

Business & Entertainment

Enjoy the Change

Mysteries of life is endless. You try and understand one way, and it turns out to be another, and so on. This intricacy of life is the complication as well as beauty. The fear of unknown or the joy of hope, we choose as per our convenience. And that keeps us hooked with life. The secret of a happy life is nothing special. It lies somewhere between your hope and fear. You can never predict what will be the next but your attitude to see that unforeseen is what makes you happy or sad.

At times we realize that despite everything being fine, the feel is just monotonous. And that leads us to a sort of depression because nature is programmed to be moving and changing constantly. See the water, air, light, or seasons; everything is on the go. Despite their linear movement towards the next, they have a variety with them, and this is why the same wind feels fresh that we loved a day ago in the morning. But if you see yourself, you feel boring when you head to the office or business every morning. The difference is the feeling that you take out of every new day. If you can recall every morning that this is a new day, a new date in the calendar and a new day of life, you might feel better. To add on, check the people on your way—they are not the same that you saw yesterday. You see new faces every single day on the same square where you wait for the signal to turn green. You see a different car beside yours and so on.

Similarly, if you see the people in your office, they are in different colors. Some would shake hands with you while some might wave a hand at you and so on. Everything is new and exciting every day; all we need is a thought process that allows us to see beyond the same desk, pillar, office walls, doors, etc. Our ability to see the new is well controlled by our attitude to see the things that do not change. Inanimate objects are not your focus, but the live things are.

To feel this change, start loving the plants you have in your garden or balcony. Every morning, they have some development. Seeds would come out of the soil; a new bud would appear from the bunch of leaves, a new set of leaves smiling with fluorescent colors, a new bug eating a leaf, or a plant looking pale due or inappropriate watering, and so on.

When you start your day with plants or a garden, you will realize that the day is new. Not just a calendar has moved on; life has propelled too. Enjoy the change.

Farah Khan Unwinds On Viveck Shetty's Chat Show On FM Rainbow



S.K. De
She is sophisticated, stylish, dynamic and an inspiration for many. Yes, I am indeed talking about the unparalleled Farah Khan who unwinds in a candid chat with the renowned motivational speaker, yogi and mystic Viveck Shetty...

Popular
Celebrity

Jewellery Designer Farah Khan revealed the most craziest things she has done in her life in an engrossing chat with Viveck Shetty on FM Rainbow 107.1 MHz. She also waxed eloquent on her recent book "A Bejewelled Life" Published by Rizzoli and Edited by Paola De Luca.

Motivational Speaker, Yogi and Mystic Viveck Shetty also gets her talking on some of the most trying phases of her life and her comeback story. All this and a lot more amidst her favorite songs that include 'Crazy' song by Seal and 'Tareefan' song from Veere Di Wedding.

Viveck Shetty ensures that this hour long interaction is highly entertaining and high on humor. This particular episode is scheduled for broadcast on 17th May 2019 at 6 pm followed by repeat broadcast on 18th May 2019 at 10 am. For those of you who have global aspirations, do tune in this weekend to FM Rainbow and find out what it takes to build a global brand and stay on the top for over two decades.

BKT TIRES TO POWER BHARAT SUPER LEAGUE 2019

Udaipur: Balkrishna Industries Limited (BKT), India's leading manufacturer of off-highway tires, has signed on with Asian Paints Bharat Super League (BSL) as the "powered by" sponsors, which is in its second edition. As "Powered By" sponsors, BKT's association with BSL will range across multiple areas including promotion and branding.

BSL will be conducted across four states viz., Rajasthan, Haryana, Uttar Pradesh (U.P.) and Tamil Nadu. The tournament will kick-start from 8th May, 2019 in Rajasthan and will conclude in the first week of July, 2019.

The Rajasthan leg of the tournament will be contested across nine districts including Bharatpur, Pali, Alwar, Hinduan City, Nagaur, Dausa (Jaipur Rural), Gangapur, Ajmer and Jaipur.

Expressing his views about this partnership, Rajiv Poddar, Joint Managing Director, (BKT) said, "Bharat Super League is one of the most keenly contested kabaddi events in the country and we are excited to associate with them. With the immense undiscovered talent across many states of the country, west to support this league that fosters grass-root level Kabaddi and unearths future champions. With BKT as the powered by sponsors, audience will have easy access to our mobility solutions ranging from off-highway to tractor tires."

