it's small but probably more complicated in comparison to Bollywood. Here, anybody can be an actor or an actress, whether they are tal-

ented or not. The actress should be beautiful while the actor should have a rich background, else he should be a singer. Everyone has the chance to try his/her luck and get a chance in films but from my point of view, I only want to say that in this case, cinema must not suffer.

Do the producer and director understand whom to give a chance to and whom not to? Actually there is a lot of politics in Bhojpuri films. Old successful people decide who to take. They don't have work but they have fame and are now playing the role of consultants. Newcomers take their advice and listen to them and this is what the senior people take benefit of. But ultimately, the talented people get affected.



Now the big question is that in the 50 years of the Bhojpuri

industry, we are engaged in pushing it back, rather than

excelling ahead. We are responsible for this, not the

audience. The viewers want to keep this cinema alive.

Is there any hope for Bhojpuri cinema to regain its old image or to make a new strong identity?

Parallel cinema is good but this is a slow process. Some people are trying at their level and Dinesh Lal Yadav Nirahua is one them. He is obviously consistent with his films which prove that there are good viewers of Bhojpuri cinema. His films have better script and good budget.

Anyone would be proud of his film Nirahua Hindustani. He tends to work on the script himself, that's why there is no place for dirt.

I believe that if the writer refuses to bow before anyone then half the problem is solved.

Bosch Automotive collaborates with Manipal University

Udaipur: Bosch Limited, in collaboration with Manipal University Jaipur (MUJ) has launched a training center in Jaipur, Rajasthan. Located within the premises of Manipal University Jaipur, the joint certification center was inaugurated on August 26, 2016. The event was graced by Prof. Sandeep Sancheti - President, Manipal University Jaipur and Mr. Abhijit Kallianpur, Senior General Manager, Automotive Service Solutions, Bosch Limited, India.

The joint certification center has been set-up to provide quality training to students in the areas of automotive parts, diesel systems, vehicle diagnostics, auto electrical and air conditioning service. With an aim to impart quality training that would enable the youth of India build a sustainable future, the training material has been developed and provided by Bosch. The Center has been equipped with the latest Bosch Equipment, such as, diesel test bench, auto electrical test bench, air conditioning service equipment, vehicle diagnostic scanner, wheel aligner among others. The training center will provide joint certification programs to students of Manipal University Jaipur, technicians and service personnel alike.

Commenting on the inauguration of the training center, Mr. Vijay Pandey, Regional President, Automotive Aftermarket, Bosch Limited, said, "In the Automotive Aftermarket sector, Bosch ranks among the highest in terms of employment genera-

tion. However, given India's insufficient skilled labor pool there is a need to build on the country's employability level, the same has also been identified by the Government of India which has initiated the Skill India program. Further, education institutions must be revamped to the next level so as to produce a generation of skilled, educated, trained and employable youngsters.

To address this concern Bosch has collaborated with Manipal University Jaipur to offer quality training programs. Our joint vision is to ensure the youth of India is able to build a sustainable future."

The past decade has seen an explosive growth in automotive technology and its applications. Servicing such technologically advanced vehicles has become the crux of the automotive service industry. Bosch's Training programs are recognized globally for the high quality training structure. Bosch has been imparting training services to thousands of technicians, service personnel, and lately, educational institutions for over a decade. Training courses from the Group offer in-depth knowledge of the evolving technologies, and at the same time provide hands-on experience with the latest equipment, by staff who are highly knowledgeable and experienced. Bosch has 19 training touch points across India and a total of 6000 participants have been trained during the first half of 2016.

