



Live Like Sridevi

Sridevi's sudden demise has left us shocked. We will need years to accept that we will no more see her around us in our films in which she could infuse a childlike innocence. We not just have lost an actor but are now deprived of real acting that she gave us in her 300 films. The ease with which she could adapt to a role and give more than 100 percent was just incredible. No other actor could reach close to her hitherto. She lived an exemplary life, which will inspire us for generations. From her commitment to work to love for the family, she was fair and balanced in all her roles in reel as well as real life. Now, the legacy that Sridevi has left for all of us is not just amazing cinema but also the life one should live. She taught us the way we should design our path and make decisions that allow us to remain what we are despite playing different roles at different places in life. If you are ever asked how you would remember Sridevi, you will only be able to recall her childlike and frolic image. An image that makes you feel light, easy, and tension-free. An image that lets you keep all your worries aside and live the moment. That is her legacy, which people won't understand if they see her with the angle of media or articles. To feel the magic of her personality, you need to see it yourself and you will find the way you would want the world to remember you after your life.

From Sadma to Mr. India to Ladla, you will notice that in each of her movies, Sridevi portrayed a character with her childlike innocence. Even in Ladla where she was a stubborn, fastidious, and angry boss, she showed her innocence well. An angry child does not need to worry about many things all they want is what they want.

We all need to see if that child in us is still there or not. Its okay to be serious but you need to check if you are losing a precious moment of laughter in lieu of a sad moment. Let that child live in you. Let the world know you by your liveliness and stupidity. Yes, being stupid is okay and is cool actually. People, who say that in the young age you are not allowed to relax, shut their mouth and chill. Eat, play, and do all the stupid things you did in the childhood. Life has fewer problems but a lot of happiness. We generally let our problems grow in such a proportion that makes us sad despite the share of the problems was negligible at the start. You do not need to read any book to seek peace. Just be what you are at your heart. And then see the life gets awesome. Always remember the way Sridevi led her life through all her movies. If you just follow your heart, you will find life easy. Learn to dodge tough questions. Outsource all your worries and play as the kid in you used to do a few years ago.

Ashnoor Kaur in TV Show Prithvi Vallabh

TV very popular Child Actor Ashnoor Kaur who is Playing Character of Vilas in TV Show Prithvi Vallabh, is now doing Anurag Kashyap's Manmarziyaan with Abhishek Bachchan and Taapsee Pannu. She is playing the character of Taapsee's younger sister and currently shooting in Amritsar, Punjab. Her character is really similar to real life, bubbly naughty and chirpy, it's a prominent and important character like Chutki of Dilwale Dulhania Le Jayenge. The best part is, she is playing same age (14 years) only, in the movie. Ashnoor Kaur had done lots of serial as lead character (Child).

- Prithvi Vallabh

- Yeh Rishita Kya Kehlata hai.

- Mahadev

- Na Bole Tum Na Maine



Kuch Kaha
- Jhansi Ki Rani
- Sath Nibhana Sathiya
- Shobha Somnath Ki
- Bade Achhe Lagte Hain
- Mahabharat
- Tum Sath Ho Jab Apne

Grand finale of Cup of Lights season 2



Salim, Sulaiman Merchant, Sunil Pal, Susheel Jangira, Aarti Nagpal, Ekta Jain came for grand finale of Cup of Lights season 2 organised by Parmm Lakhani. Parmm Lakhani of Orienta Cine Advertising Pvt Ltd organised second season of Cup of Lights cricket tournament at Juhu where 8 teams participated from corporate sector. The tournament was supported by Yogesh Lakhani of Bright Outdoor. Salim Merchant and Sulaiman Merchant, comedian Sunil Pal, Model actress Aarti Nagpal, Susheel Jangira and Ekta Jain came specially for grand finale match played between All Monsters and NBS Friends. All Monsters team owned by Juned and Naved Shariff won the final match. Hainsain who

took 15 wickets was the best bowler of the tournament, Imran who scored 103 runs was best batsman of the tournament, Sandeep was the man of series who got trophy and Bajaj Discover Bike. This tournament was initiated by Orienta Cine Advertising Pvt Ltd, Bright Outdoor Media and Octagon Media Networks. Tournament title sponsor was Platinum Corp Upper Juhu, powered by Wintogeno and Bombay Coffee House. Associate sponsors were Mitashi, Al Samit International, Rajesh Digital, B Kandhari, Niton Valves and 7 Star Digital. This was executed by Akbar Khan of Ball Park Entertainment. Salim Merchant sang National Anthem before the final match.

