

Royal Harbinger

"Stand up India scheme"

"Stand up India scheme" and a Web portal for the scheme will be launched on 05th April. The "Stand up India Scheme" is being launched now to promote entrepreneurship among Scheduled Caste/Schedule Tribe and Women for loans in the range of Rs. 10 Lakhs to Rs. 100 Lakhs. The Scheme is expected to benefit large number of such entrepreneurs, as it is intended to facilitate at least two such projects per bank branch (Scheduled Commercial Bank) on an average one for each category of entrepreneur.

The overall intent of the proposal is to leverage the institutional credit structure to reach out to these underserved sectors of the population by facilitating bank loans in the non-farm sector set up by such SC, ST and Women

Editorial

borrowers. The initiative will also develop synergies with ongoing schemes of other Departments.

The process would be led by SIDBI with involvement of Dalit Indian Chamber of Commerce and Industry (DICC) and various sector - specific institutions all over the country. The offices of SIDBI and National Bank for Agriculture and Rural Development (NABARD) shall be designated Stand Up Connect Centres (SUCC).

The launch event would involve distribution of 5100 E-Rickshaws by Bhartiya Micro Credit (BMC) under the Pradhan Mantri Mudra Yojna scheme. In addition the recipients will also be covered under Pradhan Mantri Jan Dhan Yojna, Pradhan Mantri Suraksha Yojana, Pradhan Mantri Jivan Jyoti Yojana, Atal Pension Yojana schemes and other eight significant Prime Minister schemes. "Bhartiya Micro Credit (BMC) aims to spread awareness of the financial inclusion and social security schemes and proposes to take the benefits to poor and destitute people in the country. The idea is to facilitate the up gradation of pedal rickshaw pullers into E Rickshaw owners and help create threefold increment in their income. Credit for all these facilities are being provided under Mudra Scheme. The progression to E rickshaw from pedal rickshaw will also help contribute towards achieving the goals of Swachh Bharat Abhiyan. Sach hua Sapna, Rickshaw hua apna!, shared Vijay Pandey, Managing Director, Bhartiya Micro Credit.

As the first step of this process the pedal rickshaw pullers are provided training post which certificate is provided by NSDC. 150 women drivers have been trained. In addition the customers will also be able to book E Rickshaw through Ola mobile apps and make online payment via Freecharge, which will be integrated under the Digital India initiative.

Under the scheme, charging and service station will also be set up, which will help the growth of emergence of small and micro enterprises along with creating many opportunities for entrepreneurs. This organically integrates Bhartiya Micro Credit (BMC) E-Rickshaws program into Prime Minister Shri Narendra Modi flagship 'Stand Up India' initiative.

Hindustan Zinc Announces Record Dividend on its Golden Jubilee

Udaipur : In its meeting held to consider a second interim dividend, the Board of Directors has declared a special Golden Jubilee dividend of 1200% i.e. Rs. 24 on an equity share of Rs. 2 each. The record date for the dividends will be April 7, 2016. This dividend will entail an outflow of approximately Rs. 12,205 crore, including dividend distribution tax. The special dividend is in addition to the first interim dividend paid (Rs. 3.80 per share or 190%) in October 2015 of Rs. 1,932 crore, including dividend distribution tax.

Agnivesh Agarwal, Chairman, said, "Hindustan Zinc has continued to deliver robust performance over the years, and during our Golden Jubilee year, we are pleased to reward our shareholders with a special Golden Jubilee dividend of Rs. 12,205 crore, including dividend distribution tax. We will continue to demonstrate our commitment towards delivering value for our shareholders."

Sunil Duggal, Chief Executive Officer commented, "This is the highest ever dividend declared by the Company. Since the Government of India divested a stake in the Company in 2002, the cumulative dividend paid by the Company has been Rs. 22,566 crore including dividend distribution tax".

Postman Ajit A. Sawant Honoured



Mumbai : The delivery post office of Jakaria Road, Malad (West) honoured the "Best Performance of the Month February 2016" to Postman Ajit A. Sawant. The honour was bestowed by Postmaster Prabhunaranayan Bharadwaj (Grade I) on Monday 28th March, 2016. "Postal department has decided to award the best performers of the month in order to increase the morale and productivity," said the Postmaster Prabhunaranayan Bharadwaj. Postman Ajit A. Sawant has spent more than 30 years in the Postal department and doing good job. "This is a great step and I thank the postal department for it," Mr.Sawant said.

Shaan debuts for Marathi film Reti



Producer Pramod Gore of Atharva Movies met singer Shaan to give music for his maiden Marathi film Reti directed by Suhaas Bhosale and written by Devan Kapadnis. Shaan decided to give music for Marathi film as he loved the script. Shaan, Gourov Dasgupta and Roshin Balu gave music for the film under their Superbia band. Reti is an upcoming Marathi movie starring "Chinmay Mandekar" in lead role along with Kishor Kadam, Gayatri Soham Deshmukh, Mousami Tondwalkar, Shashank Shende, Sanjay Khapare and others. The film is releasing on 8th April through PVR Movies. Marketing of the film is done by Girish Wankhede of Entity One.

