

Honor the Power!

Life's all about how you react to a certain action of nature. If you take sorrow very seriously, it will leave you in blues. And your strong and positive attitude gives you a way to tackle the thing more comprehensively. Someone to whom you loved the most dumped you for no specific reason.

Now your reaction to this will decide how your heart will take that. But going against the obvious is really difficult. And something called your inner-self does not respond your call to go against the situation to fight it out. This makes it all the more difficult as you have to fight the situation as well as drag your inner-self in the opposite direction.

Editorial

But this is all about countering life's action. And life acts based upon our own past actions. Today you are sad and feeling low. And you want the other people to act carefully and sympathetically towards you. And most of the people you hope to help turn their backs towards you. Why? They are normal and powerful today. Unlike you who has been broken down with the hit of the circumstances.

Now, recall the time when you were on the other side, and someone else was in the place where you are at the moment. How did you react? Were you the same as you are hoping people to be with you today? Probably not!

Yes, Life's all about reacting on certain situations. When you are powerful, you do not get a license to act loosely. Instead, you have to be very responsible and humble if nothing else. The power given to you by nature is a test, and most of us fail because we forget that the lie is a circle and we have to be in the shoes of those powerless at the moment sooner or later. So your good deeds is a sort of insurance that when you are in that bad patch of your life, people will react positively and humbly to you.

But remember, you can never avoid that bad patch. Life is a circle, and it keeps moving in front of situations. At times it is facing the Sun and black dark on the other.

So, if you are a boss, understand the needs of your employees for in your bad times, someone else will be your boss, and then you will seek sympathy. And you will get what you had given earlier.

Actress Malobika MJ debuts as singer

Mumbai: Actress Malobika MJ has done three big music videos and six Bengali film as heroine. She just sang her first song Kill Karda written by Shabbir Ahmed and composed by RaajAshu.

The video is choreographed and directed by Ganesh Acharya. Video was shot in two days at Angel Studio, Mumbai. Malobika MJ did rehearsal for three days before shooting the video.

Bigo Live Annual Awards 2018 to honour India's best-performing live streamers



India : Some of India's most popular live-streamers, including singers, dancers, hosts and lip-syncing artists, emerged winners at the 2018 edition of Bigo LIVE Annual Awards. As many as 37 winners were announced in nine categories from among thousands of participants. Chinese brands Honor and Layuwa were the sponsors of the Awards, while corporates like Baidu and Draphant also attended the ceremony.

The Bigo Live Awards recognized and felicitated live-streaming hosts and talent management agencies which performed exceptionally well on the BIGO LIVE platform last year. Hridaan and Shelly emerged winners in the category of most popular male and female singers, respectively, while Pinki with 1.39 million followers was declared the best dancer on the Bigo Live platform.

The award for best male new host was won by Hassan Ali while Ashka emerged the best female new host. Hazel won the Bigo Walk of Fame (Nice Voice), while Keshav and Nivi got the award for the best male and female talk show, respectively. Other winners included PariGumber (Bigo Walk of Fame: Popularity), Kiaah (Bigo Walk of Fame: Beauties) and Aliza (Bigo Walk of Fame: Cash Cow).

AkankshaParhad won the award for the best lip sync, while Sameer and RG Rajput were declared the best male and female hosts, respectively. Sandhya won the Bigo Popular Choice 2018 Award. Tahazud Khan bagged the award for Top Agency. All these performers have lakhs of followers on the Bigo Live platform. The winners were selected from among millions of Bigo Live users through online contests and polls both on social media and in-app. The categories included BIGO LIVE hosts and talent agencies; BIGO Walk of Fame; BIGO Walk of fame; top performing agency; debutante agency; social media sensation, etc. The winners got certificates, trophies, merchandise and cash prizes.

Talking about the awards, NageshBanga, Marketing Head, Bigo LIVE India, said: "We are extremely delighted and proud to acknowledge the BIGO LIVE community and honour the top performing hosts and talent management agencies which did exceptionally well on our platform in 2018. Since its launch in 2017, Bigo LIVE has got over 60 million strong user base in India with over 10,000 hosts. In less than two years, Bigo has emerged as not only the top live-streaming app in India, but also the highest revenue generating app." The BIGO LIVE Awards, which were instituted last year, have already become very popular among the Indian live-streaming community. NageshBanga added: "Bigo LIVE enables users to interact and socialise with each other, showcase their talent globally and earn money. We are extremely proud of the thousands of success stories that have emerged in India from people using the BIGO LIVE platform. Many of our hosts have made it big and become an Internet sensation, with huge follower base, full-time career opportunity and huge monthly earnings."

