

Diwali Brings Market Boom – GST 2.0 Impact Yet to Reflect Broadly

As the festival of lights approaches, India's markets are glittering with energy, enthusiasm, and prosperity. This Diwali season has witnessed a tremendous upswing in consumer activity — jewellery showrooms are overflowing, garment outlets are packed, and electronic stores are witnessing brisk sales. The festive rush has brought life back to every corner of the marketplace, signaling a strong revival of consumer confidence.

However, the much-anticipated impact of GST 2.0 — aimed at streamlining compliance and boosting transparency — has not yet become evident across all sectors. The effects so far appear largely confined to the electronics and automobile markets, where organized players have quickly adapted to the revised tax framework.

The electronics segment is seeing stronger compliance, improved pricing clarity, and an uptick in sales of premium gadgets and appliances. The automobile sector, too, is enjoying steady growth, driven by festive finance offers, GST-linked adjustments, and rising consumer demand for both traditional and electric vehicles. Yet, the traditional retail, textile, and small business segments continue to operate with little visible change under GST 2.0, relying primarily on the emotional and cultural pull of the festive season.

Amid this mixed fiscal scenario, the jewellery sector is witnessing an unprecedented boom. Despite record-high gold and silver rates — with gold reaching ₹1,27,400 per 10 grams and silver touching ₹1,61,438 per kilogram — customer enthusiasm remains undeterred. Leading jewellers such as Sojatia Jewellers and DP Jewellers have reported record-breaking sales during Karwa Chauth, and expectations are even higher for Dhanteras and Diwali, traditionally considered the most auspicious days for purchasing gold and silver.

Prof. Ranjit Singh Sojatia, Founder of Sojatia Jewellers, noted that the surge is driven by emotional significance and consumer trust. "Even with the highest-ever prices, customers are purchasing not only for adornment but also for investment. Lightweight jewellery, intricate craftsmanship, and cultural attachment are fuelling record sales," he shared.

Many customers view these purchases as both festive and strategic investments, anticipating further appreciation in precious metal prices. This sentiment has turned jewellery buying into a blend of tradition, faith, and financial foresight.

Overall, this Diwali boom highlights the resilience and optimism of India's consumer-driven economy. While structural reforms like GST 2.0 are yet to ripple across the broader retail landscape, the markets continue to thrive on festive spirit, cultural faith, and the timeless desire to celebrate prosperity. As diyas light up homes and hearts across the nation, this Diwali symbolizes not just faith and festivity, but also India's enduring economic strength, proving once again that no matter the taxes or prices, the true sparkle of Diwali shines brightest in the nation's bustling markets.

Heavy Rush at Sojatia Jewellers on Guru Pushya Nakshatra

Udaipur: Sojatia Jewellers witnessed an enthusiastic surge of customers today on the auspicious occasion of Guru Pushya Nakshatra, as shoppers flocked to the showroom to purchase gold and silver jewellery.



Speaking on the occasion, Prof. Ranjit Singh Sojatia, Founder of Sojatia Jewellers, noted that despite a significant rise in gold and silver prices compared to last year, customer enthusiasm remained undiminished. "Our customers have shown a particular liking for light-weight jewellery designs, which have been in high demand," he said. From the early hours of the morning, shoppers began to arrive, and by afternoon, the showroom was bustling with activity. The large crowd meant that customers had to patiently wait for their turn to make purchases.

Prof. Sojatia highlighted the special promotional scheme offered on the occasion, under which customers purchasing gold jewellery also received a free silver coin of equivalent value. The attractive reasonable making charges and intricately designed lightweight jewellery further drew customer attention. Sojatia Jewellers, recently honored with the Icon of the Jewellery Industries Award for its outstanding contribution to the jewellery sector, showcased exquisite Polki-studded designs crafted in its in-house workshop. Customers appreciated these meticulously crafted pieces and purchased them eagerly.

