

Business & Entertainment

THE WIDE AND OPEN GAME OF 2019

So, the congress party that was totally marginalized in the 2014 elections has sprung back from nowhere. There are multiple reasons, and most are valid but the most important is that the vote was against the BJP-led governance. This is true for every election. The 2014 vote that went in favor of BJP was also against the congress-led UPA.

However, for congress, these elections have come up as a panacea, for BJP, it is a warning bell that they cannot mark congress out of the game as they had thought earlier. Once again, and quite fairly, we will have balanced elections where both the main parties and others will not think to take their voters for granted. And that's totally in favor of the voter in the end.

Expert analysis across the media believes the vote that favored congress was only against the BJP. Congress of course could have done much better than just touching the finish line. Except Chhattisgarh, which turned out to be exceptional. Congress is marginally ahead of BJP in Madhya Pradesh and in Rajasthan

too, the party is just at the majority mark. However, the anti-BJP MLAs from the other parties will ensure that Congress completes its tenure, so the states are in pocket of Congress for the next five years.

For BJP, its high time to pull up socks and advertise their achievements in more positive manner. Parties spend a huge amount of energy in exposing or criticizing the opposition which does not help these days. People switch on televisions to listen to version of the party from its spokesperson. And when they find out that the spoken person of Party A is only talking about the Party B, they get it well that the spokesperson does not have much to talk about their own party.

Development, once again has got the much needed center-stage. So, positive talks, healthy debates, and talking about the achievements or roadmap of future is what the people want to hear. And now since the message is clear, we can hope to have less noise and more sense prevailing across the political discourse.

Riya Deepsi, Sunil Pal at premier of Bhaagte Raho



Producer Sunil Tiwari of Sakshi Creations along with Co Producer Rikhab Jain invited cast and guest at premier of their comedy Hindi film Bhaagte Raho at Cinepolis, Andheri West. Mukesh Khanna, Manish Chirawala, Marisa Verma, Saru Maini, DJ Sheizwood, Ekta Jain, Sweta Khanduri, Yash Wadali and well known Astrologer Pandit Pawan Kaushik

came to attend the premier. TV actress Riya Deepsi of Porus serial and Abhay Raichand of Savdhan India are debuting with Bhaagte Raho. Sunil Pal, Gopi Bhalla enjoyed the response of media and guest who saw the film. Other cast of the film are Rajpal Yadav, Dinesh Hingoo, Shekhar Shukla, Nitish Choubay, Sanjiv Soni, Ali, Sunny, Aadesh, Badrish Chhabra, Bhupendra and others. The film is written and directed by Praful D.S Tiwari, cinematography by Shanti Bhushan, Business head by Rakesh Sabharwal, Line Producer Dilip Soni.

"Time Management and Power of Positive Attitude"

Udaipur: 2 Days workshop is being organized at Aravali Institute of Technical Studies on "Time Management and Power of Positive Attitude"



for B.Tech IV year & III year students. Mr. Ankit Vijay and Mr. Rohil Dhaka from, Making Spark are the key note speaker of the sessions. First day session topic was

Motivational Seminar and problem Solving Skill, and Second Day Session was Time Management and Power of Positive Attitude. The inaugural ceremony was done by Dr. Madhu Yogi, Associate Registrar, Aravali Institute of Technical Studies.

Cloud Unplugged

One day International Workshop being organized at Aravali Institute of Technical Studies on "Cloud Unplugged" in Association with IBM for B.Tech, MCA, BCA & Diploma students. Key note speaker of this International Workshop was Mr. Mr. Karan Chaturvedi, Developer Advocate, IBM. The inaugural ceremony was done by Mrs. Sangeeta Sharma, Dean Academics, and Dr. Madhu Yogi, Associate Registrar, Aravali Institute of Technical Studies.

Ignite your passion with 'IGNYTE' winter gears!

New Delhi: IGYTE by Steebird presents riding accessories for the winters. Styled in Italy for the global market, the two wheeler accessories brand IGYTE presents Jackets, Gloves and Balaclava specially designed for the ones who loves to ride with tremendous style. It not only makes you look cool but is also ideal for winters.

The premium IGYTE Rider Pro Jacket is meant for people having progressive approach towards riding and always carve for extremes. The three layered touring jacket from the 'Ignite-collection meets all weather protection and makes your journey enjoyable and safe. Equipped with technical features, coupled with innovations is a must for serious riders. Black in colour, Outer shell made from 100% Polyester water repellent breathable fabric with dual tone contrast styling. Front, back and under arms vent make this jacket all-weather favourite. Two front cargo pockets and one back storage pockets give lot of room for keeping that extra essential stuff for those long rides with front hand warmer pockets. IGYTE Rider Jacket can extra care taken for your valuables yet user friendly water proof pockets for your mobile and wallet.

