



Royal Harbinger

Call from Farmers!

All what a farmer needs is enough supply of water, ownership of land, and good price for the crops they grow after hard work of months. And in lieu, they feed us for life. We easily ignore the issues of farmers and move on to the next match or social media mocktails to entertain ourselves. We can afford to do all what we do because a few hours ago, we had full diet of food. This food was grown by a farmer who might not have enough money to sow next crop. In few days he might be wandering in the jungle of concrete houses of the city. They will pass by you but you will not recognize them.

Editorial

Rather you would be sympathizing with a cricketer who failed to score or mocking a politician by liking a cartoon post on the social media. Well, you would have not done that, most probably if you knew that the old man who just passed by your car a little while ago was a farmer. He fed you. He worked under extreme conditions. He faced inclement weather. He spend countless nights in wait of good crop. But at the last moment, the rain quashed all the hopes.

There is no need to rush to the fields and farms and pickup plough and start farming. But then the need is that those who have been doing all the hard work for us are healthy and have enough resources to make sure they continue to grow our food.

Its high time we support our farmers by whatever ways we can. Drive your donations to farmers directly. Make sure you hand over things and cash in hands of a farmer. Find some time and instead of taking a trip of a hill station, visit a field nearby and educate farmers about various schemes and crop insurance. If they have the insurance done and have no idea where to approach, take their work in your hands.

Youth of this generation is very smart and alert. They raise voices against every bad thing or any injustice. The same youth now has to come forward to rescue the losing hope of our feeders whom we owe our lives. Whatever we are, we owe them all for even a day, we cannot proceed in life without food. The way you create an online group and plan for a match next Sunday, similarly plan a day out to the fields. Help farmers for the day and gift them whatever you have. A day at work will make you respect each bite you eat. And your own farmers will feel overwhelmed and touched, for sure!

Markets are undervalued at this stage on fundamental basis

V Srivatsa /Mumbai : Talking about market trends and Sensex for the year 2016, Mr. Srivatsa senses the earnings for this quarter has been impacted by the huge losses because of PSUs on account of higher recognition of stressed assets as per directives of RBI and since the base of these banks are huge, this has had an impact on the growth of profits.

However, on historical basis, these global risks off rally do not last long any stabilization of Chinese economy or more QE by Japan or ECB can see risk off rally fading off and start of risk on rally. The markets are undervalued at this stage on fundamental basis and present a very good opportunity to generate good returns from long term basis.

PSUs banking space have seen their PSU banks have seen their credit costs rising very sharply in the last few quarters as the stress in the system has continued and the exposure to the high leveraged groups are on the higher side. Apart from this factor, there are pressures on the NIM front and most of the mid PSU banks have not able to increase their CASA or retail assets base which would impart stability to the operations.

The problems with the top Pharma companies for the last one year for US FDA warning letter is 12-24 months and hence in the next two to three quarters, these issues will be getting resolved. The US generics market is a large market and Indian companies have established themselves as a credible player in the market. Also, Oil marketing co's has benefited from the sharp fall in the crude and most of the gains from the crude are captured in the prices.

Metal shares have witnessed a sharp sell-off in recent times in tandem with weak global commodity prices. On a fundamental basis, some of the mid cap stocks have corrected in the last one month and are looking attractive. We would focus on mid cap banks, NBFC, textile and logistics companies as these represent good growth opportunities and valuations have become very reasonable.

Virat Kohli bats for Colgate Super Flexi toothbrush

Udaipur : Colgate-Palmolive (India) Ltd, the market leader in oral care announced Virat Kohli, India's T20 cricket captain as the new ambassador of Colgate Super Flexi toothbrush. Colgate Super Flexi Toothbrush is known for its flexible neck, which enables it to clean hard to reach corners of the mouth. The New Super Flexi Television commercial illustrates the similarity between Virat's flexible batting strokes with Colgate Super Flexi's flexibility thus building a strong brand connect. Virat Kohli, India's T20 Captain says, "It is great to be associated with a brand like Colgate. I have grown up using and experiencing the goodness of Colgate products ever since. My role as a cricketer demands me to be flexible and ready for action round the clock just like Colgate Super Flexi toothbrush, which with its flexible neck and tongue cleaner cleans hard to reach corners for enhanced mouth cleaning. Flexibility is a key quality that every human should possess and for me it is an important characteristic and so I can very well relate to the brand."