All states (except U.P.) will have 9 districts where matches will be played, with U.P. having 10 districts. The players competing in BSL are district and state level players. Each district will see 16 teams face-off with one another. On day 1, 16 teams will contest. On day 2, 8 winners of day 1 will compete against each other in knock-out rounds - quarterfinals/semi-finals/ finals of the district. The winning team of the district will be qualified for state-level competition, which will be held in the ninth district.

Honda's biggest road safety awareness initiative for college students reaches Udaipur



Over 1700 college students of Udaipur learn importance of road safety with Honda

Udaipur: Firmly believing that awareness on road safety should start from youth to make a safer India of tomorrow, Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI) brought its road safety awareness initiative to Udaipur for

the first time.

Honda conducted its National Road Safety Awareness camp in Indo-American college, Udaipur. Over 1700 students were sensitized on importance of road safety, be it as a new or future two-wheeler rider or even a pedestrian.

Nationally, Honda 2Wheeler India started its

biggest ever National Road Safety Awareness programme exclusively for young college students in January 2019. Every month, Honda is spreading road safety awareness to more than 15,000 students of 10 colleges across India.

This corporate social responsibility (CSR) initiative of Honda has already educated over 66,000 college stu-

dents across 31 cities. After Jaipur and Bhilwara, Udaipur is third city in Rajasthan where Honda conducted the mega-activity to sensitize students of importance of road-safety.

Speaking on why Honda is reaching out to college students and the need for greater road safety awareness, Mr. Prabhu Nagaraj, Vice President - Brand & Communication, Honda Motorcycle and Scooter India Pvt. Ltd. said, "Road Safety is the core pillar of Honda's corporate social responsibility. The youth of today are not only road users of today but future two-wheeler riders as well. The aim of Honda National Road Safety awareness campaign for college students is to spread awareness on road safety from the very beginning to ensure a safer India on roads. We are delighted that over 1700 youth of Udaipur participated in this camp and took #TheSafetyPromise with

Honda. As a responsible corporate, Honda will further expand this initiative to other cities across India."

More than selling two-wheelers, Honda believes in realizing Safety for Everyone and its responsibility is not two-wheelers riders of today but road users – be it pillions, passengers or even pedestrians of all ages. To spread road safety among Udaipur's youth Honda conducted different activities:

• **SCIENTIFIC THEORY LEARNING MODULE:** Honda's skilled instructors set the foundation with theory sessions for students on road rules, traffic signs and safer riding etiquettes like correct riding posture etc.

• **INTERACTIVE VIRTUAL LEARNING:** With many college students either being new or potential future riders, Honda focussed on increasing the risk prediction ability of students on roads before actu-

ally riding. Students experienced over 100 possible dangers on road on Honda's virtual riding simulator.

• **IMPROVING SKILL OF EXISTING RIDERS:** Those students who are already existing riders tested and improved their riding skills through slow riding activities and riding on narrow planks.

• **45 FEMALE STUDENTS BECAME INDEPENDENT RIDERS:** Honda's safety instructors empowered 45 female students to independently ride a two-wheeler in just 4 hours under Dream Riding program – designed exclusively for women.

• **LEARNING BECAME FUN:** To ensure that the young students could learn more about road safety, Honda also conducted fun educational activities like road safety games and quizzes on daily basis.

CASTROL INDIA ANNOUNCES THIRD EDITION OF CASTROL SUPER MECHANIC

Udaipur: Castrol, India's leading international lubricant company, launched the third edition of its highly successful and much awaited Castrol Super Mechanic contest, India's largest mechanic testing and training initiative. This event supports car and bike mechanics across India to test their skills and gain recognition nationally by displaying their knowledge and talent.

The programme, which saw an overwhelming participation of more than one lakh mechanics in 2018, commenced with the computerized Interactive Voice Response round (IVR). This round will further select 40 mechanics each in the cars and bikes category. The final round in Mumbai will have the top ten mechanics in each category vie for the top slot on national television and will encompass challenges that will test their theoretical knowledge and practical skills.

Stepping it up this year, Castrol India will be conducting learning sessions endorsed by Automotive Skills Development Council (ASDC) for close to 5,000 mechanics in 20 cities doubling the cities they are being held in, compared to last year. To broaden the reach and amplify the exposure of this event, Castrol India has associated with Zee Media Corporation to conceive and curate it, making it the largest Castrol Super Mechanic competition to date.

Passionate about the success and growth of the mechanic community, Omer Dormen, Managing Director, Castrol India Limited said, "The Castrol Super Mechanic programme accentuates Castrol India's commitment to elevate the skills of the mechanic community and recognises their talent and huge contribution to the society through a public platform. It is extremely delightful and gratifying to help the transformation of these mechanics who help keep India moving." He further added, "We hope the programme and previous winners of the Castrol Super Mechanic contest inspire many more this year to script their winning story."