Micromax to dominate the online entry level smartphone segment

Udaipur : Micromax Informatics Ltd. announced a new addition to its massively successful Spark series of smartphones - the Canvas Spark 3 exclusively with Snapdeal. The launch marks a big step forward towards the company's vision to dominate the smartphone market in India by offering an extraordinary smartphone with industry's best features to price ratio.

Micromax Canvas Spark series is already a big hit with consumers with its earlier two smartphones Canvas Spark 1 and Canvas Spark 2 selling more than more than 1 million units within six months of its launch. The Spark series have garnered excellent customer feedback with over 87000 positive ratings and an overall rating of 4.5 stars out of 5 from consumers. The Canvas Spark series has built a very strong equity with its users that over 94% users have recommended the product to others on the Snapdeal website. With the launch of Spark 3, the company is all set

to outdo the massive success of the Spark series.

Big screen has become a rage amongst consumers who are looking at achieving more with their smartphones from gaming to watching videos. True to its belief, Micromax realized this trend early on and has been focusing on offering larger screens to the consumers at a price to specs ratio never seen. With the launch of Canvas Spark 3, Micromax is looking at offering consumers an unparalleled entertainment experience through a combination of strong performance, bigger screen, good battery life and optimal processing power.

The Canvas Spark 3 will be available



exclusively on Snapdeal at a disruptive price of Rs 4,999/- via flash sale on April 7th 2016 at 12:00 noon. The online registrations on Snapdeal website will start from 1st April 2016

where users can pre-book their smartphone. The partnership with Snapdeal further simplifies the process for millions of new-age Indian consumers to get their Canvas Spark smartphone with just a few clicks.

Commenting on the new launches, Mr. Shubhrajit Sen, Chief Marketing Officer, Micromax Informatics, said, "The smartphone market in India is rapidly evolving with more and more consumers using their phones for varied purposes right from the

basic use to work and entertainment. Even though smartphone market is growing fast, it still stands around 17% of the overall mobile phone market presenting a huge opportunity to upgrade as well as expand the overall market. Through our partnership with Snapdeal for exclusive Spark series, we have very successfully expanded the overall entry level smartphone market and created a favorable impact in the e-commerce channel capturing over 11% of the exclusive online market last year."

Tony Navin, Senior VP, Partnerships and Strategic initiatives, Snapdeal, added "We are excited to launch the latest addition to Micromax Canvas Spark series exclusively on Snapdeal. This series has received an overwhelming response from our customers in the past. We are confident that Micromax Canvas Spark 3 will be an even bigger success with its power packed features coupled with reliable and frictionless delivery experience offered by Snapdeal."

ZERODHA launches India's first Hindi language trading Platform 'kite'

Udaipur : ZERODHA, India's leading online brokerage firm, announces the launch of its web based HINDI language trading portal KITE and also ZERO brokerage on all equity investments. There will be no upfront fees, no minimum volume, no special terms and conditions, no clauses, no strings attached. To encourage easy investment culture, it also announced the start of its MUTUAL FUND business.

ZERODHA has 1 branch and 4 partner support offices in Rajasthan as of now, with offices in Jaipur, Udaipur and Sri Ganganagar and plan is to aggressively expand in the state. The regional branch and support offices helps in offering superior local services for clients and also to educate them on innovative initiatives regularly from ZERODHA.

The awareness for stock market participation in India is very low and to attract the 65% of Indian pop-

ulation who are below 35 years of age, ZERODHA has taken significant initiatives including ZERO brokerage, KITE in HINDI and its MUTUAL FUND platform.

KITE is a minimalistic web based trading platform that adapts to mobiles and tablet. It also offers everything a traditional platform does, and a lot more, through a very minimalist interface. The interface is so simple and self explanatory, anyone with basic knowledge can login and start trading without training.

Speaking more on this significant development, Nithin Kamath, Founder & CEO - ZERODHA said, "The investment culture has to be nurtured, and we intend to do this not just by offering zero brokerage, but an extremely easy user experience with KITE in Hindi and providing more options for investment with our Mutual Fund platform. Our plan is to reach out to the next 5 million participants who are currently

not investing and show them how stock market can create wealth if invested for long term."

KITE is integrated with an advanced behavioural analytics and visualization platform, called Quant, which helps traders understand their trading behaviour to make informed investment decisions. KITE search across 70,000+ stocks and instruments across multiple exchanges instantly.

KITE also provide live streaming prices for all the instruments and buy sell with just two clicks, or completely using keyboard shortcuts. It has advanced technical analysis charting (99 indicators) and 5 years of free historical data for all stocks.

