

R | Royal Harbinger

Meet friends and neighbors!

Gone are the days when parents used to send us with a plate full of diwali delicacies for neighbours and in return the plate would come refilled with the sweet made in the neighbour's house. This exchange actually would make no difference but at least level, it would leave an indelible impression. That feeling of exchange of love and affection would add more fervour to the relationship that we follow one way or another always.

Well that is the past. It does not happen now. We wait for relatives but since we have stopped visiting them, they too have stopped coming over. Now, unfortunately, unless there is a business involved, people do not visit each other's places. Now we know that the past was awesome. Can

Editorial

we relive that past. I think Yes!

Let's relive that era this year again. You will sound odd and appear different but still do that. After Diwali, visit the neighbour with a small pack of sweets. Let them be surprised and wait for the reason of your visit. Don't reveal that you have come for just a meet and relive that past. They will greet you, treat you, and offer all the love but will remain surprised till you stay there. Now while leaving out, you tell them that you wanted to live that life once again. They will get happier. And there are good chances that they will visit you back. And not just you, they will also visit some other neighbour and carry on the sweet trend you initiated.

Similarly now, call your relative to whom you did not call in ages. Wish them Diwali. They will be surprised but will love your idea when you will open up. Who knows you become that one spark which was needed to light up the cold love people had been accumulating over the years for each other. Love only needs a chance to blossom. We are totally mistaken that the high-end car parked in our garage is giving us high status in society. People can be won by love and only love.

MAX 2 in search of Family No.1 in Udaipur

Udaipur : MAX 2, India's iconic Hindi movie channel is on a hunt for the most entertaining family in Udaipur with its unique initiative titled 'Film, family and fun'. Families in Udaipur will need to showcase their acting, singing and dancing skills to win the coveted title of 'Family No.1'. This on ground activation by the channel enables families to get entertained and enjoy the greatness of Indian cinema whilst spending quality 'family' time.

The residents of Udaipur will get to engage with the 'Film, family and fun' branded jeeps with dancers grooving to iconic film songs in various locations throughout the city. Families will be invited to play 'Filmy Housie' wherein the numbers will be replaced with movie names on the ticket. On-the-spot registrations will be conducted in addition to enabling people to give a missed call on 1800 3000 6906 where register for performance or confirm their attendance.

To qualify for the final act in Udaipur on Sunday 15th a mega event to be held at Swami Vivekanand Auditorium, University Road, Ganesh Nagar, Udaipur each family needs to either enact a scene or sing a song or dance from a given list of 10-15 iconic movies such as 'DDLJ', 'SattePeSatta', 'Namakhalal', 'Silsila', 'Chandani' and 'Disco Dancer'.

For the families who are coming to view the event the channel has lined up interesting interactive games ranging from karaoke, filmy roulette wheel,

dart game and performances from a music band to keep them entertained. The winning family gets to embrace fame with a trophy of 'Family No. 1' from MAX 2 and once in a life time opportunity of getting featured in newspapers and hoardings across the city.

The initiative will be extended to neighboring cities of Udaipur such as Beawar and Kishangarhand take them on a fun and filmy journey for a week from 9th to 15th November. The two adjacent cities will also experience the entertainment through branded jeeps, filmy house and house visits. Families from both these cities will also be encouraged to come to Udaipur and participate in the final event.

Comments:

Vaishali Sharma, Senior VP, MAX & MAX 2 : "Our initiative - 'Film, Family and Fun' brings families together to celebrate the magic of the great Indian Cinema whilst giving them an opportunity to showcase their filmy talent. Udaipur represents an important market for us as there is a very strong connect and association for iconic films here. We are looking forward to seeing families in Udaipur turning up in their filmy avatars and hope to wow them with a memorable experience. We are also taking our on ground activation to cities of Beawar and Kishangarhand spread the magic of these timeless movies across these cities and to encourage people from to come to Udaipur and express their talent."

Micromax Launches the Best of All-in-One - the Canvas 5!

Udaipur : Micromax Informatics Ltd., world's 10th largest mobile phone vendor, today announced the launch of its latest flagship Canvas 5 that brings forth the 'best of all-in-one' proposition to consumers. The Micromax Canvas 5 smartphone brings together an aesthetically appealing form factor without compromising on other features such as power, battery, screen size and resolution, and camera, making it the 'Complete Smartphone' for an evolved user. With an increased 3GB RAM, 2900mAh marathon battery and 4G LTE capability, the smartphone ensures seamless multi-tasking at unbelievable data speeds.

