

Business & Entertainment

Rajasthan Government holds an Investment roadshow in Delhi

New Delhi: Calling investors aboard 'Invest Rajasthan' investor summit, Government of Rajasthan held roadshow in Delhi on Monday. As part of the roadshow officials from the state government's Bureau of Investment Promotion (BIP) held one to one interactions with more than two dozen major investors to discuss proposals of several hundred crores. The roadshow in Delhi has come in series of similar events being held by the BIP and Rajasthan State Industrial Development and Investment Corporation (RIICO) to attract national and international investors to Rajasthan.

The roadshows mark resumption of conventional investor outreach programs by Rajasthan Government, such activities were on hold since outbreak of COVID in early 2019. However, Rajasthan has triumphed over the pandemic and continued its developmental journey. The resumption of physical outreach activities shall further be shot in arm for the incessant investments being driven to the state following vast resources and strong policy support from state government.

"The roadshows in Delhi and several other cities have registered huge interest of investors and more such activities are planned over the next few months to pitch the investment potential of Rajasthan. The state has emerged as number one in solar power generation capacity and is also a lucrative destination for Textile, Medical and Healthcare and Ceramics," suggested quote

Rajasthan has vast mineral resources, dependable infrastructure, skilled manpower and availability of land. The recent policy initiatives by state government has further added momentum to industrialisation in Rajasthan. Transparent, convenient and efficient systems such as One Stop Shop extends investors an easy access to 14 state government department and helped to keep investments afloat even during the lockdown period. The state is also rich in agricultural resources and with upcoming HPCL-Rajasthan oil refinery in Barmer, a wide range of petrochemicals will be available for the industries. The state government is facilitating development of an



industrial ecosystem to realise Chief Minister Shri Ashok Gehlot's vision to make Rajasthan the Industrial hub of India.

A neighbouring state to Delhi, a large part of national capital region falls Rajasthan. The state is a major source of raw material as well as market for final products for several companies located in the NCR. The state government has recently also took several initiatives to further facilitate the industrial development in the area and developed sector specific industrial areas such as Sports and Toy Zone and Electric Vehicle Zone. Along with Delhi the state also shares borders with states of Punjab, Haryana, Gujarat, UP and Madhya Pradesh. It extends an easy access to 40 percent of market in Northern India. Meanwhile, projects such as Bharatmala and DMIC are extending industries located Rajasthan a reach to distant markets. While the Rajasthan Industrial Policy 2019 and Rajasthan Investment Promotion Scheme 2019 have extended thrust to investments. Also other sector specific policies such as those for renewable energy and agriculture marketing has been well received among investors.

The Bureau of Investment Promotion (BIP) extends assistance to investors in processes such as site selection and Acquisition of land Financial assistance to smalls medium and large scale projects Equity participation in large projects on merit Technical consultancy for project identification and technical tie up Escort services, facilitation of government clearances Merchant banking and financial tie-ups Extending incentives and concessions according to the policy of State Government and Department of Industry and Commerce.

HDFC Bank scales up 3rd edition of Festive

Udaipur: HDFC Bank is set to light up Indian hearts with more than 10,000 offers as part of its Festive Treats 3.0 campaign, a near 10 fold increase from 2020. This year our Festive Treats will have more than 10,000 offers on cards, loans and easy EMIs.

The theme of this year's Festive Treats is 'KaroHarDiRoshan'. It reflects the belief that even the smallest of our actions can have a cascading effect and transform the lives of others. The Bank is trying to reach every Indian through its branches, ATMs, partnerships with stores/websites and digital media campaigns which have a hyper local focus.

The bank has partnered with over 10,000+ merchants across 100+ locations to offer its customers an opportunity to avail fabulous deals specifically created for their personal and business needs. Some of the key national partners include Apple, Amazon, Shoppers Stop, LG, Samsung, Sony, Titan, Central, Ajo Reliance Trends, Lifestyle and many more leading brands while key regional ones are Vijay sales, Pothy's, DigiOne, Chennai Silks, GRT Jewellers, PhoneWale, Sargam Electronics, and Electronic Paradise.

