



## Expand the Love

The moment you think of Valentine's day, a picture of a young couple with some roses flashes across your mind. And that's not wrong at all. But that's not the complete side of the story. Love being an emotion as pervasive as life, needs to be taken out of the shackles of orthodox pictures and ideas painted by movie makers. Love is all about caring for the person you think you love. Love is directly proportional to care you are willing to offer without an expectation of any kind of returns. When you want someone to love you back when you love them, you want to enter a deal where you will love if you are loved. This

## Editorial

flawed definition of love was derived by business minded people. And when it comes to love, you do not need to use any brain because love is a function

of the heart. The heart is that part of your personality where you are driven by emotions and not logic. Love needs no logic, and still every time you love someone (selflessly of course), you do everything right.

Now if your love is selfless, you cannot go wrong. If the girl you love cannot love you back, your love will not reduce for her. In fact, your love will allow her to be in a situation with people whom she loves actually-even if the other person is another boy with whom she wants to get settled.

On the same note, if your parents are not agreeing for the marriage, you will not think of eloping. If you really love, someone, you cannot ditch others who love you. So, love is omnidirectional. It cannot be limited to or confined with one person. Love means giving yourself selflessly to keep all the people you love, happy.

This Valentine's Day, make a resolution to start loving selflessly. You can begin with your parents and then expand it to your family and friends too. When you are honest in your love and relationships, true and good things happen to you. The love is not just an emotion that would perish after a moment; rather, it stays there forever. The love that you bestowed upon someone who failed to acknowledge your love, will come back to you in some form or other. And like the basic rule of Karma, the love that comes back to you in always manifold bigger than what you had given at some point of time.

## GODADDY SIGNS THREE YEARS DEAL WITH BADMINTON WORLD FEDERATION

GoDaddy Inc. (NYSE: GDDY), the company that empowers everyday entrepreneurs, today announced an extension of its partnership with the Badminton World Federation (BWF) as a sponsor of major badminton events over the next three years. With this partnership, GoDaddy aims to continue raising awareness amongst sporting viewers, and among badminton enthusiasts, about the benefits of being online and creating an online presence for their business or ideas, to help their ventures grow.

GoDaddy will continue as Official Partner of BWF Major Events, building upon its successful sponsorship of the TOTAL BWF Thomas and Uber Cup and TOTAL BWF World Championships in 2018.

BWF Commercial Director Owen Leed said, "We're extremely excited to partner with GoDaddy again. India has been an active participant in BWF Events around the world. Between BWF's reach globally and GoDaddy's reach in cities across India, we're very much looking forward to this collaboration."

GoDaddy's partnership with BWF continues the company's collaborations with sport. GoDaddy has been associated with prominent sports celebrities and numerous sporting events. In India, GoDaddy has been associated with cricket, in various formats, by sponsoring the 3 match Home T20 series vs Sri Lanka in Dec 2017, and 5 Test match Home series vs England in November/December 2016. GoDaddy has also been a sponsor of the Tata Mumbai Marathon and the ProcamAirtel Delhi Marathon over the past year.

"Badminton is the second most played sport in India. Some of the country's leading Badminton players including Saina Nehwal, P.V. Sindhu, and Srikanth Kidambi, among others, come from Tier 2 and Tier 3 cities across the country, which is a hub of emerging talent pool and also the place where the next wave of digital growth lies. These inspiring personalities epitomize the dreams and ambition of almost every small town Indian who aspires to become successful. Partnering with BWF aligns well with our goal of helping people realize their dreams, by helping them take their ideas online with our easy-to-use and affordable tools and services," said Nikhil Arora, Vice President and Managing Director, GoDaddy India.

## Delivers Stellar Performance In Nine Months



**Udaipur:** Shakti Pumps (India) Ltd., one of India's leaders in energy efficient pumps & solar energy solutions, announced a robust financial performance for 9 months ending 31 Dec 2018. Its revenues registered a year-on-year increase of 26% stood at Rs. 389.35 crore in 9 Months FY19 as compared to Rs. 307.68 crore for the same period in FY18. Company registered revenue of Rs 152.16 cr in Q3 which was Rs 148.67 Cr in last year same quarter. EBITDA during 9 months ending period

registered an increase of 14% to Rs. 63.76 crore as compared to Rs. 56.17 crore in. The PAT is 17% up at Rs. 28.91 crores compared to Rs. 24.74 crore in Nine Month FY19.