In a first, Apollo Hospitals brings to India an international association meeting in Pediatric Urology



Udaipur: Indraprastha Apollo Hospitals hosted the 3-day conference on 20th annual meeting of the Asia-Pacific Association of Pediatric

Urologists (APAPU) which is being held in India for the first time. The conference, organized by Apollo Institute of Pediatric Sciences at Eros

Hotel, New Delhi, witnessed a record participation of more than 320+ delegates from 20+ countries (US, UK, SAARC countries & Asia-Pacific

nations). The event had detailed deliberations and presentations on new developments in the field of pediatric urology, where the delegates presented unique cases studies and medical papers to discuss new treatment techniques. Over 100 cases with their long term follow-up were also examined by the specialists with the audience in a separate session.

The delegates got access to the latest robotic platform the Da Vinci Xi and laparoscopic simulator at the venue to have a free hands-on experience. A pre-conference CME on organized to discuss myths, facts and current scenario of Pediatric Robotic Surgery. The

meeting started with International children's continence society (ICCS) certified course on Pediatric Urodynamics, Enuresis and Incontinence. Post which, a wet lab training in robotic and laparoscopic surgery was organized at the World Laparoscopic Hospital in Gurugram. Workshops to provide hands-on training by experts on robotic surgery and managing bladder disorders were also put in order.

Dr. Sujit Chowdhary, Consultant Pediatric Urologist, Director-Pediatric Sciences, Indraprastha Apollo Hospitals and Organising Chairman, APAPU said, "It is heartening to see such an enthusiastic participation from medical pro-

fessionals from all across the globe. We have made all the efforts to benefit new entrants as well as practicing Pediatric Urologists, Pediatric Surgeons, Urologists and Pediatricians. During the course of the conference intense educational exercises have been offered, covering both the practical and theoretical aspects of pediatric urology.

Delegates who have attended the conference will find the knowledge they have gained to be beneficial in providing better care and improved outcomes for their patients. Once again, the Apollo Hospitals comes forward to play a pioneering role in promoting the latest techniques in paediatric treatment."

Toyota cheers up customers

Udaipur: Toyota Kirloskar Motor (TKM) rolled out its annual Remember December campaign consisting of exciting benefits to bring a year-end cheer to the customers in line with the company's consistent efforts towards enhancing customer delight the company has announced the special offerings on select models across Toyota dealerships in India. The company is extending its gratitude to loyal customers with the special sales campaign. Commenting on this yearly campaign, Mr. N. Raja, Deputy Managing Director, Toyota Kirloskar Motor said, "It has been our constant endeavor to offer the world class quality, comfort and unmatched safety to our customers in terms of all our products line up and after sale services. Toyota products have been appreciated time and again by customers for the low cost of maintenance, high

resale value, long lasting durability, safety, quality and excellent performance.

To further enhance the joy of ownership in the year end, we have introduced exciting offers under the Remember December Campaign for Toyota customers. In line with our philosophy of 'Customer First' there will be attractive offerings like buy now and pay in March 2019 on the newly launched Yaris with additional benefits of upto Rs 1,00,000. There are benefits on other models too with up to Rs. 1,10,000 on the Corolla Altis and upto Rs. 45,000 on the Fortuner. There are benefits of up to Rs. 38,000 and Rs. 23,000 available on the Etios and the Liva respectively. Toyota is also offering special benefits for Government and Corporate employees. All customers can avail these benefits until 31st December.

TOURISM MALAYSIA LAUNCHES "FANTASTIC DEALS"

New Delhi: The "Malaysia Fantastic Deals" package was launched today to promote more value-for-money holiday packages to Malaysia for tourists from India. The campaign was officiated by Tuan Syed Yahya Syed Othman, Director of Package Development Division, Tourism Malaysia, and Mr Manoj Mehta, Country Manager, Malindo Air.

The initiative sees Tourism Malaysia in partnership with Malindo Air and several popular hotels and a restaurant in Malaysia to offer a total of five packages catered specifically to the India market. The packages can be purchased through selected Indian travel agents based in Chennai, Delhi, Mumbai and Calcutta. Bookings are open only from 15 December 2018 to 15 January 2019 for travel to Malaysia between 1 February and 31 July 2019.

