

The Spirit of Pitra Paksha Shraddh

From 7th September to 21st September, millions of families across India will observe PitraPakshaShraddh, a sacred fortnight dedicated to honoring ancestors and expressing gratitude for their blessings. This period, deeply rooted in tradition and spiritual practice, represents not only rituals of offering food and water to departed souls but also a moral reminder of our unbroken connection with lineage and heritage.

Shraddh is not just about appeasing ancestors; it is about acknowledging the invisible foundation upon which our lives stand. Each offering symbolizes respect, continuity, and the realization that values, culture, and wisdom flow through generations. At a time when modern life often distances individuals from roots, these 15 days serve as a call to pause, reflect, and reconnect with the essence of family and tradition.

Editorial

Communities across the nation will come together in prayer, charity, and remembrance, reinforcing the idea that gratitude is timeless. By performing tarpan and daan, devotees not only seek peace for their forefathers but also cultivate humility and virtue in their own lives.

As PitraPakshaShraddh unfolds from 7th to 21st September, it carries a universal message — that memory is eternal, respect is sacred, and the cycle of giving continues beyond life itself.

Hindustan Zinc Saves 71 Billion Litres Water, Cuts Freshwater Use by 28%

Udaipur: Hindustan Zinc Limited (BSE: 500188, NSE: HINDZ-INC), India's only and the world's largest integrated zinc producer, has achieved a major sustainability milestone by saving 71 billion litres (71 million cubic metres) of treated sewage water between FY 2016–25, reducing its freshwater usage by 28%. This volume is equivalent to Udaipur city's water requirement for over 500 days.

Operating in the water-stressed state of Rajasthan, the company has demonstrated how industry can balance growth with conservation. Today, Hindustan Zinc stands as a 3.32x water-positive company, treating and reusing all its process water while safeguarding local ecosystems and aligning with UN SDG 6: Clean Water and Sanitation.

In 2014, the company pioneered Udaipur's first Sewage Treatment Plant (STP) under a PPP model with the Government of Rajasthan. Over a decade, the STP expanded to 60 million litres per day (MLD), becoming a state-of-the-art facility that prevents untreated sewage from polluting Udaipur's famed lakes. Instead, the wastewater is biologically treated, filtered, and transported via a dedicated pipeline to Hindustan Zinc's operations.

Commenting on the achievement, Mr.ArunMisra, CEO – Hindustan Zinc, said:

"Water is a shared legacy and at Hindustan Zinc, we've embraced stewardship that turns challenges into opportunities. With zero effluent discharge and 3.32x water positivity, we are committed to halving freshwater use by 2030 and ensuring 100% reuse of low-quality water in smelting."

The company has also invested in advanced effluent treatment facilities across all sites, ensuring zero discharge. At its RampuraAgucha mine, the world's largest underground zinc mine, a 4,000 KLD water treatment plant was recently inaugurated, while a dry tailing and paste-fill plant at RajpuraDariba Complex has further boosted water savings.Beyond operations, Hindustan Zinc supports communities through the 'JalSakhi' program, employing rural women at 13 RO hubs where they form 92% of the workforce. Over the past five years, the company has supplied 6.11 crore m³ of safe drinking water to 36 villages, benefiting 2.19 lakh people.

Recently, Hindustan Zinc became the first Indian member of the International Council on Mining & Metals (ICMM) and was ranked the world's most sustainable metals and mining company by the S&P Global Corporate Sustainability Assessment 2024. These recognitions underline its role as a pioneer in water stewardship and sustainable mining.