With Canvas 5, Micromax is looking at further breaking the price and performance barrier to ensure accessibility to a complete no compromise smartphone for the tech savvy segments of the market like the urban youth who look for a perfect fusion of brute force and elegance to do a lot more with their phones. Further, to make it easily accessible to consumers, Micromax has tied with Bajaj Finance to run a '12 month EMI scheme' wherein consumers will have to pay four advance EMIs at the time of the purchase. Not only this, the consumers will be provided with a 7 day doorstep service policy promising a more convenient user experience.

Commenting on the launch Mr.

Vineet Taneja, CEO, Micromax Informatics, said, "Micromax has always been a frontrunner when it comes to breaking barriers with our innovative product offerings and the success of our Canvas series is a testimony to this. With the launch of Canvas 5 around Diwali, we are introducing our newest Canvas flagship that will be game changer in the smartphone space targeting those who don't want to compromise and are keen to experience the new levels of multi-tasking and superb performance."

"The brand's consistent growth in the market has made us confident that we are headed in the right direction and would continue our pursuits to breach barriers and reach newer heights further consolidating our leadership in the market." He added.

A true performer!!

The Canvas 5 with its superfast 4G LTE capabilities and a 3GB DDR3 RAM give the consumers all the tools right at their fingertips to accomplish all the tasks at the speed of light. The device propels power infused performance as one can surely push boundaries with 64-bit performance processing data at the speed of light. Power packed with a 1.3GHz Octa Core processor, the smartphone is perfect for multitasking and efficiently running applications of any kind.

Salman Khan darts into the nomination procedure!

As week four ends in the Bigg Boss 9 house, we look forward to a more entertaining week 5. The new week starts with nominations on Monday and while everyone hates to go back to work on the 1st day of the week, the contestants have started hating it too.

But this Monday they will face more firing than ever before as Salman Khan joins them on the show again. Yes! Salman will be present in the house during nominations procedure and just to add a new twist to the tale, the contestant's photos will be put on a dart board and if anyone wants to nominate someone, they just have to put a dart on his/her picture.

Salman himself will supervise nominations this time around and so the excitement level will be quite hi in episode 28 Salman Khan along with the Prem Ratan Dhan Payo team surprises the Bigg Boss contestants by celebrating Diwali with them



inside the Bigg Boss house! Setting a festive ambience for Diwali, Sonam Kapoor and Swara Bhaskar light diyas in the garden area and help the contestants decorate the house with flowers. Later, the other cast members Armaan Kohli, Deepak

Dobriyal, Neil Nitin Mukesh and Aashika Bhatia come greet the housemates and spend some time playing fun games with them. Salman Khan makes a grand entry into the Bigg Boss house and all contestants are delighted to see him.

To honour their guests, the contestants dance on the track Prem Ratan Dhan Payo. Salman Khan and the rest of the cast join in the performance and make it even more electrifying. Salman calls for a saree draping competition to test who is the best Desi Girl amongst Mandana and Rochelle. The festival of Diwali is incomplete without sweets and hence the contestants challenge Salman Khan and Sonam Kapoor to prepare jalebis through a competition! It will be interesting to see if Prem will win or his Premika? Salman and Sonam made the contestants weigh their weight against their qualities.

As everyone is enjoying while having oodles of fun with Salman Khan and the team, it's time to announce the next eviction. But this time, the evicted contestant gets a grand exit being escorted out of the Bigg Boss house by the Prem Ratan Dhan Payo team.

Aircel launches 'BaghBachao Project' in the Sunderbans

Udaipur : Delivering on its firm commitment towards the noble cause of tiger conservation in India, Aircel, one of India's leading telecom operators, launched a new initiative the 'BaghBachao Project' in the Sunderbans, as a part of its flagship 'Save Our Tigers' campaign, to spread awareness about human-animal conflict in this UNESCO World Heritage Centre.

