

# Entertainment, Tech & Business

## R/Royal Harbinger

### Useless Hate Posts

In this age of social media, marketing has gone easy. People type their message on any simple photo editor on their computer and upload it easily. This is easiest way to market stuff, people, thoughts, and even ideology. Readers, who are on a break from work or are waiting for a bus, or are pretending to be busy keep scrolling the timelines of social media websites and come across such marketing advertisement and posts. Most of the people would just scroll down ignoring the post but then there would be at least a few who would give the ad a try to find out something they were looking for. A friend recently found an ad from property site interesting and he ended up buying a nice property. Another got a good buyer to sell his old car.

Well, social media besides being a platform to share and receive good news and happy moments with friends also entertains as people

### Editorial

share jokes, inspirational stories, movie reviews, and even self-recorded videos. This is all entertainment and leaves the person scrolling through on a happy note. But now, the social media has got another addition to it in terms of content--Hate Posts. These are the posts from supporters of Bollywood celebrities, sports person, politicians, and others for their rivals. The rival then takes revenge and start mudslinging full on.

Well, supporting your favorite personality is good and positive but do you really think that mudslinging on the other or opponent help your favorite person in any ways--Naah! People, who are unbiased and free from any burden of fan-ship generally join social media platforms to stay connected, to share happiness, seek help, get entertained, and relax after hours of struggle with life at every front. And what they get? hate posts, mudslinging, serious war of blaming people, mocking the personalities, and lot more stupid stuff. The fact of the matter is that unbiased people do not get affected by seeing glorification of one and cursing of the other. On the other hand, those who are supporters of one party, person, or place would not change their stance just because someone worked hard and shared a hate post against their favorite.

So, when no one will be affected, what is the real mean of all the hate spread across social media?

Those who retweet or hit like button for your hate post were always with you and those who did not were always believed in different ideology. Then exactly what you got out of all the negativity is a question every hatemonger should care to consider.

### Airtel Rolls Out 20,000 Units Of Aadhaar Based E-KYC

**Udaipur:** Bharti Airtel ("Airtel"), India's largest telecommunications services provider, today said that it has successfully rolled out over 20,000 units of Aadhaar based e-KYC solutions across India. Airtel has led the roll out of Aadhaar based e-KYC solution following the notification by the Department of Telecom, Government of India. The initiative has received positive response from customers as it enables instant activation of Airtel mobile SIMs, thereby enhancing customer convenience and in-store experience. The digital verification, which is fully secure, also eliminates paperwork and benefits the environment. Over 50,000 customers, including those in rural India, are being on-boarded daily by Airtel using this digital solution. The Company expects the number of customers getting digitally on-boarded using Aadhaar based e-KYC to grow multifold as it ramps up the rollout of devices. In the first phase of deployment, Airtel has plans to have the solution in over 500,000 retail outlets, including those in rural pockets, over

the next few months. Mr. Ajai Puri, Director - Operations (India & South Asia), Bharti Airtel, "Aadhaar based e-KYC has significantly enhanced the customer experience by enabling faster and paperless onboarding process and we have received very positive response from the customers and channel partners. We plan to deploy this solution in majority of our general trade stores, including those in rural pockets. We believe, this initiative is a great case study for Government's Digital India vision." Under the Aadhaar based instant verification process, customers purchasing a new Airtel prepaid/postpaid mobile connection need to submit/verify their Biometrics (iris scan / fingerprints) at the Point of Sale. The details will be instantly matched with the UIDAI database and following the validation, the connection will be activated instantly in the name of the customer.

The process is fully secure and the retailer/representative at the point of sale will also be registered under Aadhaar.

### DHL Express announces its 2017 rate adjustments

**Udaipur:** DHL Express, the world's leading international express services provider, today announced its annual general average price increase, effective January 1, 2017. In India, the average price increase will be 6.9%.

