

Take care of yourself

Sometimes we get so much engrossed with others that we forget who we are and what makes us happy. Things that make us happy are sidelined by others and out of respect to others, we too push our happiness under the carpet and start being happy in others' happiness. While this phenomenon is good for humanity but we forget that even we are human-for that matter.

For example, you like to spend time with your garden in the mornings of weekends, but your friends like to go out to the gym, walk, or play. They force you so that their wish of enjoying their weekend mornings get done. And since your own wish is not that powerful, at least in the eyes of others, you will be forced to give up your gardening and spend that time to fulfill the wishes of others. Sounds familiar? Read on.

While it is perfect to respect others and be the one who sacrifices and not the one who requests sacrifices, your good deed should not be hurting someone either—that's you.

Now you know that you have a desire and an idea of life. You also know that the idea of yours is not only neglected by others but it is also not respected. And if you look at it neutrally,

you will find that you are the one who needs to change and not others.

Editorial

Notice the way others follow their passion and idea of life. And then compare that with that of yours—you will know the difference.

Now there are two ways to claim your life back—get rude and tell clearly that you cannot be with them, or slowly start shifting yourself.

You will love the second idea for many reasons you already know. Simply start looking at your passion positively and start missing your friends for your me-time. If you really enjoy what you do in the garden or in your own time, build a positive story around it and then share with the friends. Take an example of gardening itself. Post some cool pictures of your plants and garden and feel proud to be the gardener of those small saplings and young trees.

Who knows, more people like your weekend morning idea and spend time with these lovely and lively kids of the garden.

And leave others aside, if you love it and if it makes you happier, you will not only spread happiness inside and outside, you will also make the world a better place emotionally.

Plenty of us pretend to be happy. Even though we do not enjoy expensive shopping or spending thousands in a club, we do. And most of the times it is societal pressure. This is the big time to remind yourself that you are not made for others or bound to make others happy. Remember, you cannot make others happy if you are unhappy inside. Love yourself and take care—in a real and practical sense.

Unveiled the Perfect Miss 2018 Crown



Dr. Khooshi Gurubhai Thakkar, Dr. Geet S Thakkar and Gurubhai Thakkar of Perfect Women Magazine invited Roshni Walia, Naved Jafri, Sweeti Walia, Aarti Nagpal, Priya Valecha to unveil the crown of Perfect Miss India 2018 and Trophy of Perfect Achievers Award at Country Club, Andheri West. 9 contestants from all over India came to be part of this press meet. Dr. Khooshi Thakkar said - We have planned this pageant and award to give platform to all women. Lakme Academy, Haifa Libas, M Caffeine and Darmawere are partners for this grand pageant and award which will be on 30th December. Geeta Sridhar, RJ Dilip, Parul Bhatnagar, Salman and Dr. Rekha shared their experience.

Rajan Kumar 'Charlie' now as 'Santa Claus'

Mumbai: The Christmas celebration has begun around the world with a bang. Santa Claus is considered to bring happiness at this occasion, which especially makes children happy. Rajan Kumar 'Charlie', who won the title 'Charlie Chaplin 2' by the Guinness Book of World Records now, as a 'Santa Claus' he will entertain children in Mumbai on December 23, 2018 and give gifts.

Actor Rajan Kumar who acted in many Hindi films such as 'Shahar Masih Nah' and 'Namaste Bihar' is now going to share happiness among children by becoming a Santa Claus just a few days before Christmas. He will be seen as 'Santa Claus' on Sunday 23rd December at 4:30 pm Carnival Cinema, Goregaon (West), at 6:30 pm Tarapur Tower Society, Andheri (West) and at 8:30 in the Galleria Hiranandani Garden, Andheri (East) to entertain children and give them gifts. Also at 5:30 pm in the evening he will be at Lokhandwala Circle to discuss about the environment with the people and especially children. Rajan Kumar has already made a record as Green Santa and now it seems that once again he is going to do something great.

ipsaa Plans to Operate 200 Day Care Centres by 2020

ipsaa, India's largest, independently owned chain of day care centres announced the company's plans to operate 200 centres in India within the next 24 months. Speaking on the expansion plans, Kanchan Mittal, Co-founder and Chief Operating Officer at ipsaa said, "Growing working population in India has led to significant demand of credible and quality child care. We have observed a substantial increase in demand from tier 2 cities, and will be instituting over 125 new centres in the regions of Ranchi, Coimbatore, among other cities within the next 24 months."

The company currently operates over 75 centres in Delhi, Noida, Gurgaon, Mumbai, Chennai, Bangalore, Goa, Pune, Jaipur, Hyderabad and Kolkata. With an employee strength of 400, the centres have capacity of over 6000 children. ipsaa plans to triple the centre capacities with the new launches. A recent survey revealed that poor quality of child care is one of the main reasons why women quit from work, and ipsaa's mission is to support quality childcare and support women in pursuing their careers and aspirations.