Sharman Joshi released the book As Boy become Men

Sharman Joshi released the book As boys become men at Crooswords along with Mukul Kumar, author of the book. Yogesh Lakhani of Bright Outdoor and satya Prakash, Member Railway Tribunal, Mumbai came specially for this launch. As boy become men is a novel which beautifully captures the making hell of heaven and heaven of hell magique of mind. The book is published by Rupa Publications. It is authored by Mukul Kumar, who is an Indian Railway officer of 1997 batch. It is the story of a civil servant in the middle of his career whose life offers him no exciting challenge at this stage due to the creeping monotony.



Show Stopper for Riyaz-Reshma Gangji at Dubai

Mesmerising collection showcased by bridal couturier's, Reshma and Riyaz gangji of libas at the annual Toifa in Dubai, where show stoppers Sooraj Pancholi debuted on the ramp along with Zarinah Khan and other 18 models shayed down the ramp in three collection of wedding, reception cocktail and casual wear at the Jumeirah beach hotel on the beach side. Weather played a perfect host while sit down 7 course dinner was served guest list included Shahrukh Khan, Ranveer Singh, Kareena Kapoor and the who's who of Dubai's social circuit. It was indeed a night to remember.

The New Brand Ambassador Introduced the Must Try Range of Vadilal Ice Creams for the Season

Parineeti Chopra's New Summer Indulgence : Vadilal

Udaipur : One of the most loved ice-cream brand of the country, Vadilal, renowned for mastering the art of serving lip smacking delicious flavoured Ice-creams and frozen desserts, today announced the charismatic Parineeti Chopra as its brand ambassador. On the occasion, Vadilal unveiled their latest ad campaign for three of their most popular variants of ice-creams including the all new BADABITE Select- a super-premium Belgian chocolate based bar under the premium category; a new ? . 20 variant of FLINGO-centre filled cones and GOURMET-super-premium ice-cream.

Speaking on the occasion, Parineeti Chopra, actor and brand



ambassador Vadilal, said: "Being a foodie, I have always relished desserts especially Ice-creams! With the onset of summers, I am definitely going to have my share of cheat days by indulging my taste buds with the rich and delicious Vadilal ice-creams to beat the heat.

The new Badabite Select is an absolute delight for all ice cream lovers like me."

Mr. Devanshu Gandhi, Managing Director, Vadilal Group, said: "We are excited to announce Parineeti as the face of Vadilal and it's a proud moment for us at Vadilal

as we are the first Indian ice cream company to have a brand ambassador! Our communication and positioning target millennials and with our unique pricing and range we hope to be "The best part of their everyday."

Sanjay Menon, CEO and CCO, THE CO. commented, "Who says ice creams cannot be had in winter? Who says ice creams are a seasonal product? Who says you can't indulge everyday? The campaign positions Vadilal, India's most trusted ice cream brand as an everyday treat that you can indulge in. I bet you won't be able to resist the temptation of having a Gourmet, or treat yourself to a Badabite Select or have fun with a Flingo once you see the cam-

paign."

Vadilal is India's highest awarded Ice Cream Brand with more than 27 Awards over a span of last few years. The 90 year old brand has a legacy of excellence and has become famous for its authentic and wide variety of flavoured Ice-creams

Based in Ahmedabad, Vadilal is India's second largest ice cream brand with a turnover of more than 600 crore per annum. Present across more than 23 states in India, Nepal and Bhutan, Vadilal is exporting processed food and ice cream to the US, UK, Australia & New Zealand. Vadilal has fully automated plants that are certified by export council of India and British retail consortium (BRC).

TVS Motor Company rolls out all new TVS Victor

Udaipur : TVS Motor Company, one of India's largest two wheeler manufacturers, rolled out its much awaited motorcycle, TVS Victor in Jaipur today.