Aircel has partnered with Sanctuary Asia, India's leading wildlife magazine, for the 'BaghBachao Project', which is designed at increasing community participation and awareness towards the conservation of tigers in the Sunderbans. As a part of the BaghBachao Project, Aircel will be running two fully equipped education boats with a projector, sound system, generators, library, conservation movies and a panel of wildlife photographs in the Sunderbans. The boats will traverse the villages, around the peripheries of the Sunderbans Tiger Reserve and will be conducting a series of interactive activities like showcasing films, distributing pamphlets, organizing photo-exhibitions and various



competitions to educate people about the conservation of the majestic animal. These on-ground engagements will highlight the importance of the rich bio-diversity, educate the community about their role in protecting it and the preventive measures to avoid human-animal conflict in the delta region. Speaking on the launch of the 'BaghBachao Project', Ms. Brinda Malhotra, Head, Corporate Social Responsibility, Aircel, said "Tiger Conservation is core to Aircel's Corporate Social Responsibility program. Our new initiative- BaghBachao Project is a part of our flagship programme 'Save Our Tigers', which is one of the largest and most comprehensive program for the conservation of the big cats in India. BaghBachao Project is our continued effort in increasing awareness and participation of local communities in the Sunderbans. It is our endeavour

towards the prime objective of conservation of the tiger and its habitat. Aircel is overwhelmed to witness the massive support at the launch of our new project. Aircel will continue to take initiatives needed to conserve the tigers and the ecosystem."

Bittu Sahgal, Founder Editor, Sanctuary Asia said, "Tiger sits at the pinnacle of the ecological pyramid and saving them is equivalent to saving nature. Our intent is to inspire and collaborate with as many citizens as possible to take necessary action and measures to prevent the loss of this beautiful animal." During the launch, dignitaries from the Forest Department were present to show their support including Dr. Pradeep Vyas IFS, Additional PCCF & Director- Sunderbans Biosphere Reserve, Mr. Nilanjjan Mallick IFS, Field Director, Sunderbans Tiger Reserve and many others. Aircel believes its 'BaghBachao Project' in the Sunderbans will have colossal impact in protecting tigers and most importantly strengthen the relationship between the national park and the people.



Steelbird Entertainment Releases new pappy song "PAAPI"

New Delhi: From the house of Steelbird Group earlier known for making state of the art helmets now coming up with a new musical surprise. The grooviest Sharabi Anthem Of 2015 "Paapi" by Rajeev Kapur & Sweetie Kapur.

The track, titled "Paapi" is apparently a passionate expression that creatively captures the fierce sense of excitement. This time Rajeev is at its best and also features the sensation Sweetie Kapur.

This song is a musical surprise from a person, who is generally seen as a corporate

boardroom persona at the helm of affairs in Steelbird Helmets, and is now exploring his artistic talents via the new song teaser. Alongside crooning a peppy number, Rajeev Kapur is sharing screen with his wife Sweetie Kapur, who is in the leading role in the album.

Earlier, Rajeev Kapur and Sweetie Kapur also appeared together in "Akhaan Da Khumaar" song which was the biggest hit. There are several more peppy numbers in the pipeline, and can be watched over the YouTube channel of Steelbird Entertainment.

9Apps Hits 140 Million Monthly Active Users

New Delhi : 9Apps and 9Game, the world's leading third-party app stores for Android apps/games, today announced it has 140 million Monthly Active Users (MAUs). The two stores altogether have also reached 8.5 million Daily Active Users (DAUs) with over 18 million daily aggregate downloads of apps and games.

Launched in 2012, 9Apps and 9Game, which are part of UCWeb, a business within Alibaba Group's mobile business division, operate across regions including India, Indonesia, the Middle East and Russia. Boosted by mobile proliferation in these countries/regions and the marketplaces' sizeable app repository, 9Apps and 9Game have quickly risen to become the go-to destination for smartphone

users in where it serves. In addition, by providing in-depth localized operation and integrated promotion services, the app stores have also helped their partners around the world to grow through reaching out to a considerable user base.

Talking on the new milestone, Simon SHI, Head of 9Apps and 9Game, said, "We have an active user community across China, India and other emerging markets which have helped us achieve this mark. 9Apps & 9Game give Android users an ideal alternative to download apps and games with no need for account registration. We have not just an abundant and varied app repository but also a huge collection of region-specific apps for each market—that's one of the factors contributed to our uptrend."