A 3-Day Conference On Minimally-Invasive Surgery Sees Record Attendance

Udaipur: Indraprastha Apollo Hospitals' (IAH) 13th Paediatric Endoscopic Surgeons Conference (PESICON 2018) concluded, with 250-plus delegates from around 50 countries (US, UK, Russia, Singapore, SAARC & African countries) having participated in the three-day annual event. Organised by IAH's Department of Paediatric Urology and Paediatric Surgery, the event had detailed deliberations and presentations on minimally-invasive surgery (MIS) via laparoscopic and robotic techniques. Moreover, PESICON 2018 celebrated 1,000 successful minimally-invasive surgeries in infants and children conducted at IAH.

Indraprastha Apollo Hospitals, Delhi was awarded the first prize for best operating video on robotic surgery for kidney tumour in children with conservation of the kidney and without opening the abdomen.

In its 13th edition, PESICON 2018 focussed on the emergence of the highly-specialised adolescent Bariatric Surgery segment. Delegates also participated in a live operative robotic Paediatric Urology Workshop, thanks to the robust robotic experience of the Vattikuti Foundation where they saw live operation in 2 OTs for laparoscopic surgery and robotic urology.

In a prelude to the event, Dr Prathap C Reddy, Founder-Chairman – Apollo Hospitals Group, said: "Across sectors, robotics have ushered a paradigm shift. In medicine, robotic and minimally-invasive surgeries are redefining the global healthcare landscape. Their impact has been more phenomenal in critical areas such as Paediatrics. Every advance in this field translates to faster cure and a better quality of life for children worldwide. As stakeholders of this rising healthcare ecosystem, we



must push the envelope to catalyse rapid growth and augment excellence in the vital niche."

Elaborating on the importance of minimally-invasive paediatric surgery, Dr Mahendra Bhandari, Director – Robotic Surgery Education and Research, Vattikuti Urology Institute & CEO – Vattikuti Foundation, stated: "Minimally-invasive surgery is most relevant for children needing surgery since their small body mass and consequential response to blood loss leave a narrow safety margin.

Minimally-invasive surgery has virtually replaced open surgical techniques, thereby leaving medical schools across the globe with no option other than to train young surgeons in MIS techniques."

In recent years, Indraprastha Apollo Hospitals has emerged as a leading centre in MIS due to its proven excellence in handling laparoscopic and robotic surgeries, GI endoscopy and bronchoscopy in newborns, and endo-urology in newborns and infants. The live robotic workshop presented a unique opportunity for sur-

geons to gain first-hand experience on the robotic simulator. Some families were present at PESICON with members who had undergone robotic surgery with follow-up for five years.

All the 8 children who were operated on were discharged within 48 to 72 hrs of surgery. Dr. Ketan Parikh, President, Indian Association of Pediatric Surgeons, expressed satisfaction that minimally-invasive surgery in infants and children has now matured in our country and parents can freely adopt this new modality of surgery

in the established centres. Dr. Rajamani, President, Pediatric Endoscopic Surgeons of India welcomed delegates by saying, "The new field of robotics presents new opportunities for increasing the penetration of minimally-invasive surgery to take on more difficult cases without opening the abdomen or chest."

On the conclusion of PESICON 2018, Dr Sujit Chowdhary, Senior Consultant, Paediatric Urology and Paediatric Surgery – Indraprastha Apollo Hospitals, said, "Paediatric surgeons who came from all over the country will be able to provide better care and improved outcomes for their patients after such an intense educational exercise. Successful conclusion of this prestigious event has highlighted the pioneering role Apollo Hospitals plays in promoting the latest techniques in paediatric treatment.

Know more about 'Vitiligo'

London-based fitness model and entrepreneur Ninu Galot spoke on 'Vitiligo', a long-term, chronic medical condition that results in loss of pigmentation, in white patches, visible on the skin across the body, hair and eyes.

With about 1 % of the world's population suffering from Vitiligo, approximately 65 million people globally suffer from the skin disorder. Many Indians suffer from Vitiligo too, along with the social stigmas attached to it, making those affected less confident and so less sociable.

Ninu Galot, a Vitiligo patient herself, commented "When I decided to do a fitness competition back in London, it helped to raise awareness about Vitiligo. The support I got from family and friends was admirable. I found a change in everyone around me and found a lot of support while going through my challenges. Many who didn't know I was suffering with Vitiligo, saw me as someone who had everything; a confident and successful business woman. However within, I wasn't happy, smiling for people around me. But now I am smiling for 'Me', as I've set myself free by being open about it. Over a period of time, I began realising that people loved me for who I was. The only person who didn't love

me, was me."

"Instead of taking the usual path Vitiligo afflicted patients take of being embarrassed and going under cover, Ninu went the other way and decided to come out with it, be honest and actually talk about it extensively and create a support system, both in the UK and in India.