Panasonic partners with JIO for its Jio Preview Offer

Udaipur: Panasonic India has partnered with Reliance Jio for access to its complementary Jio Preview offer. Panasonic smartphones customers can now enjoy the Jio Preview Offer to avail free voice and data services in the trial period. Users will also get complimentary access to premium Jio applications - My Jio, Jio on Demand, Jio Beats, Jio Play, Jio Drive, and Jio Money - with unlimited options of latest movies, TV shows and songs across multiple languages during the Jio Preview offer. Panasonic smartphones users can download the MyJio app to avail the offer on the basis of location and city. The

Jio app will generate offer barcode, which can be used to avail the SIM at a Reliance Digital or Xpress Mini Store nearby. Commenting on the launch, Mr. Pankaj Rana, Business Head - Mobility Division, Panasonic states that "Panasonic was the first brand in India to establish full range of LTE devices and all our 4G/LTE devices launched in 2016 are VoLTE enabled. At Panasonic, it is our effort to constantly understand and deliver on customer expectations. We feel that with Jio Preview Offer customers can experience different 4G services which are unique & driven by LTE technology."

DSK Benelli celebrates success with 17 showrooms PAN India

Udaipur: DSK Motowheels, one of India's most well-established and strongest players in the superbike industry and the legendary Italian superbike brand, Benelli have created veritable ripples in the Indian market since the launch of the DSK Benelli brand in March last year. Within a short span, the company has garnered a loyal fan following of superbiking enthusiasts.

This success is demonstrated in the sales figures that DSK Benelli has clocked. So far it has sold 3,000 bikes in India with DSK Benelli TNT 600i being the fastest selling model from the brand, registering 1000 units sold already.

Mr. Shirish Kulkarni, Chairman, DSK Motowheels said, "DSK Benelli has managed to carve a strong niche for itself in India's superbike industry thanks to our emphasis on performance coupled with compelling design language. We have established our brand leadership stance on the basis of our diverse portfolio that offers superbikes at various price points. Our overall vision is to create a vibrant

superbiking culture in India and help more and more riding aficionados experience the pure pleasure of owning an Italian superbike unlike any other."

The DSK Benelli TNT 600i was an instant hit in the Indian market. Imposing, versatile and thrilling, the superbike has been embraced by industry experts and consumers alike for the experience it offers besides that inimitable blend of stellar performance and Italian heritage. The sales of the already popular superbike skyrocketed after the company launched its ABS version in June 2016. The company is all set to further enhance its brand appeal and delight superbiking lovers with the upcoming Benelli 302R and the TRK 502 by the end of fiscal year 2016 - 17.

In order to cater to the increasing demand for its powerful and artistically styled superbikes, DSK Benelli's current production capacity is 7,500 units per annum in a single shift. By the end of 2017, the production capacity would go up to 1,00,000 units per



annum with a single shift.

The company's network has grown with 17 well positioned showrooms with 3S facility PAN India, showcasing the sporty-looking Tornado Naked Tre, or TNT superbikes that encompass the TNT 25 - Single cylinder 250cc engine, TNT 300 - In-line two cylinder 300cc engine, TNT 600i (ABS) - In-line four cylinder, 600cc engine; TNT 600 GT - In-line four cylinder, 600cc engine; TNT 899 - In-line, three cylinder 898cc engine and the TNT R - In-line, three cylinder 1131cc engine.

DSK Benelli is set to open

15 more showrooms PAN India, of which showrooms will shortly be coming up in Siliguri, Baroda, Bhubaneswar, Vijayawada, Lucknow and Agra. Furthermore, DSK Benelli will also look into entering Nagpur, Raipur, Patna, Udaipur, Calicut and Trivandrum with 3S facilities in the coming months.

With the company's mounting sales and service network, the brand offers 24 x 7 on call breakdown service and an industry first, 4 years unlimited kilometers extended warranty on its entire range of DSK Benelli superbikes.

Eicher Trucks And Buses Launches Eicher Pro 6037 With Innovative M-Booster



Udaipur: Eicher Trucks & Buses, part of VE Commercial Vehicles Limited, consolidated its presence in multi-axle range with Eicher Pro 6037; a higher payload 37 ton GVW truck. The Eicher Pro 6037, earlier unveiled at the Auto Expo is a "Born Intelligent" truck from Eicher Trucks & Buses with advanced telematics, innovative M Booster, EMS 3.0 (Engine Management System), EPS (Engine Protection System), real time fuel coaching and cruise control making this truck the most feature rich in this segment.