For these "Malaysia Fantastic Deals" campaign, Malindo Air, a premium Malaysia-based airline, operating to nine cities in India, is offering a 10% discount on air fares from Chennai, Delhi, Mumbai and Calcutta. Meanwhile, industry partners Sunway Hotel & Resorts, Meritus Pelangi Beach Resort and Spa Langkawi, Lexis Hotel & Group and Atmosphere 360 Revolving Restaurant KL Tower have come hand in hand to offer irresistible deals on hotel stays, services, activities and food and beverages for destinations like Kuala Lumpur, Port Dickson, Langkawi and Penang in Malaysia. Tuan Syed Yahya Othman, Director of Package Development Division, Tourism Malaysia, said, "We are proud of this partnership with some of the key names in Malaysia's tourism industry, and believe that tourists from India will enjoy better value and have a memorable experience of Malaysia. These packages bring together the best of



Malaysia's islands and beaches, city, gastronomy and family-friendly experiences, and will provide a broader experience of Malaysia."

He added, "We have seen such great support from our industry partners here in India and this campaign is our effort to acknowledge their support and boost their promotional efforts here. "We are honored to be part of this initiative with Tourism Malaysia in India, to promote our premium airline service from 9 cities in India to Malaysia. Our flights offer spacious legroom, in-flight entertainment, meals, baggage allowance as well as Business Class option. In year 2019, we are targeting a 12% incremental of passenger's load from India compared to this year. We believe this partnership will contribute in achieving our goal and boost the number of visitors to Malaysia" said Chandran Rama Muthy, CEO of Malindo Air.

India has consistently been one of the top 10 tourist generating markets for Malaysia and has continuously made significant contributions to tourist arrivals and tourist receipts to Malaysia. From January till Sept 2018, Malaysia received 437,736 tourist arrivals from India which is an increase of 10.4% as compared to last year.

HDFC Bank launches next-gen mobile banking app

Hyderabad: HDFC Bank unveiled its next-gen mobile banking app that offers users effortless access to their bank account on the go. The next-gen app allows customers to bank the way that they live.

It has simple, intuitive navigation and incorporates features such as biometric log in for enhanced security and access. It also eliminates all financial and technical jargon for users by grouping transactions into 3 easy to understand categories—Pay, Save, and Invest. Customers can view a dashboard that offers a 360 degree financial snapshot of all assets and liabilities with the bank. The 120+ transactions available on the app have been selected based on an intensive study of existing navigation and usage patterns coupled with customer research and feedback. Click here to watch a demo of the mobile banking app.

The new banking app was launched at the Bank's annual Digital Innovation Summit 2018 (DIS) in New Delhi. The Digital Innovation Summit is a marquee event for the bank to showcase and launch innovative products and services that ride on technology. Both the next gen mobile banking app and DIS 2018 are testament to the continued focus by the bank to harness cutting edge technologies for potential application to enhance customer experience. The bank has also leveraged DIS for the next-gen app, with past winners such as BugClipper and Senseforth collaborating on features of the new app.

Speaking about the new launch at DIS 2018, Mr. Nitin Chugh, Country Head – Digital Banking, HDFC Bank said, "The next-gen mobile banking app is effortless and intuitive, allowing you to #BankTheWayYouLive. We recognized the power of the mobile right from the launch of our 'Bank aapkinuthimein' campaign on the banks of the Ganges in 2014. Today, the way that people use the mobile is constantly evolving and our next-gen app reflects this evolution. The next gen app is one more step by the Bank in its on-going journey to become a constant part of customers' life, understand their needs and give products and services that offer a real time experience."

Raj Subramaniam Named as FedEx Express President and CEO

Hyderabad: FedEx Corp. (NYSE:FDX) announced that David L. Cunningham, president and chief executive officer of FedEx Express, will retire effective December 31, 2018.

Raj Subramaniam, currently executive vice president, chief marketing and communications officer of FedEx Corporation, will succeed Cunningham effective January 1, 2019.

Cunningham began his FedEx career in 1982 in operations at the FedEx Express World Hub in Memphis, Tenn. Over his more than 36-year career, David held numerous leadership positions across the FedEx Express operating company in multiple regions, including chief operating officer and president -

international, FedEx Express Asia Pacific chief financial officer, and regional president of the Asia Pacific region. Most recently as president and CEO of FedEx Express, David has been responsible for the leadership and direction of the FedEx Express group, which includes FedEx Express and TNT.

Subramaniam has been with FedEx for more than 27 years and has held various executive level positions in several of our operating companies and international regions. He began his career in Memphis and subsequently moved to Hong Kong, where he oversaw marketing and customer service for the Asia Pacific region. Subramaniam then took over as president of FedEx Express in Canada before moving back to the U.S. as senior vice president of international marketing. He was then promoted to executive vice president of marketing in 2013 at FedEx Services, prior to being named executive vice president and chief marketing and communications officer at FedEx Corporation in 2017.