Vitiligo is 'not contagious'. Globally about 1% of people are affected by Vitiligo, with males and females equally affected and has been described since ancient history. There is no known cure for Vitiligo. Avoiding excessive sun exposure, using a good sunblock to protect the skin are easy tips to protect oneself. Avoiding scratches, burns and cuts, direct sun exposure and swimming, reduced vitamin C intake are other easy measures. Exercise on the other hand releases happy endorphins and is highly recommended for people to incorporate as part of their daily lives, along with good nutrition and adequate sleep, to boost immunity. Exercise, including Yoga Asanas help develop new cells, while removing and clearing away dead skin cells, also acting on the endocrine glands, thus regulating the production of hormones. As a measure to fight Vitiligo, increased water intake helps maintain a healthy PH balance.

VODAFONE BECOMES FIRST GSM OPERATOR

Udaipur: Vodafone, one of India's largest telecommunications service providers, announced the roll-out of its Voice over LTE (VoLTE) services in Rajasthan with cities like Jaipur and Jodhpur.

With this launch, Vodafone became the first GSM operator in the state to enable customers to make calls using VoLTE and enjoy HD quality crystal clear voice with super call connect. Vodafone SuperNet 4G customers can access Vodafone VoLTE for no additional charges and all calls will be billed as per existing plan or pack benefits, thus

experiencing the best from Vodafone's Data Strong Network. Announcing the launch of the Vodafone VoLTE service, Amit Bedi, Business Head - Rajasthan, Vodafone India, said, "We have been making significant investments to expand, upgrade and modernise our network to ensure that we provide the finest service experience and seamless connectivity to our valued customers. We are delighted that Vodafone is the first GSM operator to launch VoLTE services in Rajasthan beginning with Jaipur and Jodhpur and soon extend it to other key

cities. Vodafone VoLTE is a step further towards enhancing customer experience and enabling our customers in Rajasthan to explore newer possibilities with their smart devices."

Vodafone VoLTE service were recently launched in Mumbai, Delhi-NCR, Gujarat, Maharashtra & Goa and will be extended across the country in a phased manner over the next few months.

How to enjoy Vodafone VoLTE

1. Customers can access Vodafone VoLTE services on all VoLTE enabled devices.

Several popular handsets are already compatible with the Vodafone VoLTE network, and the numbers of such handsets is growing rapidly. To check if you can enjoy Vodafone VoLTE on your handset, please click on the link – www.vodafone.in/volte

2. Upgrade the mobile device's OS to the latest version

3. Ensure the device has a Vodafone 4G SIM: Customers with Dual-SIM handsets have to ensure that the Vodafone 4G SIM has been inserted in the data SIM slot/slot 1 and network mode has been set as "4G/3G/2G (Auto)".

Airtel joins 'Seamless Alliance'

Udaipur: Bharti Airtel ("Airtel") said that it has joined the 'Seamless Alliance'—which will usher in a new era of open innovation for mobile operators and airlines by empowering mobile operators to extend their services into airline cabins. Member operators, including Airtel, will be able to continuously provide their customers - via satellite technology - the same high speed, low latency connectivity from ground, to air and back again. It will also significantly reduce costs for everyone involved while creating a smooth, positive user-experience. The formation of 'Seamless Alliance' was announced today in Barcelona. Other founding members include OneWeb, Airbus, Delta and Sprint. The global alliance - which aims to attract additional industry operators beyond the five founding members - will eliminate the immense costs and hurdles commonly associated with acquisition, installation, and operation of data access infrastructure by streamlining system integration and certification, providing open specifications for interoperability, increasing accessibility for passengers, and enabling simple and integrated billing. Gopal Vittal, MD & CEO (India & South Asia), Bharti Airtel said:

"We are delighted to be a founding member of this innovative technology platform to bring seamless connectivity to customers in the true sense. Over 370 million mobile customers across Airtel's global network will be able to enjoy uninterrupted access to high speed data services even while they are in-flight. We look forward to collaborating with all partner members to ensure this platform goes LIVE at the earliest." Airtel is the third largest mobile operator in the world with operations in 16 countries across Asia and Africa. "What if the best internet you ever experienced was in the air? Keeping this goal in mind, together, we will enable an affordable and frictionless experience for passengers everywhere," said Greg Wyler, Founder and Executive Chairman of OneWeb. "With the launch of our first production satellites set for later this year, we're one step closer to bridging the global Digital Divide on land and in the air."

"Easy-to-use, high-speed connectivity is part of the next revolution in aerospace," said Marc Fontaine, Airbus Digital Transformation Officer. "We're excited to create this seamless experience for our airline customers and their passengers."

New Tide Plus with Extra Power Launched Shradha Arya, Anita Hassanandani and Sai Tamhankar

Udaipur: Tide Plus, one of the leading fabric care brands in India from P&G, has introduced the New Tide Plus with Extra Power. The New version of India's popular detergent brand has undergone a formulation upgrade, leading to a superior cleaning and Extra Whiteness.