Zee Media Corporation will be airing various segments from the Castrol Super Mechanic programme across various Zee channels thus giving an opportunity to many mechanics to be on national television. Speaking on the occasion, Ashish Sehgal, Chief Growth Officer, Zee Entertainment Enterprises said, "Bringing alive the stories of the mechanic community for our audience is something never seen before on Indian television. In the true spirit of Zee's culture of transforming ordinary people into extraordinary heroes, we are delighted to join hands with Castrol India for this project to build pride in their profession."

The programme will conclude with Super Mechanic winners announced at a glittering red carpet finale in Delhi and it is slated to go on-air on Zee Anmol starting July 2019. The show will also be aired on various Zee network channels including Zee News.

To participate:

To participate, the applicants can dial 1800-120-1401 and follow further directions.

Dates and registration details regarding the mechanic learning sessions will be announced shortly. Mechanics will also be informed through SMS and can stay updated by visiting www.castrol.co.in

Shakti Pumps FY 19 Profits up 29% to Rs 45.08 crore

Udaipur: Shakti Pumps, a leading manufacturer of Energy Efficient stainless steel pumps, Integrated Solar Pumping Systems and power electronics products like solar variable frequency drives (VFDs), hybrid inverters, motor starters in India with exports to over 125 countries, reported total income of Rs. 550.25 crore for the year ended Mar 31, 2019, a 25% growth and Net Profit stands at Rs. 45.08 crores with a 29% growth.

Commenting on the results, Mr. Dinesh Patidar, Chairman and Managing Director, Shakti Pumps (India) Limited said, "The results show that the company's strategy is on right course. The board had recommended a dividend of Rs.5 per equity share of (Face Value of Rs. 10 each) i.e. 50% for the financial year ended 31 March, 2019."

The quarterly financial results and year ended results include the following entities: Shakti Energy Solutions pvt. Ltd., Shakti pumps FZE, IJAE., Shakti pumps U.S.A. LLC., Shakti pumps pty. Ltd, Australia and Shakti pumps (Bangladesh) Limited.

Land Rover begins sale of Range Rover Velar

Udaipur: Jaguar Land Rover India announced the start of sale of the locally manufactured Range Rover Velar with prices starting from INR 72.47 Lakh in India. Available in two powertrains, 2.0 l Petrol (184 kW) and 2.0 l Diesel (132 kW), the locally manufactured Velar offers a seamless blend of reductionism and elegance. The Velar's local manufacturing will now enable Jaguar Land Rover India to gain a competitive edge within the Indian luxury SUV segment.

Rohit Suri, President & Managing Director, Jaguar Land Rover India Ltd. (JLRIL), said: "Since its launch in 2018, the Range Rover Velar has received an overwhelming response from customers across the country. Now, with the introduction of the locally manufactured Range Rover Velar, we are able to offer this iconic, award winning product at a very attractive and compelling price than before. This will enable more Range Rover fans in India to own and drive this striking, good looking and distinctive vehicle."

AESTHETIC APPEAL REDEFINED

The Range Rover Velar has optimised proportions that beautifully harmonise automotive refinement, elegance and modernity. The powerful volumes of the vehicle's front end, visible through a flowing, continuous waistline that culminates into a taut and elegantly tapered rear, exhibits the Velar's proud Range Rover lineage. The Range Rover Velar sports a distinctive design, owing to a mix of striking features like All-LED lights, deployable flush door handles and integrated rear spoiler on the exterior. Collectively, these features drape the Velar with a compelling design that also translates into improved aerodynamic efficiency.



EMPOWERED WITH TECHNOLOGY

The interiors host the revolutionary Touch Pro Duo technology, which enhances the Velar's assertion of luxury and innovation. Further elevating this high-tech character is the presence of two seamlessly integrated 25.4 cm (10) Touchscreens and minimalist controls as standard. Interactive Driver Display allows access to a vast amount of driving information and active safety data. It allows viewing of the full screen map, as well as usage of phone and control of other media.

The vehicle also stays true to Land Rover's luxurious pedigree of unparalleled capability under any circumstance, owing to the state-of-the-art All Terrain Progress Control (ATPC) system. This enables the driver to maintain a steady speed in challenging conditions that entail slippery surfaces like mud, wet grass and dirt roads, thus enabling a sense of luxurious refinement through seamless composure and control.