"DHL Express is focused on being the quality leader in the international time definite delivery business," said Ken Allen, CEO, DHL Express. "Our annual price increase supports this aspiration by allowing us to invest in a truly world-class network that generates significant value for our customers. Our prices reflect both the value embedded in our service and our uncompromising long-term commitment to service quality. In 2016, we announced a broad array of investments in our network, systems and people, committing more than EUR 800 million in capital expenditure during the year. Landmark investments include a EUR 66 million gateway in Tokyo, Japan, the launch of new automated sorts at our hubs in Cincinnati, U.S., Singapore and Leipzig, Germany, and the pioneering introduction of more efficient A330-300 cargo aircraft in our European air fleet. In 2017, we will maintain this rate of investment and continue to leverage our network to make our customers successful in their international trade activities." "DHL continues to invest in India and its global network to improve delivery speed, efficiency and provide superior service quality to our customers. The annual rate increase will support ongoing expansions, quality enhancements while helping to neutralize the impact of inflation and the depreciating rupee," says R.S. Subramanian, SVP and Country Manager, DHL Express India. DHL Express adjusts its prices annually, taking into account inflation, currency dynamics and other rising costs, such as expenses related to compliance with enhanced security regulations, in each of the more than 220 countries and territories that it serves.

## Ravindra Jain last two albums launched by Anup Jalota

**Mumbai:** The first album, 'Chahe Ram Bhahe Chahe Shyam' was the last album that Shri Ravindra Jain worked on, he not only wrote the songs but has also sung, and provided the music for this album which is devoted to Shri Ram and Shri Krishna. Along with Shri Ravindra Jain, there are other artists whom have provided their voices to this album such as Tarannum Malik, Padma Joglekar, Satish Dehra, Deepmala and Meenal Jain. These Bhajans truly reflect the thoughts and the devotion that Shri Ravindra Jain ji had towards these legendary figures of our mythos and when

we listen to it, it takes us through a spiritual journey that will delight the devotees of India. This album was released by Shri Anup Jalota ji along with Ayushman Jain and Smt. Deevya Jain.

The second album is 'Japle Japle Prabhu ka Nam', (Nirgun Bhajan) this album was one which was written by Smt. Nirmala Jain, who is a renowned writer, and the music has been provided by Shri Ravindra Jain, he has also provided life to these songs through his voice. Along side Shri Ravindra Jain, there are other artists who provided their voices to this album such as

Trupti Shakya, Rekha Rao, Tarannum Malik, Poonam Raj, Piyaashi Sengupta and Mehak Monga. This album was released by Shri Anup Jalota ji, Smt. Nirmala Jain, Smt.



Trupti Shakya, Rekha Rao, Tarannum Malik, Poonam Raj, Piyaashi Sengupta and Mehak Monga. This album was released by Shri Anup Jalota ji, Smt. Nirmala Jain, Smt. Deevya Jain and Ayushman Jain.

Deevya Jain and Ayushman Jain. R.J. Series is a company that was established by the renowned singer and lyricist Shri Ravindra Jain alongside his wife Mrs. Deevya Jain. R.J. Series is a record label/music company that has released about 40 albums. The albums in its repertoire belong to various different genres including but not limited to devotional, romantic, sufi, gazals and many other songs from different genres. Many renowned singers from the film fraternity have worked under the banner of R.J. Series including Yasudas, Suresh Wadkar, Roop Kumar Rathod, Udit Narayan, Sonu Nigam, Shankar Mahadevan, Babul Supriyo, Kavita Krishnamurthy, Sadhna Sargam, Trupti Shakya and so many more respected artists.

The albums that have been released, are available on various platforms such as YouTube, Gaana, Saavn, iTunes and are also available in the form of physical copies.

R.J. Series now is going to provide its services as a record label for any artist who wants to record their album and release that album. We want to guide people with whatever genre of music they would like to pursue. We as a label and company will provide the amenities to record such an album and also promote the album on various platforms and release them on digital as well as physical platforms.

## Whisper india encourages girls to be unstoppable 'like a girl'

**Udaipur:** Leading Feminine Care brand Whisper celebrated its #LikeAGirl campaign, now a nationwide movement, to reinforce the need to redefine the phrase 'Like A Girl'. Recently, as part of the movement, Whisper released a moving video to empower girls to reclaim the phrase, and proudly continue doing things 'Like A Girl'. In a bid to encourage girls in the country to be unstoppable, versatile actor - Sonakshi Sinha and Rio Olympics Bronze Medalist, wrestler Sakshi Malik joined the movement and announced the #LikeAGirl & Proud Challenge.