Women Entrepreneurs Redefining the Breakfast & Snacks Category in India



Hyderabad: Slurrp Farm, a young Indian food brand, started by two mothers Shauravi Malik & Meghana Narayan, is attempting to promote healthier eating among young kids, and their families. It has launched a new range on crunchy-munchy snack packs loaded with nutritional benefits - The Mighty Munch &

Mighty Puff are made with multigrain millets - ragi & jowar, are NOT fried and contain NO maida, preservatives, artificial colours or trans fats. They are available in both savory & sweet flavours like Tangy Tomato, Cheese and Herbs and Choco Ragi.

These are new additions to their healthy and tasty snack and

meal-time options. After successfully selling at top Modern Trade outlets, Slurrp Farm is attacking the General Trade segment with this competitively priced Rs. 20 product. These snack-packs are designed for school going kids to pop into their bags, and their parents too! Speaking about their latest offering, Shauravi

Malik, Co-Founder, Slurrp Farm said, "One of the things that became obvious to us when we looked at the market for children's products was the sheer lack of junk-free options. We have decided to address the snacking and breakfast categories with our current set of products and have ensured a perfect balance between health and taste. As a brand we are doing what the FSSAI's 'Eat Right Movement' is attempting to do in the food retail world (getting food industry on board for implementation of draft food labelling regulation)."

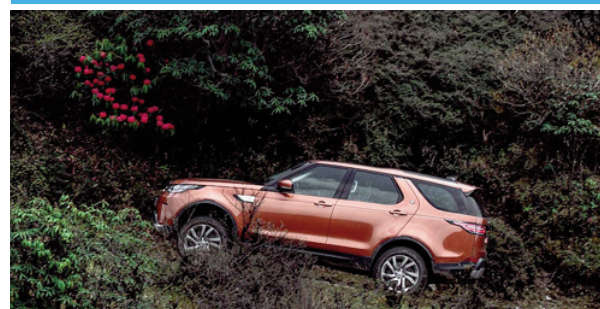
"We use less sugar, less salt, good fat and real ingredients along with the goodness of millets. Our products contain no fillers, no preservatives, artificial colour or synthetic flavours. While the basis of the recipes came from our families, we have also worked on the pro-

portion and taste for our audience by consulting nutritionists and pediatricians. We have been very careful to distinguish between food fads and food science." Sharing further information on the retail aspect, Meghana Narayan, Co-Founder, Slurrp Farm said, "Our vision is to build India's largest 'real' food company. In just about a year and a half, we are available across 300 stores in India, serving close to 3 lakh customers and have a 40% repeat rate on Amazon. We also sell across several other online platforms including BigBasket, FirstCry and BabyChakra. Additionally, we are expanding our B2B business by partnering with some of the top hotels in the country - Andaz Hotels, Taj Group of Hotels, Hyatt Hotels, Ibis Hotels to name a few. We aim to achieve a turnover of Rs 40 crores in the next one year." According to the 2017

Euromonitor report on the Indian snacking market, a 9% retail value CAGR at constant 2017 prices is expected over the forecast period to reach INR 446.9 billion in 2022. The current trends show that consumers are moving towards healthier alternatives drawn from traditional Indian and Western snacks. The rising incidence of cardiovascular diseases and obesity and high blood sugar levels pushed consumers to look out for snacks that do have an adverse effect on their health. A similar trend can be seen in India's breakfast cereal market, which is projected to touch Rs 26.1 billion by 2020, from Rs 14.4 billion in 2015.

Most major players in the snack and breakfast categories have introduced healthier variants now that they have seen an exponential demand generated by the smaller homegrown brands.

LAND ROVER JOURNEYS INTRODUCED IN INDIA EXCLUSIVELY



Udaipur: Jaguar Land Rover India announced the introduction of 'Land Rover Journeys', that have been exclusively curated by Cougar Motorsport for owners of Land Rover vehicles in India. 'Land Rover Journeys' are a unique set of long dynamic-drive expeditions that allow customers to bring their own Land Rover vehicles and experience some of India's most treasured cultures and landscapes, while exploring the breadth of capability of their own Land Rovers.

Rohit Suri, President & Managing Director, Jaguar Land Rover India said, "The legendary capability of Land Rover vehicles opens new

doors of adventure, bringing our customers and their families closer to unique life experiences. With Land Rover Journeys, we endeavor to engage with our customers at a much deeper level and deliver experiences which they will love for life."

The first 'Land Rover Journey' will be the Brahmaputra Expedition, from 26th January to 1st February 2019, set in Northeast India. A dedicated team of trained Land Rover instructors from Cougar Motorsport will manage the drive and logistics. More information on 'Land Rover Journeys' is available on landrover.in.