The versatile and visually exciting motorcycle will be positioned in the executive segment. Poised to be game changer in the segment, this product sets the benchmark even higher with emphatic design language, class leading technology and an arresting interplay of attractive graphics. With this launch, the company now has the widest product portfolio.

Mr. Ravindra Chauhan, Zonal Sales Head, TVS Motor Company, said, "The success of TVS Victor first launched in 2002 laid the foundation for TVS Motor in India. We are constantly evolving our products to offer technologically superior and stylish products to our customers. We believe that TVS Victor is world-class product as it takes a big step forward in terms of performance with ride and handling so as to deliver complete rider control and comfort. It complements our existing product portfolio and has a strong potential in its



respective segment. We have no doubt that this motorcycle will be well accepted by our customers and will further spur the sales momentum that we have accrued over the last year."

Tata Motors Launches the much awaited TIAGO



Udaipur : Tata Motors today announced the commercial launch of its cool new hatchback, the TIAGO with cutting edge design, technology and driving dynamics to create new segment benchmarks in the industry. At a starting price of INR 3,36,401 Lakhs, ex-showroom, Udaipur, for the Revotron 1.2L (petrol) variant and INR 4,12,759 Lakhs, ex-showroom, Udaipur, for the Revotron 1.05L (diesel) variant, the TIAGO will be available for sale, across the country in over 597 Tata Motors sales outlets, from

today.

Tata Motors will also take its customer service engagements to the next level with the launch of Tata Motors | Service Connect, a new customer application for TIAGO customers, to make the post-purchase experience easy and stay connected with them at all times for a hassle-free service experience. Besides providing free pick-up and drop service, Tata Motors Service will also offer loaner cars for repair services if it requires the car to be at workshop overnight.

IDFC : Awarded 'India Bond House' 2015

Mumbai : IDFC Bank, subsidiary of the country's leading integrated infrastructure finance company, IDFC Ltd., has been named the 'India Bond House' for the year 2015, by International Financing Review Asia (IFR Asia).

The award validates the strength of IDFC Bank's Debt Capital Market (DCM) business in creating landmark transactions. It also recognizes the bank for adding depth and breadth to Indian bond markets in 2015 by leading the key trend of bringing infrastructure companies to rupee capital markets to repay high-cost bank debt.

The India Bond House Award recognizes IDFC Bank's successful execution during 2015 of numerous plain-vanilla bond deals and several innovative and landmark transactions, including IIFCL & ADB credit enhanced bonds, annuity-road project bonds, simultaneous super-senior, senior and mezzanine bond tranches for annuity-road project.

Himachal Could be next Startup hub of India

Hamirpur : A certain brain drain has been happening in Himachal for years with the youth generally feeling that there are not many opportunities to pursue a career here, but there are people like Gaurav Garg who is an alumni of NIT Hamirpur. Have set an example by Founding Skycandle.in. Skycandle.in is a span of just 1 year has been valued at 3 Million USD. Garg has proved how a person's approach can make difference

In recent years we have seen how India.inc became the capital of Startup hub of the world. With Maximum numbers of engineers, innovator, India. inc has delivered many successful Unicorn startups. With good Educational Infrastructure and High Literacy rate available in himachal, Garg believes that Himachal Could Be the next Startup Hub of india.

While interacting with the students of NIT hamirpur on the Eve of Nimbus, NIT hamirpur Tech fest He focused on the need of exploiting the Eco friendly culture avrable to flourish a startup in Himachal. He stressed that being Nitian We should be Job Creators and not job seekers.

he said that Entrepreneurship Could boost the Agricultural Industry of the state, this could make a farmers reach global. Moreover our kids wont need to work away from there home town as we could develop the same opportunity in Himachal Only.

Notably Skycandle.in was started with a mere investment of 50000 in April 2015 has crossed GMV of 1 Million USD in just 11 Months of start-up. The Company hopes to start its IT Wing in himachal in near future. "

Vedanta's Sesa Football Academy invites applications

Udaipur : Vedanta-Sesa Goa Iron Ore as part of its commitment to serve the community established Sesa Football Academy (SFA) in the year 1999, with the prime objective of nurturing young football talent from Goa. SFA has full-fledged facilities in Sankhali and Sirsaim in North Goa.