Whisper India has put out a challenge to all the girls in the country to take Pride and display how they Play, Fight, Run, Drive, Lead or Do Anything That They Love Proudly #LikeAGirl, everyday in their lives. Girls can take part in the challenge by sharing a short video or picture doing anything that they have been previously discouraged to do, only because they are girls. Recent events have shown that the perception of the phrase Like A Girl is undergoing a positive change in India, such as the very heartening conversations about 'They Fought Like A Girl' or 'They Played Like A Girl' with reference to the female athletes who performed well at the Rio



Olympics. In fact, Bollywood Superstar Shah Rukh Khan's self composed poem 'Fight Like A Girl' also went viral and touched the heart of millions of girls across the country. But there still seems to be a long way to go.

At the event hosted by youth icon and ex-roadie Bani J, Sonakshi Sinha and Sakshi Malik shed light upon some shocking revelations based on a survey recently conducted by Nielsen, in association with Whisper.

In this occasion Bollywood actor Sonakshi Sinha said, "I have evolved professionally and personally. I want to be the best version of myself and so should every girl in the country. It's important for every girl to understand that only our gender doesn't and shouldn't define who we are. It's important that our society realizes this as well and that every girl is actively encouraged to do

as strong as we want me. When I started wrestling, it was never a 'girls' sport - only the boys played and they said, "how should a girl wrestle? Why should a girl wrestle?" But I did not listen and aren't you happy I did not? Because now we have a female wrestling medal. Wrestling is my largest love and when you love wrestling the way I do, what they say is never important - it's just a single minded focus to keep going, keep training and doing what you love to do! Falling deeper in love with it everyday. We as women need to continue playing and striving to win, and puberty is the last thing that should stop us, because along the way there are so many other obstacles that could stop us and we did not stop! I played and fought #LikeAGirl, and am proud to see young girls and women are inspired by my win at the Olympics. It is truly fantastic to be part of Whisper's Like A Girl movement and play a part in redefining the phrase like a girl into a positive affirmation, because "girl" is never an insult." The #LikeAGirl video https://youtu.be/tMOPQLBg94 has received an overwhelming response on social media and has engaged girls across the country who are sharing their stories of breaking stereotypes and negative perceptions of # LikeAGirl.

### Tata Motors spreads festive cheer, introduces 'Har Week Diwali'

**Udaipur:** To celebrate the auspicious occasion of Diwali, Tata Motors today announced a nationwide festive offer, 'Har Week Diwali' for its passenger vehicles customers. As part of this promotional offer, seven-lucky customers, who will book a Tata car stand a chance to win Rs.10 Lakh each. Commencing from September 16, 2016, this offer is valid across the entire passenger vehicles range, including the newly launched TIAGO. The 'Har Week Diwali' offer will also include a free vehicle insurance. In addition, Tata Motors will continue to provide attractive offers and exchange programs for its passenger vehicle customers. The offer-

also entails huge discounts, with cash benefits upto Rs 1 Lakh on the Safari Storme and Rs 20,000 on the Zest. To ensure hassle free purchase experiences, customers can also avail of easy consumer finance schemes from all leading financiers and banks. Tata Motors will also roll-out its festive offer marketing campaign across print, radio, digital and at various malls and road shows across the country. Tata Motors plans to constantly engage with new customers to not only deliver best product and service experiences, but also to ensure that it is among the top three brands in its customer's consideration set.

### "Kick Start Session" a Master Classes for Start-ups at PHD

**New Delhi:** PHD Chamber of commerce and industry has organized an exclusive session for start ups. Many Industry experts and panelist have attended the session. Mr. Sameer Rastogi, Managing Partner, India Juris & Chief Advisor Venture Catalyst (Delhi-NCR), was the key moderator for this session on Importance of Business Model in fund raising by Start-Ups. Mr. Rastogi has shared his thoughts on negotiation between start-ups and investors covering crucial points like Tranches of Investment, ESOP Pool, Anti-Dilution and reserve matters

together with understating representation and warranties by founders, liabilities and Information rights. Mr. Sameer Rastogi, said "As the Startup eco system is developing in the country it is very important for the startups and founders to understand their rights and learn the art of negotiation with the investors for the growth and betterment of their company in future." The session was very successful with enthusiastic audiences comprising start-ups, various entrepreneurs and industrialists. The session lasted for around two and half hours and closed after a Q & A session with the audience.