Hettich Relaunches Hyderabad Experience Centre for Immersive Interiors

Hyderabad: Hettich, the globally renowned German lifestyle brand and one of the world's largest manufacturers of furniture fittings, has relaunched its revamped Hyderabad Experience Centre, further expanding its footprint in South India. The relaunch comes close on the heels of its Bengaluru Experience Centre, reaffirming Hettich's commitment to providing premium interior solutions for design-conscious Indian consumers. The upgraded Hyderabad centre offers an immersive and standardized customer experience, showcasing Hettich's award-winning German-engineered interior solutions, including furniture fittings, architectural door hardware, furniture lighting, and built-in kitchen appliances. Customers can also avail of free design services and doorstep consultations, extending the brand's value-added services beyond the showroom.Strengthening its operational capabilities, Hettich has also inaugurated a new warehouse facility in South India, ensuring faster deliveries and improved serviceability in the region.

Speaking on the occasion, Mr. Andre Eckholt, Managing Director – Hettich India, SAARC, Middle East & Africa, said: "We see a discerning customer base in South India that deeply values design, functionality, and premium lifestyle choices. With the revamped Hyderabad centre and our continued investments in infrastructure and service, we are not only celebrating our legacy but also shaping the future of furniture fittings and interior solutions for this highly quality-driven market."

Hettich, a 137-year-old family-owned brand, entered India in 2000 and has since become the undisputed leader in the Indian furniture fittings industry, backed by robust manufacturing and brand-building initiatives. Its diverse portfolio includes furniture fittings, door hardware, shelving systems, aluminum profiles, wire products, appliances, and furniture lights, catering to both residential and commercial spaces. The brand has been consistently recognized with Economic Times Best Brands (2022–24) and Most Trusted Brands of India (2023–25) accolades, and is certified as a Great Place to Work, reinforcing its reputation for innovation, trust, and customer-centric excellence.

A New Era of GST : Towards a Taxation Revolution

A Historic Reform in India's Tax Landscape

The Goods and Services Tax (GST), since its inception, has been hailed as one of India's most transformative tax reforms. It replaced a maze of indirect taxes, creating the framework of One Nation, One Tax. Yet, over the years, the system's multiple slabs and complexities weighed heavily on traders, small businesses, and ordinary citizens. Prime Minister NarendraModi had acknowledged these challenges, and in his recent Independence Day address, pledged to make GST simpler and more citizen-friendly.

That promise has now taken shape. Following the 56th meeting of the GST Council, the government has announced sweeping reforms—reducing the GST structure to just two slabs and significantly lowering rates. Effective September 22, the 12% and 28% slabs will be replaced with 5% and 18%, with a new 40% slab introduced for luxury goods.

This bold move is being projected as the dawn of a new

taxation era—one that is simpler, transparent, and aligned with the needs of the people.

Relief for Families, Boost for the Economy

By easing tax burdens, particularly on middle- and lower-income households, the reform ensures more disposable income for families. This in turn is expected to increase consumption, energize industries, and accelerate growth. Economists point out that the timing is significant—coming ahead of Navratri and Diwali, the reforms could provide a festive-season push to the economy. Others interpret the decision as a strategic safeguard in the context of global uncertainties such as Trump's tariff wars, aimed at stimulating domestic demand.

For businesses, too, the elimination of multiple slabs means stability and predictability. Frequent rate revisions had long created uncertainty. The streamlined system promises a fairer environment, easing operations and boosting investor confidence.

Corruption:

The Challenge That Remains

While digitization, Aadhaar linkage, and transparent systems have reduced corruption, the GST department has not completely freed itself from malpractices. Small traders and entrepreneurs still face undue notices and investigations, often exploited for bribes. This erodes trust and undermines the very spirit of GST.

Experts argue that the next phase of reform must focus on making the system entirely corruption-free. Advanced technologies—artificial intelligence, real-time tracking, and digital compliance tools—can help curb tax evasion while minimizing arbitrary interventions. Protecting taxpayers' rights and creating a fear-free environment for honest businesses remain crucial if GST is to fulfill its revolutionary promise.