UCCI Announces Excellence Awards 2026

Udaipur: The Udaipur Chamber of Commerce and Industry (UCCI) held a press conference at Pyrotech Tempansons Auditorium to announce the UCCI Excellence Awards 2026. Scheduled for 12 February 2026, coinciding with UCCI's Foundation Day, the awards aim to honor entrepreneurs and businesses for outstanding industrial, commercial, and social contributions. Applications are open online via UCCI's official website. The awards process will be overseen by the UCCI Excellence Awards Standing Committee, chaired by Manish Godha, with members Priya Mogra, Abhinandan Karwa, Hitesh Gandhi, Saurabh Jain, and Himanshu Arya. Recognitions will span manufacturing, service sectors, social enterprises, and CSR initiatives, covering micro, small, medium, and large enterprises across eight southern Rajasthan districts: Udaipur, Rajasamand, Bhilwara, Chittorgarh, Pratapgarh, Banswara, Dungarpur, and Sirohi.

Nine awards will be conferred, including the PP Singhal Social Enterprise Award, Vedanta Hindustan Zinc CSR Award, and multiple awards for manufacturing and service sectors. A distinguished jury of experts from education, industry, finance, and administration will evaluate nominations.

Chairman Manish Godha highlighted that the awards not only recognize excellence but also foster networking, business evaluation, and social impact. Over seven years, the UCCI Excellence Awards have become a benchmark for entrepreneurship, employment generation, and social development in southern Rajasthan.

Hindustan Zinc Champions Mental Health with #WeHearTheQuiet

Udaipur: On the occasion of World Mental Health Day, Hindustan Zinc (NSE: HINDZ-INC), India's only integrated zinc and silver producer, launched its internal wellness initiative, #WeHearTheQuiet, aimed at fostering psychological safety, emotional support, and open dialogue within the workplace. Reaching over 3,500 employees, the campaign underscores the company's commitment to making mental well-being an integral part of employee safety and

professional growth.

In the lead-up to October 10, a three-day digital teaser series on Hindustan Zinc's social media platforms encouraged reflection and empathy towards subtle signs of emotional struggle.

The main film, launched on World Mental Health Day, beautifully conveys the message: "When we notice the silence and act, no one carries their struggles alone." The campaign emphasizes recognizing quiet signals — a faint

sigh, a tapping foot, or a hesitant "I'm fine" — and taking meaningful action. Aligned with ICMM performance expectations, Hindustan Zinc has introduced wellness aids such as health tracker charts, healing sound bowls, online counselling sessions, and a digital detox hour for rejuvenation through walks, talks, and coffee. CEO Arun Misra highlighted that true workplace safety encompasses emotional and psychological well-being. Over the past three



years, initiatives including Employee Assistance Programs (EAP), wellness leave, flexible working hours, and inclusive engagement plat-

forms have strengthened a culture of empathy and support. Through #WeHearTheQuiet, Hindustan Zinc continues to nurture a

safe, compassionate, and inclusive workplace, ensuring every voice — even the silent ones — is acknowledged, supported, and valued.

Hindustan Zinc Excels at Intra-Zonal Mine Rescue Competition



Udaipur: Hindustan Zinc Limited (HZL), a Vedanta Group company and the world's largest integrated zinc producer, successfully hosted the Intra-Zonal Mine Rescue Competition (IZMRC) 2025 at its Rampura Agucha Mine, Rajasthan, from October 11–13. Organized under the

Directorate General of Mines Safety (DGMS), Northwestern Zone, the event brought together India's best mine rescue teams to demonstrate skill, teamwork, and emergency readiness.

The three-day competition featured ten teams, including two all-women rescue teams

from Rampura Agucha and Zawar Group of Mines, alongside men's teams from Hindustan Copper Mines, Rajpura Dariba Mine, Sindesar Khurd Mine, Rampura Agucha, and Zawar. Teams participated in live rescue relays, statutory tests, and emergency simulations, testing technical precision, decision-making, and physical endurance.