Leading actresses Shradha Arya, Anita Hassanandani and Sai Tamhankar went on across country tour to launch the New Tide Plus with Extra Power across Big Bazaar, Reliance Smart and Star Bazaar stores, and spoke about Tide's latest campaign #TideGivesExtra. Tide has always stood for surprising whiteness, while adding a bit of humour to the otherwise mundane laundry chores. The same spirit is brought to life in the new communication, based on a very real and relatable insight - everyone wants something extra, and something better! Especially their important role of wives and mothers, women in India are on constantly striving to give the best to their family and children. They always seek some extra benefit, something better that helps them makes their families lives better. This is true in life and for laundry as well. She strives to give her laundry a superior clean, especially on important clothes like her child's uniforms - she wants to ensure that they are not just clean, but extra clean! Tide, with its extra Power, can now be her accomplice, and give her the 'Extra Power' to get superior clean.

Tide Plus is one of India's favourite detergent brands and has been on a journey of consistent innovation. Over last 2 years, this is the second product upgrade, and the new avatar of Tide Plus now comes with EXTRA POWER - extra whiteness, extra cleaning, extra fragrance extra benefit and extra marks to the mother. Tide Plus Extra Power has the inbuilt power of bar and a superior product formulation that ensures brilliant whiteness. In addition, you also have a choice of 3 pleasing fragrances - Jasmine & Rose, Lemon & Mint, or Talcum Freshness.

Shradha Arya who is known for her extremely popular show Kundali Bhagya unveiled the product in Ludhiana. She said, "I can never compromise on cleanliness, especially with clothes. For me, it's a confidence booster. I love white and pastel shades, but they get dirty so easily. I have been on lookout for something extra, which can help me get that extra mile cleaning. I finally found my 'Extra' in the new Tide Plus with Extra Power, which removes even tough dirt from the clothes. With this, power now vests in our hands and we can be assured of EXTRA whiteness and superior cleaning."

Anita Hassanandani Reddy too joined the national campaign and unveiled the product in Kolkatta. She added, "My husband and I both love our whites. A vibrant white outfit is a sure hit! But maintaining whites is a very difficult task. I hate it when my favourite white outfit gets dirty and dull.

We try our best to maintain our whites but it's not easy especially given our hectic lifestyle, a couple of washes and it's all downhill from there. Sometimes I wonder if it's worth stressing so much over laundry anyway? But stress no more! I have found my laundry stress buster in New Extra Power Tide and I am amazed at its results. This better than ever before Tide Plus promises and delivers superior cleanliness, enhanced fragrance and surprisingly brilliant whiteness. Clearly, Tide Gives Extra."

Leading Marathi actress Sai Tamhankar was roped in for the Pune Launch. In spirit of the campaign, she spoke about how she likes like that little EXTRA in her life. She constantly seeks products that can improve the performance and make the task easy and convenient. Sai added, "My dad was in the merchant navy, and in order to maintain his uniform, Tide was the only detergent we trusted at home. Since then, it has remained my family's favourite. I have grown up with its fragrance and the bright orange pack could always be found at home. I am proud of this brand, especially now that they have introduced this new upgrade that comes packed with Extra Power! I recently tried the best-ever Tide Plus, and it works brilliantly on tough dirt and gives superior cleaning, enhanced fragrance and the best whiteness. It's no wonder then that till date Tide continues to be a favourite, as #TideGivesExtra."

Talking about the campaign, Sonali Dhawan, Marketing Director, P&G India and Fabric Care said, "For a mother, a key expression of her love and care is ensuring she gives her children the best possible, so they do their best in life. She is always striving to do a little more, wherever possible, for her family and kids. It is the same spirit that she brings even to her laundry, where she strives for the best possible clean - especially important garments like school uniforms. Tide brings this to life in an enjoyable campaign, where a mother benchmarks her son's white uniform with other white benchmarks in a series of funny interactions with her kid. In true Tide style, the new TVC is a fun, quirky take on how white is your child's uniform. Is it whiter than milk? Or the tube light? The message is simple, yet catchy - If Extra Power Tide, then Extra Power White. We are confident that this will resonate well with our consumers."

So, fret no more, be assured of your child's cleanest uniform and while he endeavours to score his perfect A+, you score yours because #TideGivesExtra. The campaign is an entire 360-degree campaign, including TV, print and in-store visibility. The new product and campaign launched on Feb 1 and is priced at Rs. 47 for 500g and Rs. 94 for 1 kg. Meanwhile, drop in to your nearest retailer store and buy your pack. After all, If Extra Power Tide, Then Extra Power White.