The company's performance has continued due to growing demand of solar & energy efficient pumps & Solar solutions across rural, horticulture and industrial customers.

Commenting on the results, Mr. Dinesh Patidar, Managing Director, Shakti Pumps (India) Limited said, "Our performance during the last 9 months reinforces our leadership position through focus on customer centricity, energy efficiency and renewable energy led solutions.

## TRIUMPH MOTORCYCLES LAUNCHES THE ALL-NEW STREET TWIN & THE NEW STREET SCRAMBLER

**Hyderabad,** Iconic British Premium motorcycling major Triumph Motorcycles India today launched the all new Street Twin & the new Street Scrambler in India at INR 7,45,000 & INR 8,55,000 respectively.

The premium motorcycle brand has the widest portfolio of motorcycles across segments and is renowned for offering products that offer the perfect amalgamation of technology, ergonomics and performance. Representing a major step forward for Triumph's most successful modern classic, the new 2019 Street Twin and the new Street Scrambler now come with a whole new set of equipments, enhanced rider comfort and features that make them stand apart from their predecessors.

Both, the new Street Twin and the new Street Scrambler get a significant power increase, up by 10PS to 65PS with 18% more power. The higher revving engine now redlines 500 rpm higher with an 80Nm torque and both the motorcycles sport new Brembo 4-piston brake callipers for enhanced braking performance.

Ride-by-wire brings enhanced rideability, safety and control from a single throttle body and is sensitively incorporated with minimal visual impact. The liquid cooled engine delivers low emissions and fuel efficient riding and the high service intervals of 16,000km also help maintain the new Street twin and the new Street Scrambler's low cost of ownership.

Launched in 2016 the new Street Twin is the most contemporary model in Triumph's Bonneville line-up and has become the single biggest selling modern classic. On top of its higher specification equipment, the new Street Twin has improved rider ergonomics with a more comfortable seat-to-foot riding position, enhancing the overall riding experience. Furthermore, a 10mm increase to the seat foam thickness increases both rider and pillion comfort, improving longer distance rideability.

The new Street Twin now comes with two riding modes – rain and road along with switchable traction control with a torque assist clutch. Its impossible twin upswept silencers deliver that unmistakable

British Twin soundtrack and a thrilling and responsive Street Twin ride. The new Street Twin offers 140+ custom accessories and is available with 2 inspiration kits – Urban Ride & Café Custom. It also has TPMS (Tyre Pressure Monitoring System) capability as an add on accessory.

The new Street Scrambler on the other hand is designed to deliver easy precise handling and a balanced agile feel. With a dedicated new chassis and suspension updates, the new Street Scrambler represents a significant upgrade to capability and brings even more of the dynamic Scrambler poise, ride and style. It delivers a commanding rider position with comfortable ergonomics and accessible neutral handling. These come from its signature scrambler wide handlebars, forward set foot pegs and a 19 inch spoked front wheel with



dual purpose Metzeler Tourance tyres fitted as standard. Ride-by-wire brings enhanced rideability, safety and control, from a single throttle body. The Street Scrambler comes with three riding modes – rain, road and off-road in addition to switchable ABS and traction control and is offered with 120+ custom accessories in addition to a new 'Urban Tracker' inspiration kit. Mr. Shoeb Farooq, General Manager, Triumph Motorcycles India Pvt. Ltd. commented "The

past five years have been quite exciting for us. We've grown the brand to 6000 strong customers offering the widest portfolio of motorcycles to suit each motorcycling style. Triumph motorcycles come with an industry first 2 year unlimited kms manufacturer warranty.

To further our offering to the customers and give them complete peace of mind, I'm happy to launch from today the 'Triumph 2 year Extended Warranty program'."