ICICI Prudential Life partners with WhatsApp to offer next-gen Customer Service

Udaipur: ICICI Prudential Life Insurance has become the first life insurance Company in India to have direct integration with WhatsApp. This has enabled the Company to have a verified business account on the globally popular messaging platform. ICICI Prudential Life will utilize the WhatsApp messaging platform as a customer servicing channel.

This is the latest digital initiative taken by the Company to provide its customers with easy access to details of their life insurance policies. Customers consenting to receive messages on WhatsApp will receive welcome kits, policy certificates, premium receipts and a host of other services too can be availed of.

High levels of encryption on the messaging platform ensures that information received and shared with the customer remains

confidential.

Mr. Puneet Nanda, Deputy Managing Director, ICICI Prudential Life Insurance said, "We are happy to have formally partnered with WhatsApp. We now have a WhatsApp verified business account on the messaging platform. We are always looking to add new layers of convenience to offer to our customers. It is estimated that there are about 200 million active WhatsApp users in India on a monthly basis. The popularity of this app makes it an ideal channel for delivering customer service. Customers already using WhatsApp to communicate with friends or family can simply send a message to the verified business account number of ICICI Prudential Life and get information on their policies. With this new initiative we have another 24x7 customer service touch-point."

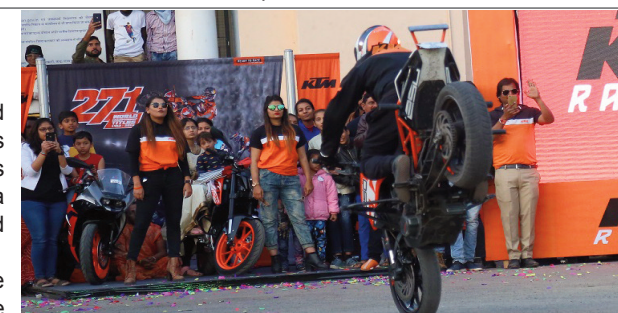
KTM organises a spectacular Stunt show in Udaipur

Udaipur: KTM, the European Racing Legend, conducted breath-taking KTM Stunt show in Udaipur. The Stunt-show was organized in order to showcase the mind-blowing stunt rides and tricks from the professional stunt riders. Also, fans got a chance to witness the newly launched and the much awaited Duke 125 ABS.

The Stunt show was held in Nagar Nigam Ground, Udaipur. The professional stunt team demonstrated breath-taking stunts on the KTM Duke bikes.

According to Mr. Amit Nandi, President- Probiking, Bajaj Auto Ltd, "The KTM brand is known for its high performance racing bikes and we always want our customers to experience the thrills and adventure which KTM bike can provide. Professional stunts are being conducted in every major city and will keep on growing in scale in the near future. KTM is an exclusive premium brand and we are keen to ensure we provide KTM customers an experience that is uniquely KTM".

The event was open to all and the spectacular stunt took the city by a storm. Till now, KTM Stunt show has been organized at Kanchipuram, Coimbatore, Chennai, Vijayapur, Lucknow, Indore, Aurangabad, Jammu, Rajkot, Jalandhar, Jodhpur, Ankleshwar, Kota, Ajmer, Bikaner and many other towns. KTM fans can buy the range of KTM bikes from KTM Paras Circle - Rajmandir Auto Bajaj, Paras Circle, Udaipur, Rajasthan.



HAIER INTRODUCES FACIAL RECOGNITION FEATURE ON ITS SERVICE APP

Hyderabad: Haier, the global leader in Home Appliances & Consumer Electronics and World's Number 1 brand in Major Appliances for 9 Consecutive Years*, today announced the launch of 'Face Identification Feature' for its Engineer Mobile Application. Strengthening its service promise, Haier has introduced the new feature to ensure greater customer satisfaction and enhanced security by enabling identification of on-ground Haier engineers.

The feature will be able to recognize, control and verify the authenticity of a Haier engineer attending a customer request. This will help in making the service process more transparent and secure for the customers. Additionally, it will contribute to better time management, attendance and services of the on-field workforce. With the new feature, the engineers will be required to login to the app through live facial recognition to match their existing credentials in the database. This would also enable Haier in creating a pool of verified engineers to make the service offerings more effective and efficient in the long run. Commenting on the launch, Mr. Eric Braganza, President, Haier India, said, "We are committed to creating a seamless and hassle free service experience for our customers throughout their product journey with us by strengthening our capabilities technologically. We are thrilled to be the first in the industry to introduce the facial recognition feature in our service engineer mobile application. Keeping in mind the security authentication aspect and wider acceptance of the feature among our service workforce, we at Haier have introduced this integration to ensure an easy and secure authentication for the engineers."