Shri Pratap Chandra Sarangi awards Kaarak Home Decor

New Delhi: Kaarak Decor Pvt. Ltd., home grown Indigenous Start-up has won a National Award by Government of India Minister Shri Pratap Chandra Sarangi, for its unique & innovative Biodegradable Home Furnishing Products at the #TIME2LEAP National Awards - MSME Edition organized by Summentor Pro Sales & Marketing Consultants.

Kaarak Decor is a mother-daughter duo venture by Artika and Anupama. The company was founded with a vision to bring back the traditional Indian techniques with a modern twist. Their designs are inspired from their stay in Europe and Africa and are brought to life based on the traditional Indian techniques.

Kaarak Decor, empowers handmade by empowering local women & the organization employs only women who are talented artisans that handcraft each product to suit the consumer lifestyle & integrate Indian traditions to reflect contemporary fashion vocabulary, which promotes the "hand done", instead of mechanical mass production.

JSW Paints enters Rajasthan market as part of its national scale-up

Udaipur: JSW Paints, India's environment-friendly paints company and part of the US\$13 billion JSW Group, has entered the Rajasthan market. Launched in 2019, JSW Paints has so far established a strong presence in the South & West markets. It is now scaling up its operations in the North, Central & East regions to become a pan-India player. Its entry in Rajasthan is part of this national scale-up. JSW Paints has begun rolling out its all water-based portfolio of paints comprising 1808 colours in Jaipur and Udaipur. The company aims to establish a strong presence across all local markets in Rajasthan by March 2022.

JSW Paints has earmarked an investment of Rs 750 crore to scale-up its operations across North, Central & East regions. These investments will be utilized to expand current paint-manufacturing capacities in order to service the customers' demand in Rajasthan and other new mar-

kets as well as on other marketing & distribution initiatives.

Commenting on its entry in Rajasthan, Ms Anuradha Bose, Vice President - Marketing at JSW Paints said, "We are pleased to offer every home in Rajasthan the advantage of Any Colour One Price as part of our market entry in this beautiful State. For the first time in India, our customers, here, will benefit from pricing transparency while choosing colours for their home. With a focus on being environment-friendly, our water-based range of paints for all surfaces including wood and metal will ensure that we cater to painting needs of every home in Rajasthan."

According to Mr. Srivatsan Vijayaraghavan, Vice President Sales at JSW Paints, "In Rajasthan, the customer's involvement in the selection of paint is growing. Our consumers in this State are well travelled and seek best quality products. Every product packs global best practi-

es & better features in comparison to current offerings in the market. In order to ensure that our consumers have easy access to our product portfolio, we are putting in place a robust network of retailers in Rajasthan. The idea is to help our consumers to make their paints and painting journey Simple, Swift and Sure."

Through JSW Paints 'Any Colour One Price' proposition, the company offers 1808 colours at the same price. This is an industry-first offering that has disrupted the entire paints market. This unique proposition will be brought alive with an integrated marketing campaign that will be rolled-out in Rajasthan soon. The marketing campaign will have a strong on-ground connect with our consumers, channel partners and influencers.

JSW Paints offers water-based paints under the product range Halo, Aurus and Pixa. Halo Aquaglo is the company's offering for wood and metal surfaces. In addition, it



also offers waterproofing products under its IBlok range. It is the only company in India to offer a complete water-based product portfolio. Being environment-friendly, these paint products use no solvents, are low on VOC and family-friendly. As part of its services in the Rajasthan market, consumers can avail the help of JSW Paints Buddy service where the company representative will offer personalized assistance to customers regarding their paint-related queries at the customer's doorstep. The Colourvista Touch mobile app is designed to visualize colours in a customer's home space, making it convenient for them to take

decisions.