Triumph's 2 year extended warranty program will allow customers to enrol immediately on purchase of a motorcycle, and will additionally give them an option to enrol within the manufacturer warranty period. Triumph extended warranty will have some key features such as global coverage and transferability along with an unlimited kilometre coverage. All these features combined give a higher value proposition to the Triumph customer.

## Saini India attracted Visitors in India Stonemart 2019

**Udaipur:** Saini India, the leading manufacturer of construction equipment, heavy machinery, and renewable energy solutions, presented its extensive product range in India Stone Mart 2019. Organized jointly FICCI, CDIC and supported by the Rajasthan government, India Stonemart 2019 is the largest international exhibition in the stone industry. Considered as the confluence of global and Indian industry, this expo has provided Saini India a great platform to showcase its products, to explore business opportunities and to expand its customer base.

Saini India's Senior Vice President and Head Dheeraj Panda said that we are feeling very happy and proud to be part of a prestigious event like India Stonemart 2019. Saini India has always been a pioneer in introducing technologically advanced designs, better fuel efficiency, better performing products. We have designed all our products on the company's approach 'Quality Changes the World'. Our machines present an incomparable confluence of excellent strength and fuel efficiency with superior quality and better technology. Technically superior products to be displayed at India Stonemart have already



been the center of attraction for all. For the detailed overview of customers, the SY 230 LC-9 HD, SY350 LC-9H and Excavators SAG 160-5 Motor Graders have been displayed. Saini India's wide range of Excavators is now available for customers in two different models from 80 to 80 tons. Motor Grader of Saini India is now available in 120 HP, 160 HP, 170 HP, and 200 HP.

## Kotak Mutual Fund recommends disciplined investments through SIP for wealth creation

**Udaipur:** Kotak Asset Management Company Ltd. (Kotak Mutual Fund), which has seen an encouraging financial year, completed two decades of existence in December 2018. The fund house has been expanding its foot-prints across distribution networks in Rajasthan, which has 67% of its assets with equity component.

Manish Mehta, Head Sales and Marketing, Kotak Mutual Fund said, "Mutual funds have emerged as a popular investment vehicle for investors over the last couple of years. The industry has seen encouraging growth in AUM in the past one year. We continue to witness flows across equity, fixed income schemes. SIPs continue to be the key driver for equity sales. Continued awareness, education on benefits of systematic investments, disciplined approach, cost averaging has resulted in the SIP book growth. We expect this trend to continue. Given the impending elections, markets could be volatile but there are times when increased equity allocation could help yield better returns over long period of time."

Steady scheme performance and focused product strategy have contributed to Kotak Mutual Fund's success. Kotak Standard Multicap Fund (Erstwhile Kotak Select Focus Fund), Kotak Equity Opportunities (Erstwhile Kotak Opportunities), Kotak Bluechip Fund (Erstwhile Kotak 50), Kotak Emerging Equity, Kotak Equity Arbitrage and Kotak Credit Risk Fund (Erstwhile Kotak Opportunities Fund) are some of the popular schemes in Kotak Mutual Fund's product basket. The fund-house is actively involved in educating investors on how to create wealth through SIPs. It continues to create awareness on mutual funds, financial planning through its Investor Awareness initiatives. By working closely with its distributors and partners, Kotak Mutual Fund endeavours to continue on this educative expansion path. Currently, KMF has over 11 lakh SIP accounts through which investors regularly invest in its mutual fund schemes. Kotak Mutual Fund is currently present in five locations across Rajasthan with support from over 2095 channel partners.

## Launch of New OTT Platform 'Shemaroo Me' – Saluting the spirit of Asli Bollywood Fan



**Udaipur:** Shemaroo Entertainment Limited, launched its Over the Top platform ShemarooMe in the presence of new age Bollywood sensation Tiger Shroff, in Mumbai. ShemarooMe is an comprehensive app for the Indian market with a diverse and exclusive content offering for an audience looking for Indian video content across Bollywood, Gujarati, Devotion, Punjabi, and Kids to cater to the needs of all age groups.