SFA imparts systematic and scientific training and lays emphasis to develop the potential and grooms youngsters to become professional players. Within a span of 16 years, SFA has produced 123 trainees and has made tremendous impact on the football fraternity in Goa as well as across India. Most of our graduates are playing for India's senior team, I-League clubs of India and local clubs in Goa.

SFA will be conducting All India Level one month residential camp for the upcoming academic year 2016-17. The camp is scheduled from 01.05.2016 till 31.05.2016 at Sirsaim, North Goa.

Boys in the age group of 16-17 years (born not later than 31st December 2000 and not earlier than 01.01.1999) with a flair for the game and ambitious to become professional players only need apply.



Premier Futsal - Worlds First-ever multi-national Futsal league launched

Mumbai : Luis Figo, Real Madrid FC and Portuguese soccer legend, today, announced Premier Futsal, a first-ever multi-national Futsal league conceptualized by Indian entrepreneurs under the entity Premier Futsal Management Pvt. Ltd.

Futsal, a 5-a-side shorter variant of Soccer with two halves of 20 minutes each, is governed by Futsal Association of India (FAI) with accreditation from the international governing body, Asociación Mundial de Futsal (AMF).

The franchise-based league will be played across eight cities in India from July 15th to July 24th 2016 and is set revolutionize how the sport is played and consumed globally.

Chairman, Premier Futsal, Mr. Xavier Britto, commenting on the launch said "Premier Futsal is a truly world-class league, which will feature best current Futsal players from across the globe. Owing to the unique and innovative model, the league will not only disrupt the global Futsal scenario, but also establish the first generation of professional futsalers in India. Given the fast-paced all action nature of the sport and its short duration, we are confident Premier Futsal will capture the imaginations of TV audience as well as fans in-stadia".

Dr Jagdish Sakhiya launched his 2nd branch of Sakhiya Skin clinic in Mumbai. The clinic has 10 branches in Gujarat. Actress Mishti Chakraborty who was seen in Kanchi came specially for inauguration at Bandra. Other guest who came for the event were South actress Tanisha Singh, Singer-composer Varinder Vizz, actor Prashant Gupta, TV actress Shagun Ajmani, TV actor Gaurav Bajaj and Ekta Jain. The clinic has all the latest equipment for women and men. Dr Sharmila Nayak, Dr Siddhi Chavan and Prashant Savardekar received all the guest at the event. Sakhiya Skin Clinic providing the best skin care and cosmetic services that science and technology can offer. This international quality clinic is the outcome of more than 25 years of determined efforts.

Mishti Chakraborty, Shagun Ajmani at Sakhiya Skin clinic

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Vodafone's Social Apps Hub' in Partnership with Nasscom

New Delhi : Vodafone Foundation launched the 'Vodafone Social Apps Hub', a first of its kind platform that curates all mobile apps designed and developed for community welfare on a single platform. Developed in partnership with the NASSCOM Foundation, this unique first of its kind app store for India, showcases the best of technology which addresses real life socio-economic challenges.

The Hub identifies reviews and features social apps developed for various developmental sectors and beneficiaries. It does so by bringing together various stakeholders including app developers and Non-Governmental Organizations (NGOs), government initiatives and social enterprises which use the mobile platform and technology to drive awareness building, inclusion and empowerment within communities, across sectors.

Over 100 such mobile applications are already featured across six main categories - Health, Safety, Education, Agriculture, Disability and Governance. This makes it arguably the largest exclusive repository of socially relevant mobile applications in India.

Launching the Vodafone Social Apps Hub, Mr. P Balaji, Director, Regulatory, External Affairs & CSR said, "The potential of mobile technology to address several of our country's socioeconomic challenges is unparalleled. In addition to reducing the barriers in inclusion and communication, mobile technology has proved to be an effective means of development. Several mobile apps, across sectors, have already created substantial impact with their insightful approach.