AIRTEL PARTNERS WITH HDFC LIFE

Udaipur: Bharti Airtel ("Airtel"), one of the world's leading integrated providers of telecommunication services, and HDFC Life Insurance, India's largest non-bank promoted private life insurer have joined hands to leverage technology and the deep penetration of mobile services to build a financially secure India. Airtel has launched a prepaid bundle that will come with in-built life insurance cover (term plan) from HDFC Life Insurance. Airtel's new Rs 249 prepaid bundle will come with Rs 4 lakhs life cover from HDFC Life along with 2GB data, Unlimited Calls to any network and 100 SMS/day. The recharge is valid for 28 days and policy cover till recharge is active. A customer needs to enrol for the insurance after first recharge through SMS, My Airtel App or Retailer. The insurance renews automatically for subsequent recharges. As per the IRDAI, the insurance penetration in India is less than 4% (of the population) while smart phones will account for 38% of all networked devices by 2022, i.e., 829 million, compared to 26% in 2017, i.e., 404.1 million (Source: Cisco VNI). The Airtel – HDFC Life partnership leverages their respective digital platforms and Airtel's distribution reach, including a phygital experience in rural pockets, to make it very simple for millions of uninsured and underinsured Indians with a mobile phone to get a life cover every time they recharge their mobile phones. The policy, which is available to all customer aged 18-54 years, requires no paperwork or medical examination (the customer is only required to give a declara-

tion of good health) and the policy or CoI will be instantaneously delivered digitally. A physical copy of the insurance can be provided on request. Airtel's innovative prepaid bundle gives convenience to mobile customers with significant amount of data and a sizeable insurance protection at under Rs 9 per day. The entire process is digitally delivered in a matter of few minutes at any Airtel retail store or on MyAirtel app. Airtel has over 1.1 million retail outlets, and as of December 31, 2018, its mobile services covered 786,134 non-census towns and villages and its network covered 95.3% of India's population. Says Adarsh Nair, Chief Product Officer, Bharti Airtel: "A telco is well positioned to provide the digital backbone to drive innovation and create value for consumers. This is first among many powerful use cases that leverages the power of a telco to build a digitally enabled and financially inclusive India. Insurance adoption is abysmally low in India, including in urban areas. Price, access and convenience of payments are barriers to adoption. With this innovation,

We are really excited to join forces with HDFC Life who share our vision of leveraging technology for the good of people and delight customers with meaningful innovation." Commenting on the tie-up, Suresh Badami, Executive Director – HDFC Life, said "At HDFC Life, we are constantly looking at creating eco-systems that enable us to improve our reach of insurance products. Two of India's customer-centric brands have come together to offer this innovative product. I am confident that this tie-up is a great opportunity to make insurance accessible to every Indian. We will continue to create more awareness and bring solutions that help reduce the protection gap in India." Airtel's new Rs 249 prepaid bundle is available to customers across India. As of December 31, 2018, Airtel's mobile services customer base in India was approximately 284 million.

The new #AirtelThanks – differentiated services & exclusive experiences

Udaipur: Bharti Airtel ("Airtel"), India's leading telecommunications services provider, re-launched its flagship customer program - #AirtelThanks. Continuing on Airtel's strategy of winning with quality customers, the new enhanced program is designed to deliver exclusive rewards. The new program is tiered in its offering – Silver, Gold and Platinum. Each tier opens a whole new set of benefits for Airtel customers. The benefits are powered by Airtel's strong partnerships, which go from premium content brands like Amazon Prime, Netflix and Zee5 to Wynk music, device brands and many more.

Silver tier is an entry to the world of basic content - AirtelTV, Wynk. With Gold, customers get access to many add on telecom benefits, and great value access on premium content or financial services. With Platinum, customers will get VIP service from Airtel, premium content, e-books, device protection, and exclusive invites and priority access to events and sales. The program is powered by a great app experience, which helps users choose, access and navigate through their benefits in a very simple and user-friendly manner. The app, which has been re-named "AirtelThanks" uses strong data-science and segmentation algorithms to customize the user experiences, based on user interests and profiles. Adarsh Nair, Chief Product Officer, Bharti Airtel said: "#AirtelThanks is an ambitious program that is built on deep technology and incredible partnerships. In its latest avatar, we are evolving the program to deliver highly differentiated experiences that are tailored to our customers' needs. We are also segmenting our customer base and ensuring that our high value customers get VIP service. We are investing in data science, machine learning and smart APIs to develop these experiences in partnership with digital first brands like Amazon. We are excited about the future of this program and our customers can expect more brilliant experiences in the coming month.