About JSW Paints: JSW Paints, India's environment-friendly paints company and part of the diversified US\$13 billion JSW Group. JSW Group is India's leading business group with interests in sectors such as steel, energy, infrastructure, cement, sports and venture capital. Launched in May 2019, JSW Paints aims to inspire consumers to Think Beautiful as beautiful thoughts make the world beautiful. It extends "Think beautiful" to every aspect of the way the Company conducts its business, right from offering environmental-friendly portfolio of water-based paints to its thoughtful disruption of "Any

Colour One Price" aimed at bringing pricing transparency to paints. The JSW Paints Buddy is another such initiative wherein consumers are offered personal attention & assistance in colour and product selection. The company currently has two manufacturing units, an Industrial Coatings facility at Vasind in Maharashtra and Decorative Paints facility at Vijayanagar in Karnataka with a combined capacity of 115,000KL per annum. Within a short span of time, it has already become the largest Industrial Coil Coatings company in India. JSW Paints is endorsed by well-known Bollywood actors Ayushmann Khurana and Alia Bhatt.

Taiwan Product Centre (TPC) aims for USD 25 million sales revenue in India by 2023



Taiwan External Trade Development Council (TAITRA) launched the Taiwan Product Centre (TPC) in India with the aim to support its business ties and expand its market presence in India. Taiwan

Product Centre aims to garner USD 25 million in sales by 2023 and hopes to assist 15 companies to have sales channel in the Indian market.

The current trade volume with TPC is in the range of 8 - 10 Million USD and the immediate aim is to pave way for at least 5 new TPC companies to enter market with average sales of 1 Million USD.

Apart from enabling business interaction with Indian companies, TPC has also scaled up its state-of-the-art

products and technology offering across their Centres in Delhi, Chennai and Mumbai.

These Product Centres display a wide array of products from reputed Taiwan companies and thus is a strategic avenue for consumers to experience the latest innovative offerings across various industrial segments, all under one roof.

TPC Chennai houses several renowned Taiwanese companies, showcasing a wide range of product portfolio across sectors. Some of the

key players include Acon Optics Communication Inc, a leading manufacturer & solution provider for Fiber Optical Components Industry, Goldencrops Corporation a leading player in the food industry with their main businesses of food raw materials import and export trade, food production, and food OEM/ODM. Another key company is Labelmen who manufacture offset label printing machines, digital label printing machines and letterpress label printing machines.

Two Wheeler Helmet Manufacturer Association opposes Bangalore police's move

New Delhi: The Bangalore police has recently said that using headphones while driving or riding by placing them under the helmet or using Bluetooth devices is prohibited.

Two wheelers Helmet Manufacturers Associations strongly opposes this decision of the Bangalore police and shows its support for the technology and its usage while driving.

The Association has pointed out the fact that Bluetooth is a technology used and permitted while driving world-wide. Most four wheelers in the current times are providing Bluetooth and likewise there are bluetooth enabled two wheelers. The reason for offering this technology is logical and simple-- the technology is changing. We are living in an era where everyone is driving any kind of vehicle with the help of GPS Maps.

Cars are providing GPS Maps for ease of comfort while driving. It simply helps

to reach the right destination. Hence technology in no way is a hindrance.

Commenting on the use of Bluetooth being made illegal by Bangalore Police, Mr. Rajeev Kapur, President, Two Wheelers Helmet Manufacturers Association said, "This has come as a shock to the two-wheeler and the helmet industry."

Bluetooth is certainly safer than holding the phone in your hand while driving a car or riding a two-wheeler.

This technology is an enabler and not a prohibitory to safe driving. Also, India is not the only country to adopt it. It's already being used in the USA by SNEEL, BELL etc.

Australia by Forcite, China by Lival and LS2 and many other countries and we certainly don't want to lag behind in terms of technology and things that are enablers for best safety practices and driver friendly.'



Axis Mutual Fund enters Balanced Advantage Fund category by repositioning existing fund

Udaipur: Axis Mutual Fund, one of the leading mutual fund houses in India, renamed and repositioned its existing fund (Axis Dynamic Equity Fund) to Axis Balanced Advantage Fund. Axis Balanced Advantage Fund is an open ended dynamic asset allocation fund which manages exposure actively between Equity and Fixed Income. The asset allocation is guided by an in-house proprietary methodology, which allows us to manage equity exposure in response to changes in underlying market conditions. This dynamic nature makes it an ideal investment solution for all investors as the fund not only manages to navigate market volatility better but also focuses on wealth creation over the long term. The repositioning becomes effective from 1st October 2021 and with this we aim to become a prominent player in the Balanced Advantage Fund category.