"Throughout David's distinguished 36-year-career at FedEx, he has contributed to the growth of our company around the globe, and we wish him the best in his retirement," said David J. Bronczek, president and chief operating officer, FedEx Corporation. "Raj's global vision and broad experience make him uniquely qualified to lead our largest operating company. We look forward to the continued growth of FedEx Express within our global portfolio as Raj takes on this critical role."

Brie Carere, a more than 17-year FedEx veteran, will succeed Subramaniam as executive vice president, chief marketing and communications officer of FedEx Corporation.

PhonePe Logo Horizontal_PR NT

Hyderabad PhonePe, India's fastest growing payments platform has strengthened its association with Indian Railway Catering and Tourism Corporation (IRCTC) by entering into an app-in-app partnership. As a result, PhonePe's 100 million-plus users will now be able to book their train tickets directly through the PhonePeApp. The integration will further strengthen PhonePe's offerings in the travel booking space by creating a seamless booking experience for its users. Users can now pay conveniently for their bookings using UPI, credit & debit cards or their PhonePe wallet. No additional or hidden costs are charged on booking through the PhonePe app.

Commenting on the partnership, Rituraj Rautela, Head of In-app Platform, PhonePe said, "We are very excited with this addition to our in-app portfolio. While PhonePe users could already pay for their bookings on the IRCTC platform using PhonePe, they can now directly book tickets from the PhonePe app also. We are continuously evolving and innovating towards building a hassle-free eco-system for our 100 million users and the association with IRCTC is another step in that direction. Our aim is to create a unified login and payments experience across all important consumer use cases especially in the space of travel."

The deepened association with IRCTC is another step towards achieving PhonePe's vision of enabling businesses of all sizes

to build and deploy apps on the platform. PhonePe is rapidly adding partners in the travel, hospitality, ticketing and food segments to its micro-app platform and is already live with key micro-apps including Ola, Redbus, Mumbai Metro and Goibibo (flights and hotels).

Air Asia India now connecting Chennai and Hyderabad

Hyderabad: Air Asia India today announced the introduction of a new route connecting Chennai & Hyderabad. The airline will start operations on this route from 21st December 2018.

Guests can book their flights on www.airasia.com or the AirAsia mobile app and avail promo fares from as low as INR 1399 for flights connecting Chennai & Hyderabad and INR 1899 for flights connecting Hyderabad & Chennai. This fare is valid from 12th December 2018 to 23rd December 2018 for travel from 21st December 2018 to 4th February 2020.

Speaking about the development, Mr. Sunil Bhaskaran, MD & CEO, AirAsia India, said, "We are happy to launch a new route connecting Hyderabad and Chennai, and are proud to have created a demand for air travel in such a leisure and corporate segment. A study conducted by us showed 26% of our flyers are first-time flyers, which goes on to show how we've enabled a lot more people to experience air travel."

These routes will be operational from 21st December, 2018 and AirAsia India will operate flights to the new routes as mentioned below: AirAsia India currently flies to 21 destinations with its hubs in Bengaluru, New Delhi and Kolkata covering Kochi, Goa, Jaipur, Chandigarh, Pune, Guwahati, Imphal, Visakhapatnam, Hyderabad, Srinagar, Bagdogra, Ranchi, Nagpur, Amritsar, Indore, Surat, Chennai and Bhubaneswar.

For more updates on AirAsia's latest innovations, as well as promotions, activities and contests, connect via Twitter (https://twitter.com/airasia) or Facebook (facebook.com/AirAsia).

Midnight Surprise' With Prizes Worth Rs. 11 Crore

New Delhi: Ford India to get return of its mega sales campaign 'Midnight Surprise' from December 7 to December 9, offering consumers assured gifts totalling INR 11 Crore.

The Midnight Surprise gets bigger in its latest avatar. All customers booking a Ford car during the three-day period will get a scratch card, entitling them for assured gifts on delivery of their cars within this month. The gift on bookings made during Midnight Surprise includes LED TVs, washing machines, home theatre systems, microwave ovens to latest generation iPad, iPhone X, gold gift voucher worth Rs. 100,000 and holiday vouchers including a seven-day, six-night trip to Paris.

"Buying a Ford vehicle is always special, thanks to the value, features and safety on offer in each of them," said Vinay Raina, executive director – Marketing, Sales and Service at Ford India. "With the Midnight Surprise, we have made owning a Ford vehicle even more rewarding and look forward to welcoming many new members to the Ford family."