The face recognition technology will work on real time basis and identify the live facial features of a registered service engineer. During the registration process, engineers will be required to do a series of real time facial gestures like; blinking of eyes and head movement, among others. Once the authentication is done, it will offer a smooth interface to all the recognised working engineers to receive and attend customer queries.

Haier India has a current footprint of over 450 service centres, including Haier Exclusive Service Centers (ESCs), Authorized Service Centers (ASCs) and Direct Service Centers (DSCs) in more than 19,000 pin codes across India. The company is devoted to ensure a quick and efficient service solution for its customers across India with services like door to door Mobile Service Vans, 24*7 toll-free helpline and Dr. FIDO Live Chat feature which are available on the Haier India web-

site. Until now, Haier has been able to create a database of 2500+ validated engineers and is expected to cross over 3000+ by January 2019.

VODAFONE PREMIER BADMINTON LEAGUE 2018

Mumbai: The fourth edition of Vodafone Premier Badminton League 2018-19, beginning 22nd December, brings yet another exciting time for Vodafone customers. While the baddies baffle their opponents, Vodafone customers stand a chance to show their SmartestMove by becoming a Vodafone SuperFan.

This badminton season, Vodafone SuperFan can watch the badminton champs play live and enjoy some super experiences. Drive to the stadium in a luxury car, watch the match from the VIP box and get a shuttlecock autographed by their favourite player and become a star as millions of viewers watch you live on TV! To become a Vodafone Super Fan, Vodafone customers simply need to SMS SUPERFAN <CITY> to 199. Winners will be selected basis a third party/external party audit.

Sashi Shankar, Chief Marketing Officer, Vodafone Idea Limited, said, "We have always believed that sporting events offer an immense opportunity for us to closely engage with our customers and sports lovers."

HDFC Bank launches custom-fit car loans #AapkeHisaabSe

Hyderabad: HDFC Bank Ltd., today announced the launch of custom-fit car loans #AapkeHisaabSe in Hyderabad. As part of this offering, customers will now be able to buy cars at lower EMI (up to 24 per cent under Step-up EMI in first three years and upto 30 per cent under Balloon repayment program). This unique product is available for all categories of cars, from standard to premium and helps people fulfil their dreams of a better car now based on future income. At a function organized in the Hyderabad Bank House, custom-fit car loan was launched by Mr. Madhusudan Hegde, Branch Banking Head, South, HDFC Bank and Mr. Mayur Mulani, NSM, Branch Channel, Auto Loans, HDFC Bank in the presence of other senior officials of HDFC Bank. To know more about custom-fit loan and new offers, click here: <http://bit.ly/2A3ikMO>. Customers can give a missed call on 9667951616 number and will receive a call back. New customers can walk-in to any HDFC Bank branch or car dealership to avail custom-fit car loans and existing HDFC Bank customers can get it instantly on NetBanking.

• Step-up EMI: A Step-up plan allows the customer to start repayment of your Car Loan with up to 24 per cent lower EMIs

in the first three years and gradually increase the EMI. It enables a customer to take a higher loan amount at lower EMIs.

Take the case of a Rs 10 lakh car loan with a tenure of 7 years (84 months).

- EMI (Standard): 16,620/-
- EMI (Step Up): 12,390/-

Now if a person had paid a standard EMI of Rs 12,390 he would have been eligible for a loan of Rs 7.50 Lakh whereas now he is eligible for a loan of Rs 10 lakh. With a clear saving of Rs 4,230 per month the affordability has increased for a car that meets the customers' aspirations.

• Balloon Repayment: A balloon EMI allows customers pay up to 30 per cent lower EMIs through-out the tenure and a larger lump sum amount at the end of the term. So a customer availing of Rs 10 lakh auto loan can pay 60 % of the loan as



EMI for 59 months (tenure of 5 years). The balance 40 % is to be paid at the end of the tenure under the Balloon repayment option.

"The initiative #AapkeHisaabSe is about customizing our products and services to help fulfil the dreams and aspirations of our customers. This is not just convenience but an experience for customers where we are offering not just lower EMIs but also 10 minute approvals, longer tenures and also insurance in the form of Suraksha Kawach. Both Step Up and Balloon Repayment have been available by the Bank for practically every car category in the country," said Mr. Mayur Mulani, NSM, Branch Channel, Auto Loans, HDFC Bank. "At HDFC Bank we understand that whether it's an entry level or a top of the line vehicle, customers across the board require flexibility in loan repayments. It's this initiative, salaried, government employees and business men can purchase their dream car. As a lifestyle bank, the endeavour is to be a constant part of customers' life and be relevant. #AapkeHisaabSe we believe helps customers fulfil their current aspirations based on their future income," said Mr. Madhusudan Hegde.