ShemarooMe aims to celebrate the fans who cherish the opportunity to watch their favorite content over and over again, relishing every dialogue and memorizing every scene till it's etched in their hearts. It aims to address the needs of the everyday Indian from across the country who are comfortable in their native language and connect with their intrinsic taste of masala content that they have built over years.

According to a Google-KPMG 2017 report, 75% of India's internet user base will consist of Indian language internet users by 2021. It goes on to mention that India which had nearly 300 million smartphone users in 2017 is only going to have larger growth prospect with the number expected to cross 440 million by 2022.

ShemarooMe aims to reach out to these masses even beyond metros whose content preferences are not limited to the niche English speaking consumer. With customized offerings on the slate, ShemarooMe will suit the different content preferences of every Indian. It will have seven distinct categories on offer - Bollywood Classic, Bollywood Plus, Gujarati, Kids, Bhakti, Ibaadat and Punjabi and will give consumers the freedom to pick and choose the categories of content and pay for them separately.

Speaking on the occasion of the grand launch, Mr. Hiren Gada, CEO, Shemaroo Entertainment said, "This is a big leap for Shemaroo. As a company we have always understood the real pulse of the Indian audience and our history is a testimony to that. While Bollywood - both classic and contemporary - is our core strength, we aim to bring a rich and diverse offering far beyond that for the underserved consumers and definitely do more to sustain the nostalgia economy."

Bollywood celebrity, Tiger Shroff who graced the occasion added, "Shemaroo has been an indispensable part of my childhood and growing years. As a child, I remember watching the movies I've loved watching over and over again. Today, I am happy that Shemaroo now gives me the opportunity to watch my all-time favorite Bollywood movies. I am a true-blue Bollywood fan and ShemarooMe is a tribute to the asli fan across India. Shemaroo has a grip on the pulse of the Indian consumers and can cater to the demands of every generation with its never-ending list of rich content and I am super excited to be present here." Zubin Dubash, COO, Digital, Shemaroo Entertainment Limited said, "Through ShemarooMe, we wish to pamper Indians with great content that can be watched over and over again. Great content needs greater technology.

## BMW Golf Cup International 2019 Held in Hyderabad

**Hyderabad:** BMW India held its India edition of the largest amateur golf tournament – The BMW Golf Cup International 2019 in Hyderabad. The much-awaited Golf tournament will be held at spectacular golf courses across eleven cities in India.

The BMW Golf Cup International includes over 100,000 amateur golfers from more than 50 countries, playing in more than 800 tournaments on breathtaking golf courses around the world. An exclusive, invitation-only event, the BMW Golf Cup International 2019 is open to golfers who are members of recognised golf clubs in country. The winners of the qualification tournaments from each Indian city qualify to compete at the National Final. The national winners will come together at the BMW Golf Cup International 2019 World Final, which is played at one of the most beautiful golf courses in the world. BMW India dealers identify amateur golfers amongst BMW owners who would be interested in participating in the tournament. The tournaments are held in accordance with the rules of the respective local golf club. The BMW Golf Cup International 2019 has three categories, A (for handicaps up to 12), B (for handicaps 13 – 28) and Ladies Category (for handicaps up to 28).

The Winners of BMW Golf Cup International 2019 in Hyderabad are as follows:

**Men A**  
Winner – Agastya Reddy T  
1st Runner Up – Ashok Reddy Nimma  
2nd Runner Up – Manoj Chawda  
**Men B**  
Winner – V Gautham Reddy  
1st Runner Up – Naveen Gullapalli  
2nd Runner Up – Challa Ashwani  
Kumar Reddy  
Women  
Winner – Padmeshree Reddy  
Others – Closest to the Pin (BMW Privé) (Men and Ladies) – K Shashidhar Reddy & Usha Kambam, Closest to the Pin (TaylorMade) (Men and Ladies) – Surender Reddy & Padma Shree Reddy, Closest to the Pin (ThreeSixty) (Men) – A V Ramana Reddy, Longest Drive (Ballantines) (Men and Ladies) – Sachin Tummala & Saroja Gadda, Straight Drive (Lufthansa) (Men) – Sanjay Kamtam