The opening ceremony at the Rampura Agucha Rescue Room Training Centre was graced by Shri Vinod Rajak, Director of Mines Safety, and senior DGMS officials. At the closing ceremony, Rampura Agucha's men's team emerged as overall winners, followed by Rajpura Dariba Mine, with Hindustan Copper Limited and

Rampura Agucha's all-women team sharing the second runner-up position.

CEO Arun Misra emphasized that safety is integral to HZL's culture, praising the courage and discipline of participants, especially the all-women teams redefining possibilities in a traditionally male-dominated industry.

By hosting IZMRC 2025, Hindustan Zinc reinforces its commitment to safety excellence, skill development, and gender inclusion, setting global benchmarks for responsible mining. As the only Indian member of ICMM, HZL continues to prioritize workforce safety, environmental stewardship, and sustainable, resilient mining practices.

Amitabh Bachchan to Narrate Farhan Akhtar's '120 Bahadur'



Mumbai: Bollywood legend Amitabh Bachchan will lend his voiceover for the upcoming film "120 Bahadur", directed by Rajneesh 'Razy' Ghai and produced by Farhan Akhtar (Excel Entertainment), Ritesh Sidhwani, and Amit Chandra.

The announcement came via a promo for a special "Kaun Banega Crorepati" episode celebrating Bachchan's birthday, featuring Javed and Farhan Akhtar. In a touching moment, Farhan requested Bachchan to narrate the opening scene, depicting the heroic Rezang La battle, which the megastar gladly accepted.

The promo has gone viral on social media, highlighting the emotional and cinematic legacy of Bachchan. "120 Bahadur" is set to release on 21 November 2025.



HDFC Bank Backs Active Agers Platform WalkAbout

Udaipur: HDFC Bank has announced seed funding for WalkAbout, a community platform for active agers, to enhance its digital and in-person experiences. Formerly GetSetUp India Pvt. Ltd, WalkAbout organizes events across Mumbai, Delhi, Bengaluru, and Chennai, enabling people aged 55+ to connect, socialize, learn, and stay physically and mentally engaged.

Arup Rakshit, HDFC Bank, emphasized supporting initiatives that make advancing years stimulating, while Deval Delivala, CEO of WalkAbout, highlighted the platform's role in fostering dignity, independence, and social connection.

This investment is part of the HDFC Bank Venture Capital Programme, aimed at accelerating start-ups with social and economic impact.

Jio Payments Bank Enters Next-Gen MLFF Tolling

Mumbai: Jio Payments Bank Limited (JPBL), a digital-first payments bank under Jio Financial Services, has secured a contract to implement FASTag ANPR-based Multi-Lane Free Flow (MLFF) tolling at Shahjahanpur and Manoharpura toll plazas on the Gurugram-Jaipur route.

The MLFF system uses Radio-Frequency Identification, ANPR, Dedicated Short-Range Communication, and GNSS technologies to enable barrier-free, contactless toll collection, allowing vehicles to pass without slowing or stopping, reducing congestion and improving commuter convenience.

These contracts, awarded under Indian Highways Management Company Limited's pilot MLFF project, mark a major milestone for JPBL, which already manages toll operations at 11 plazas nationwide. The bank plans to leverage Jio Platforms' digital ecosystem to enhance

operations and expand its role in India's infrastructure-linked digital payments landscape. Vinod Easwaran, MD & CEO, JPBL, stated that this expansion aligns with their mission to digitize payments, improve citizen-centric services, and strengthen India's mobility ecosystem.

Rotary Brings Solar Light Homes



Udaipur: Rotary Club Udyam's "Raftar Pakadta Har Ghar Diwali" campaign illuminated 13 rural homes with solar-powered lights, advancing sustainable energy access. Club President Vaibhav Sharma highlighted the two-year initiative aimed at empowering households through renewable energy. During the event, government teacher Lavanya Sharma distributed solar tube lights to five families, while also contributing ₹17,500 to extend the project to additional homes. Club Secretary Julie Marmat and Devendra Chaudhary emphasized the campaign's focus on community upliftment. This Diwali initiative underscores Rotary Club Udyam's dedication to promoting eco-friendly solutions and enhancing the quality of life in rural communities across Udaipur.