Taking a step ahead in the modernization of the commercial vehicle industry; the Eicher Pro 6037 comes with the innovative M Booster (Mileage Booster) system for high fuel efficiency through a combination of energy conservation processes. Eicher Pro 6037 is embedded with Eicher Live Advanced Telematics; offering uptime management, fuel management and trip management services. To ensure maximum driver comfort and lifetime profitability, the Eicher Pro 6037 is equipped with fuel efficient driveline with VEDX5

- 4 Cylinder Engine and 9 Speed Transmission, robust DOMEX chassis and fully suspended world class sleeper cabin. The vehicle suits to the long haul applications such as Market Loads, Tankers, Cement, and frozen goods transportation while Cruise control ensures a fatigue free driving experience. Commenting on the growth of heavy duty segment in India, Mr. S S Gill, Sr Vice President and Head, Heavy Duty Trucks, and VE Commercial Vehicles said, "The Heavy Duty sector is expected to touch a new peak in the current year with huge growth in the segment based on both replacements as well as additional truck requirements with a massive focus on infrastructure and core sectors in the economy. With our entry into the fastest growing 37 ton segment, our position in HD segment will strengthen and we will consistently grow our market share in HD segment from a current market share

of 6% YTD FY 2016-17. Further commenting on the aftermarket support solutions to the customers, Mr. Gill added, "Eicher also offer innovative and customized service solutions to meet individual customer needs. Our warranty offerings are among the best in the industry; customers can opt for extended warranty program as well. Apart from these on-site services, there are a lot of innovative after sales schemes like "Eicher Freedom" and "Eicher Promise" which ensure maximum uptime and higher level of productivity to our customers. This is also in line with our "Pro Customer" philosophy where we strive to do everything to ensure highest level of productivity for our customers, leading to better profitability and prosperity for them. Together we are taking our customers, partners and the Indian trucking industry into a whole new level and that's our mantra leading to the future of Indian trucking."

Customers contribute to Airtel's 'Open Network' initiative

Udaipur: Bharti Airtel ("Airtel"), India's largest telecommunications service provider, today said that its Open Network initiative has received good response from customers across the country. Launched in June 2016, the initiative made public Airtel's entire mobile network information to customers through an interactive online interface and asked them for their feedback to improve the network. Airtel received feedback and suggestions from millions of customers across multiple Open Network touch points - Open Network portal, myAirtel app, Airtel Call Center and Airtel Stores. Based on the feedback, Airtel engaged with these customers to improve and optimize the network for them and their surrounding areas. Thousands of leads for installation of new network sites were also generated. Till date, over 9000 sites have been upgraded at various locations and over 30,000 existing sites have been optimised by Airtel's network team to resolve the network related issues. The task of putting up new towers is also underway. Gopal Vittal, MD & CEO (India & South Asia), Bharti Airtel said, "We would like to express our gratitude to our customers for sharing their valuable feedback and supporting the Open Network initiative. We believe that with this initiative, we have made a small but positive beginning towards improving our network and hope that going forward more customers will join us. Airtel is fully committed to building a world class network that is future ready and will deliver a great mobile experience to our customers." Airtel is rolling-out a new 360-degree advertising campaign around the Open Network initiative with a media-mix of TV, print, outdoor and digital. The campaign, designed by Taproot-Dentsu, is based on the feedback/insights gathered through the initiative and encourages customers to participate and take charge of network related issues. As a mark of gratitude to all customers who have helped Airtel build a better network, the Open Network portal will have a new section - "Network Stories". This section will detail the actual on-ground changes that have happened post the open network campaign launch where Airtel has delivered an improved network experience. The section will also have testimonials from satisfied customers. With the launch of the Open Network initiative in June this year, Airtel took the lead in establishing complete transparency about its mobile network and opening itself to customer scrutiny and feedback with the aim of improving its network. Customers can now see network coverage/signal strength in any location across India through a colour coded interface that shows if coverage is excellent, good, moderate or non-existent. Customers can easily give network feedback through www.airtel.in/opennetwork, myAirtel app, Airtel Call Centre or Airtel Flagship Stores across the country.