The inherent volatile nature of equities can sometimes lead to abnormality in price action in the near term. This can influence investor behaviour and lead investors to buy at market peaks and sell at market lows, causing massive wealth destruction. This very destruction can be mitigated if investors can be presented with a product that has intelligent risk management built in its core. Axis Balanced Advantage Fund is aimed at finding a solution for this basic problem for investors. Through its proprietary methodology, it aims to dynam-

ically manages Equity and Fixed Income exposure and tries to achieve the basic tenets of investing (Buy low, Sell High). After the revision, Axis Balanced Advantage Fund will have greater flexibility to invest in a particular asset class with the minimum range of 0% to maximum range of 100% in both Equity and Fixed Income. The scheme also has the provision to invest 0% to 10% in units issued by REITs & InvTs. While the in-house methodology guides the fund manager to allocation between asset classes, the stock selection is a complete bottom up process based on the Fund Managers view. The stocks picked in Axis Balanced Advantage Fund continue to remain backed by Axis Mutual Fund's philosophy of unwavering focus on quality and will carry on looking for stocks that are expected to report faster growth than the relative benchmark (this includes sustainable earnings growth potential, credible management and acceptable liquidity), considering current times.

Discovery - Disney Same Day Release For Gaurav Chopra



While most actors are awaiting shoots, shuffling between gym and home, actor Gaurav Chopra has dual reason to celebrate. Two of his projects see the

light of the day together. And both projects are as diverse as ever.

While the first is a Disney Fantasy-Adventure Jungle Cruise that sees Chopra as the voice of Dwayne Johnson, the second is a Discovery show, Discovery Heritage trails -- One District One Product, where Chopra, a former design student, attempts to rediscover and revive the old dying crafts of India. Jungle Cruise is Disney choosing him again. Chopra was earlier the voice of Thor through the Thor series. The Discovery project, avers Chopra, helped him rediscover his nation. "Travelling the length and breadth of the country, sitting with artisans and actually learning their art, was a once-in-a-lifetime experience. And one that I will always relive over and over." Interestingly, with his background in the domain of fashion and design, being a NIFT alumnus has helped him appreciate the intricacies of the crafts. He can be seen implementing the same in the shows!

Grateful that both his projects are out the same day, Chopra feels that the only formula for success is hard work, persistence and clarity of vision. "When we know who we are and what we seek, consider 50 per cent of your job done. All you need to do now is work to align your thoughts and simply turn your vision into reality."

Big Billion Days 2021 brings unprecedented opportunities for MSMEs & Kiranas

Udaipur: The 8th edition of The Big Billion Days, Flipkart's annual flagship event, started on a positive note, with early trends reflecting upbeat consumer sentiment in the country and the growth that Flipkart has enabled for MSMEs and sellers. Early Access for Flipkart Plus customers saw a 40% growth as compared to last year. Interestingly, ~45% of customer demand has been from tier 3 cities and beyond signaling a strong preference for high-value goods/items. The anticipation for this festival was evident as more than 2 million customers pre-booked close to 5 million products just prior to Early Access by paying just Re.1.

Keeping with the Indian festive spirit, Flipkart has designed and disbursed 'BBD Shagun' (a special reward) for its customers this year. More than Rs. 2 crores have been redeemed by over 250,000 customers under this offering in the first 12 hours of Early Access. Nandita Sinha, Vice President - Customer and Growth, Flipkart, said, "This year, TBBD has started off seeing upbeat participation by customers and sellers. E-commerce is clearly gaining increasing acceptance among the masses, and it is evident that user-friendly technical and financial constructs are helping to drive its adoption. We will continue, in the years ahead, to do what we do best -- offer products that deliver the best value, and introduce features and solutions that make our platform more accessible and affordable for customers."