Hindustan Zinc Launches Electric Bulker Fleet

Udaipur: Hindustan Zinc Limited, one of the world's largest integrated zinc producers, has taken a major step in sustainable logistics by deploying 40 Electric Vehicle (EV) Bulker trucks at its Zinc Smelter Debari in Udaipur. Implemented in partnership with Enviiro Wheels Mobility Pvt. Ltd., the fleet will transport calcine under an 8-year contract to the integrated zinc-lead smelter in Chittorgarh. The first batch of 10 EV bulkers is already operational, with remaining units scheduled for rollout in the coming months.

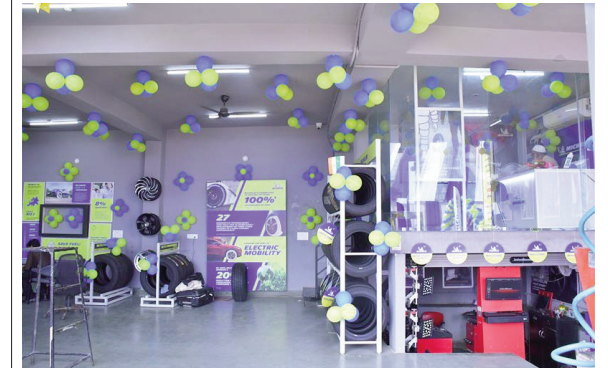


This initiative strengthens Hindustan Zinc's commitment to Net Zero by 2050, building on its existing LNG and battery-powered fleet, renewable energy usage, and energy-efficiency measures. The EV bulkers are expected to significantly reduce carbon emissions, while improving fleet safety, reliability, and operational efficiency.

On the same day, the company signed an MoU with Enviiro Wheels to deploy electric buses for employee transport, aiming to lower Scope 3 emissions and ensure cleaner, safer commutes.

CEO Arun Misra highlighted that embedding sustainability in logistics supports India's green industrial growth, while Praveen Somani, CEO of Enviiro Wheels, emphasized the pivotal role of electric mobility in achieving decarbonization goals. With these initiatives, along with renewable energy agreements and efficiency projects, Hindustan Zinc continues to lead the metals and mining sector in sustainable, future-ready industrial practices.

Michelin India Launches First Tyres & Services Store in Kota



Kota: Michelin India, the world's leading tyre technology company, has inaugurated its first Michelin Tyres & Services store in Kota at Aerodrome Circle, in partnership with Patel Tyres. Spanning 1,500 sq. ft., the store offers tyre sales, wheel alignment, balancing, alloy wheels, car washing, and detailing services, catering to modern mobility needs.

The store was inaugurated by Himanshu Kapoor, Distribution Development Manager, Michelin India, highlighting the brand's focus on premium products and world-class service. Shantanu Deshpande, MD, Michelin India, emphasized meeting evolving customer expectations in Rajasthan.

Patel Tyres, with 48 years of experience and three outlets in Kota, strengthens Michelin's regional presence, ensuring trusted, high-performance solutions and enhancing the overall customer experience in the city.

Talent Hunt" Program Begins at Aishwarya College



Udaipur: Aishwarya College inaugurated its six-day "Talent Hunt" program with Colonel Dheerendra Singh as the chief guest. The event began with a traditional lamp-lighting ceremony, celebrating student creativity, energy, and enthusiasm.

Colonel Singh encouraged students to recognize and nurture their hidden talents beyond academics, emphasizing teamwork, discipline, and dedication. Principal Dr. Suresh Bhatt highlighted the program's role in building confidence and leadership skills. Performances by students, including Harshil, Vibhav, and Divya Lakshmi Jain, energized the audience.

The program features diverse competitions—from Rangoli, Mehndi, and Calligraphy to sports, debates, drama, music, dance, and stand-up comedy—culminating on October 16 with a Freshers' Party and awards ceremony.