Voices from the States: Rajasthan's Stand

At the press conference in Jaipur, Chief Minister Bhajanlal



Sharma expressed gratitude to Prime Minister Modi and Finance Minister NirmalaSitharaman, calling the reform a "big and historic decision." Speaking on behalf of Rajasthan's eight crore citizens, he emphasized that the simplification will bring maximum benefit to the poor, farmers, middle class, traders, and industrialists alike.Highlighting its people-centric nature, Sharma said the decision addresses essential needs—roti, kapda, aur makaan (food, clothing, and housing)—and will make Diwali more special for every household. He linked the reform to the philosophy of Antyodaya, championed by PanditDeendayalUpadhyaya and Dr. B.R. Ambedkar, underlining the government's commitment to ensuring that the benefits of development reach

the last person in society.

A Gift for the People, A Step Towards Growth

For citizens, the reform is more than a change in taxation—it is a tangible attempt to improve the standard of living. It is also a psychological assurance that governance is aligned with their everyday needs. The common man's wallet, after all, is the true engine of growth.

Yet, challenges remain. Compensating states for revenue shortfalls, ensuring industries pass on tax cuts to consumers, and enforcing regulatory compliance will be critical. Addressing these issues will determine whether GST

reform lives up to its transformative potential.

The Road Ahead

India's taxation journey has been long and complex, often marred by corruption and burdensome levies. The new GST reform is not just a policy shift but a turning point in history. It reduces complexity, lightens the load on consumers, boosts ease of doing business, and energizes the economy.

If carried forward with transparency and integrity, this new era of GST could well transform India into one of the world's most citizen-friendly and transparent taxation models. The slogan of One Nation, One Tax may now be evolving into One Nation, One Tax, One Transparent System.

Race On! Hindustan Zinc Announces 2nd Vedanta Zinc City Half Marathon



Udaipur: Hindustan Zinc Limited (BSE: 500188, NSE: HINDZINC), the world's largest integrated zinc producer and among the top five silver producers globally, has officially announced the 2nd edition of the Vedanta Zinc City Half Marathon, scheduled for 21st September 2025 from Field Club, Udaipur.

The launch ceremony featured the unveiling of the marathon poster, showcasing the serene beauty of Udaipur, and the vibrant race-day jersey in shades of blue, orange, and pink. The colors reflect inclusivity, energy, and unity, aligning with the marathon's motto that every step

counts. The event was attended by Shri Sunil Chedri, Chief Conservator of Forest Department, Mr.ArunMisra, CEO & Wholesale Director, Hindustan Zinc, and Dr. Manoj Soni from ABCR (Anybody Can Run).

The marathon is dedicated to the noble cause of #RunForZeroHunger, an initiative of NandGhar under the Anil Agarwal Foundation, which works towards eradicating malnutrition across India. Building on the success of the inaugural edition in 2024 that saw participation from over 5,000 runners globally, this year's marathon is set to be even grander.

Participants will run through Udaipur's iconic landscapes, including FatehSagar Lake and the Aravalli Hills, blending fitness with heritage. Race categories include the Half Marathon (21 km), Cool Run (10 km), Dream Run (5 km), and the specially curated "Race with Champions" for specially abled participants. The event is an official member of the Association of International Marathons (AIMS) and holds AIMS certification.

Addressing the gathering, ShriChedri emphasized that the marathon is not just a one-day event but the outcome of year-long planning that promotes health, inclusivity, and community spirit. CEO ArunMisra described it as more than a race—"a movement that unites people, celebrates endurance, and supports the fight against malnutrition."

The launch also featured a digital-first reveal and a performance by mentalist Sapan Joshi, creating an innovative and engaging experience.

Fondly called India's most beautiful marathon, the event is expected to attract runners from 27 states and international participants, boosting Udaipur's tourism, economy, and global identity as both a heritage capital and sporting hub.

Honda Launches Two Upgraded Motorcycles

Udaipur: Honda Motorcycle and Scooter India launched its two upgraded models — Honda CB 125 Hornet and Shine 100 DX — in a grand ceremony at The Fern Residency Hotel, Hiranmagri, Udaipur.