Fair & Lovely Foundation Calls For Entries for Its 2015-16 Scholarship Program

Udaipur : Reiterating its commitment to empower and promote women's self-reliance, Fair & Lovely Foundation commenced the 12th edition of its scholarship program. Fair & Lovely Foundation extends merit-based scholarship to financially disadvantaged and academically deserving candidates for education, vocational training and small scale start up. Details of the scholarship program and application form can be availed from (www.fairandlovely.in) or by calling on the toll free number 1800220130.

An initiative by Fair and Lovely, the Fair & Lovely Foundation extends scholarship for education, vocational training and business capital to deserving women across India.

Since its inception in 2003, Fair & Lovely Foundation has conferred scholarships to more than 1500 girls nationwide. Started as an education scholarship program, the foundation since last year has broadened its focus towards vocational training and entrepreneurship. The foundation will identify meritorious girls and will offer scholar-

ships up to Rs. one lakh per candidate.

To make the process of selection extremely fair and credible, every year Fair & Lovely Foundation joins hand with reputed professionals from divergent backgrounds. Last year dignitaries likes of Charulata Ravi Kumar, CEO, Razorfish India, Gautam Sinha from MyFirstCheque, Olinda Timms, an independent medical practice professional.

According to Mr. Srinandan Sundaram, Vice President Skincare & Makeup, Hindustan Unilever Ltd. "

Microsoft Innovation with Cloud and Devices

Udaipur : At Future Unleashed, its largest ever customer conference in India, Microsoft today announced a slew of partnerships, programs and products that will help Indian organizations and Governments to explore uncharted business areas, enrich customer and citizen experiences, and catalyze digital transformation with the newly launched local Microsoft cloud and new devices.

Microsoft announced partnerships with three e-commerce pioneers in India - Justdial, Paytm and Snapdeal, a special cloud initiative for start-ups aligned to smart cities, and availability of its flagship devices - Microsoft Lumia 950 and 950 XL, and Microsoft Surface Pro 4 in December and January, respectively. Microsoft also showcased the Microsoft Surface Pro 4 at the event.

Keynoting at Future Unleashed, Satya Nadella, CEO, Microsoft Corporation, said, "At Microsoft, we strive to empower every Indian citizen and every busi-



ness and government organization to achieve more. With the newly launched Microsoft Cloud and with Surface Pro 4, our customers here in India have the digital technology they need to seize incredible new growth and opportunity on a global scale."

Bhaskar Pramanik, Chairman, Microsoft India, said, "Cloud and mobile technologies are already galvanizing Indian industry. At Future Unleashed, we will share these stories through our customers, solution partners and ISVs. We will demonstrate that technology in the hands of brilliant people can create magic. That

innovation is as much what you do with technology as the invention of the technology itself."

E-commerce companies innovate with the cloud

To drive innovation in the fast-evolving e-commerce industry, Microsoft has entered into broad-ranging agreements with JustDial, Paytm and Snapdeal. Microsoft will partner these e-commerce leaders in creating new marketplaces, new services and new experiences for their customers. Justdial, Paytm and Snapdeal will use a range of cloud and mobile

Start-ups innovate for modern cities

To help empower modern Indian cities, Microsoft has launched a new initiative for local start-ups that are focused on delivering innovative solutions for smart cities. Working with start-up accelerators, these start-ups can now apply for individual access up to USD 120,000 (INR 80 lakhs) worth of Azure computing to help India's smart cities explore solutions and run smart city digital pilots. Cities can also apply for access to these services and solutions on Azure through a new portal which connects start-ups with cities and their needs. This initiative is anticipated to impact over 50 smart cities in the next year through a catalog of over 50 start-ups and ISV solutions.

technologies from Microsoft including advanced cloud services such as machine learning, Bing, Skype and Microsoft's digital assistant, Cortana, to drive business innovation and customer delight.

Justdial and Microsoft will explore the use of Bing and cloud-based analytics to provide and enhance customer experience.

Paytm and Microsoft are working on three core areas of partnership. The companies will integrate the Paytm app and Paytm Wallet into Cortana to enable consumers to pay for their utility bills

and carry out mobile transactions easily. Paytm will use Office 365 for their merchants' inventory and account management. Lastly, Paytm will facilitate and support Microsoft service sales via their merchant network. Snapdeal will work with Microsoft cloud platforms to create a digital automotive dealership that is expected to change the way customers make automotive buying decisions. Snapdeal and Microsoft will use Skype, Bing and Cortana to provide new engagement platforms for Snapdeal customers.