Apart from HINDI, KITE is now available in Marathi, Kannada, Malayalam, Punjabi, Gujarati, Bengali, Odia, Tamil and plan is to make it available in other major Indian languages in months to come.



Celebs came at Manik Soni's birthday

Producer and businessman Manik Soni kept his birthday party at Novotel, Juhu where he invited his friends from Corporate field and Bollywood. Loads of guest came to wish him Happy birthday. Manik Soni and his son Pankaj Soni received all the guest at the party. South actress Tanisha Singh, Pratyusha Banerji, DJ Sheizwood, Sonu Kakkar, Tony Kakkar, Chesta Bhagat, Anirudh, Arjun Aneja, Nalini Negi, Firoz, CG Patel, Harpreet Kaur, Sylvia, Jugnu Ishiqui, Kapil Khanna, Manjunath,

Cricketer Sreeshant with wife Bhuneshwari Kumari, Rahul Singh, Ajay, Sweta Sharma, Raj Kiran music director from Kannad industry, Yogesh Lakhani of Bright Outdoor, Dilawer Tourism Minister Jammu & Kashmir, Kiran with Ritu Janjani, Punima Behl, Mushtaq of Mumtaz hotel and many more came for this event. Manik Soni also cut a huge cake on his birthday. Some of the celebs sang songs and also performed on stage with Manik Soni. The party went till wee hours.

Steelbird introduces remarkable range of Helmets

New Delhi : Steelbird Hi-Tech India known as a leading helmet brand for more than 5 decades has come up with an all new range of ultra-modern and authentic helmets. The range which is called the Ares A1 (professional series) comprises of all the top most features that a well formed headgear should be made of.

Being a bigwig of the helmet manufacturing industry worldwide, steelbird has now promised a whole new class of youth oriented and heavily designed and printed helmets with some contemporary and upto-date features. These Ares A1 range are permeated with major eminent features like glowing even in the night, visor locking system and dazzling printed matt color finishing on the exterior front to provide the classy yet stylish look with full of comfort and ease.



Sanchiti Sakat dubs a item song for Marathi film Jidde

Sanchiti Sakat dubbed first item song for Marathi film Jidde produced under the banner of Shushila Production by Santosh Katakade and director Anand Bacchav. Music director Atul Rahul was happy with the singing style of Sanchiti. Other singers who are singing in this film are Adarsh Shinde, Swapnil Badonkar. Shooting of the film will start in April.



The channel empowers its viewers to vote and bring back the era of superstardom

Sony MAX2 honors the Golden Era of Hindi Cinema with 'Timeless Digital Awards'

Udaipur : To celebrate the magic of Indian cinema and inspire viewers to remember and appreciate the evergreen Hindi movies and its timeless stars, Sony MAX2 is launching the India's first-ever online film awards, the 'Timeless Digital Awards'.

Via this unique and never been done before online awards, Sony MAX2 is enabling its viewers to be the jury and vote for their favorite nominees across various categories. Ever since its inception (in which year), Sony MAX 2 has inspired the audience to appreciate and support good

movies and the channel now takes this support one notch higher by honoring not only the actors, but also legends behind the camera responsible for these movies. The digital awards will be held through a specially curated microsite max2 awards.sonyliv.com where viewers will stand a chance to vote from across 11 diverse categories for the Most Versatile Actor, Most versatile Actress, Best Jodi, Popular Villain, Best Comedian, Best Singer Male & Female, Most Iconic Character, Best Director, Best Screenwriter and Best Composer.

Voting lines will be open for users from 28th March to 8th April. For the first time ever MAX2 has launched an initiative as big as this in Hindi too and viewers can now choose to vote by logging into the Hindi microsite.

The winners of MAX2 Timeless Digital Awards will be adjudged on the basis of maximum user votes and honored on a digital wall of fame across the channel's social media pages on 11th April, 2016. In order to participate, users will have to login to the microsite via Facebook, Twitter or a verified Email ID. Voters will get a chance

to win daily online retail vouchers by voting via the microsite or twitter by giving a description on why s/he is voting for that particular person.

Two Grand winners will be selected basis maximum participation and will win an iPhone 6s each. Adding fun to the entire process, a magical selfie contest will run on the microsite where users will have to upload a picture posing like their favourite actor with a retro look on Instagram using #MagicalSelfie and 1 lucky winner will receive a gift voucher daily.

Comments:

Vaishali Sharma, Senior VP, Marketing & Communications, MAX2: "Sony MAX 2 has been conceptualized as a contemporary place for great Indian cinema. We believe no matter what day and age, great stories, legends and music has eternal appeal. With MAX 2 'Timeless Digital Awards' we aim to bring together like-minded viewers and honour the iconic stars and the people who were responsible for giving us these everlasting stories in the form of movies".