### Sushikailash to promote Dil Sala Sanki

Yogesh Kumar who is a doctor by profession and black belt champion is debuting with Hindi film Dil Sala Sanki with Jimmy Shergill, Madalsa Sharma, Shakti Kapoor. Film is produced and directed by Sushikailash under her banner S K Pictures. The film will hit the screen on 23rd September. Yogesh Kumar told Komal Nahta regarding the experience working with senior actors. Jimmy Shergill plays negative role in this film. Zee Music has released the music of this film.

### VODAFONE EMPOWERS ASHA WORKERS IN UTTARAKHAND

Vodafone India, one of India's leading telecommunications service providers, has been chosen by the Govt. of Uttarakhand as the preferred partner to keep ASHA workers in the state confidently connected 24x7. Through this partnership, Vodafone's reliable network will keep Uttarakhand's ASHA workers connected even across the hilly regions and rural hinterlands, helping them being accessible to address any query and timely assistance to the community.

### Panasonic introduces special 'Assured 2 Win' offer

**Udaipur:** To celebrate the auspicious occasion of Diwali, Panasonic India Pvt. Ltd today introduced its special 'Assured 2 Win' festive offer to tempt its customers this festive season. This offer assures the customers to win assured gifts on all Home appliances and Panasonic LED TV's. As a part of its marketing strategy, Panasonic will be investing Rs. 85 crore towards festive ATL and BTL activities across India. Starting from September 16 to November 16 the company has introduced exciting promotional offers for its customers across all product categories including Televisions, Refrigerators, Washing Machines, Purifiers, Air-Conditioners and Microwaves. The promotional offers will be valid from today, 20th September to 16th November, 2016 across all authorized Panasonic outlets and stores. Apart from special offers, extended warranty and attractive finance deals will be provided on selected products. In addition, the company will also offer interest-free credit and attractive EMI schemes for its



customers. Speaking about this year's festive offers, Mr. Manish Sharma, President and CEO, Panasonic India said, "As our customers prepare themselves for the festive season, the consumer sentiments amidst the festivities is already at a high point, and it is an exciting time for us to be part of their celebrations. With this year's Diwali offers we want to ensure that our esteemed customers get maximum advantage through our exciting promotional and attractive assured gifts offer. Panasonic's Assured 2 win offer, is a small endeavor on our part to add sparkle to this festive season." Highlighting on the Diwali offers, Mr. Ajay

Seth, Head- Sales & Services, Panasonic India, said, "At Panasonic, we aim to provide products and services that offer more value to our customers. Adding greater joy on Diwali, this year Panasonic brings in assured gifts offer, extended warranties, attractive financial offers which will be available on all product categories. To make it more exciting for our customers the 'Assured 2 Win- Gift offer', on all Home appliances & Panasonic LED TV's, include Holiday Voucher of 3Days/2nights, Swarovski Jewellery worth Rs.4500/- etc. With this year's festive offers, we wanted to ensure that our customer's joy lasts long."

### David Dhawan Launched Jeet Gian's The Three Wise Monkeys

Amidst great tongue-in-cheek humour, jokes and gags blockbuster comedy trio Farah Khan, Sajid Khan and David Dhawan launched author Jeet Gian's second book The Three Wise Monkeys at Sun & Sand, Juhu, Mumbai. After tasting success with his debut book The 3 U-Turns of My Life, Jeet Gian, who is a Chartered Accountant and founding partner of JCA Consulting Group, Dubai couldn't help but be more excited at the launch of his second book and the occasion only got bigger and better with the presence of the three renowned comedy film directors. Jeet who seemed very excited at the launch spoke passionately about his book, "The Three Wise Monkeys is a ready reckoner on how to make easy and quick money by simply working indoors wearing shorts from...prison!