The launch was carried out by Honda Zonal In-charge Anil Nagaria, Zonal Manager Sachin Malhotra, VarunMurdia of Lakecity Honda, VikasShrimali of Daksh Honda, and DharmendraRao of Ratandeep Honda. The event was jointly organized by Udaipur's leading Honda dealers — Lakecity Honda, Ratandeep Honda, and Daksh Honda.

Speaking at the occasion, VarunMurdia shared that the CB 125 Hornet, available in four colors, is a stylish and performance-driven motorcycle, designed especially for the youth. It features LED lighting, Bluetooth connectivity, USD front forks, and a powerful 123.94 cc engine.

VikasShrimali of Daksh Honda highlighted that the Shine 100 DX, also available in four colors, is a reliable and comfortable commuter bike, offering a new premium design, digital instrument cluster, and fuel-efficient 98.98 cc OBD 2B engine.

The launch event also included special booking offers and a lucky draw for visitors. Dharmendra Rao of Ratandeep Honda informed that participants filled lucky draw coupons and won exciting prizes, announced during the event itself.

Trailer of Nishanchi Creates Buzz

Mumbai: Amazon MGM Studios India and director AnuragKashyap have released the trailer of Nishanchi, set for theatrical release on September 19. The film introduces



Aishwarya Thackeray in a debut double role as twin brothers Bablu and Dablu, whose contrasting lives spark chaos, rebellion, and unexpected turns.The trailer blends action-packed chases, witty dialogues, confrontations, and tender moments, promising a masala entertainer filled with action, comedy, romance, and rivalry. Produced by Ajay Rai and Ranjan Singh of Jar Pictures, in association with Flip Films, Nishanchi is co-written by Prasoon Mishra, RanjanChandel, and Kashyap.The film also stars Vedika Pinto, Monika Panwar, Mohammad ZeeshanAyyub, and Kumud Mishra in pivotal roles.

Renault Unveils Upgraded Kiger SUV



Udaipur: Renault India launched the new Renault Kiger at Divakar Motors showroom, unveiled by Managing Director Rajeev Namjoshi, Director PriyankaAgnihotri, and Jitendra from RNO Finance. Developed under the 'Rethink Performance' philosophy, the SUV boasts a 100 PS turbocharged engine, 35 new features, and 21 standard safety enhancements, including six airbags, ESP, hill-start assist, and ISOFIX. Design upgrades include a bold grille, LED lamps, and 16-inch alloy wheels, while interiors feature ventilated leatherette seats and a dual-tone dashboard. Equipped with a 360-degree camera, touchscreen infotainment, and 3D sound, the new Kiger combines style, technology, and safety for Indian customers.

Prime PR Wins Prestigious Award



Ahmedabad: Prime PR, the youngest and fastest growing public relations firm in India, was honored with the 14th Quality Mark Awards 2025 in the category of PR & Communications. The award was presented at Narayani Heights, Ahmedabad, by Cabinet Minister ShriKunvarjiBavaliya, IFFCO Chairman ShriDilipSanghani, and Bollywood actor Sharman Joshi. Established in 2020, Prime PR operates across 60 cities, offering services in public relations, brand management, digital marketing, influencer engagement, and crisis management. Founder PhoolHasan said the recognition will inspire the team to continue delivering innovative strategies and building long-term client partnerships.

Shemaroo Josh Brings Cinema Home

M u m b a i : Shemaroo Entertainment has launched its new Hindi movie channel, Shemaroo Josh, bringing freshness and energy to television viewing. Revamped from Chumbak TV, the channel offers an exciting mix of blockbusters across action, drama, romance, and comedy. Its library includes PK, Animal, Kantara, KGF, Baahubali, WaltairVeerayya, Twelfth Fail, Bade MiyanChoteMiyan, and BhoolBhulaiyaa 2. Starting 1st September 2025, Shemaroo Josh is available on DD Free Dish, leading DTH services, and major cable networks. With its rich film collection and vibrant presentation, the channel promises audiences a non-stop cinematic experience, celebrating the magic of movies every day.