MAX LAB EXTENDS ITS SERVICES BY LAUNCHING A CENTRE IN UDAIPUR

• Offering free thyroid stimulating hormone and blood sugar test for all on 3rd February 2019
• Free home sample collection, 20% off on all tests, full body health check-ups starting from Rs. 799

Udaipur: North India's leading healthcare provider, Max Healthcare, extends its advanced pathology services in Udaipur by launching Max Lab Services in the city. The centre was launched at XX <please add location of the centre> in the presence of chief guest, Dr. Poonam Das, Senior Director - Max Lab and Blood Bank Services, Max Healthcare Institute Limited, and XX <if others were present>.

On the day of its launch, Max Lab took up the mantle of preventive screening by offering

free Thyroid Stimulating Hormone and Blood sugar test for all, at XX <Location and time>. The service also includes free home sample collection, offers 20% discount on all tests, and a full body health check-up package, starting from Rs. 799.

According to data from WHO, nearly 61% of deaths in India are now attributed to non-communicable diseases (NCDs), including heart disorders, cancer and diabetes – indicating a veritable epidemic state for the country.

Yet, we ignore the fact that these NCDs are largely 'preventable' and can be prevented/ managed through timely screening and basic lifestyle modifications.

Highlighting the importance of

screening on time, Chief Guest, Dr. Poonam Das, Senior Director - Max Lab & Blood Bank Services, Max Healthcare, commented, "Diagnostic tests are a necessary measure not only to assist doctors in clinical assessment and decision-making, but also to effectively screen for, and possibly prevent diseases. It is important for people to know that they can prevent or delay metabolic syndrome mainly with lifestyle changes and laboratory tests at least once a year."

About Max Lab: Max Lab is a division of Max Healthcare, one of India's largest Healthcare providers. We have 10 highly advanced laboratories, operational 24x7 in Max Super Specialty hos-



pitals across Delhi, Punjab and Uttarakhand.

We are equipped with fully automated state-of-art technology and infrastructure to achieve the highest level of excellence and quality results. Max Lab aims to empower

treating physicians with accurate insights in the test reports for right diagnosis and treatment.

We believe that every test report must be accurate to aid in the correct treatment and early recovery of patients.

Our Promise: Accurate Reports. Assured Quality
• 10 Labs at Max Hospitals
• Over 80 doctors trained in various sub-specialities
• Over 20,000 samples tested daily
• Over 600 highly trained staff

KEI supports the world's largest religious pilgrimage – MAHAKUMBH 2019

Providing 1000 Life Jackets, 10 Digital Information Kiosks, 100 Traffic Barricades, 10000 Bags and 7000 Windcheaters for smooth functioning

New Delhi, February 1, 2019: The country's leading society sensitive company KEI Industries Ltd in association with the Uttar Pradesh Government is participating in making the MAHAKUMBH 2019 a great success. Considering, the huge global crowd coming to the historical city of Prayagraj to take the holy dip, the company is contributing 1000 Life Jackets, 10 Digital Information Kiosks and 100 Traffic Barricades to ensure more safety.

The digital information kiosks will be strategically located at various traffic points to manoeuvre crowd towards their desired destination by providing people with important information easily. The kiosks will virtually display important information like map of the mela, train and bus timings among other necessary information. Additionally, the 1000 life jackets will be placed at Arai and Main Sangamghats.

Known as the largest human congregation of the world, the mela is scheduled from 15 January to 4 March 2019, where over 130 million pilgrims are expected to take the holy dip in the religious rivers of Ganges, Yamuna, and Sarasvati (mythical). To contribute their bit as part of the company's commitment towards safety, KEI has sponsored life jackets for the public.

Speaking on the occasion, Mr Anil Gupta, Chairman cum Managing Director- KEI Industries Ltd. said: "Our Company is fully committed to contribute in the government's initiatives towards servicing the society and the KumbhMela is the biggest opportunity for us. We share a long association with the UP government and shall work to make the mela safer and smoother for the pilgrims.

Along with this, the company has been digitally disseminating information about Kumbh with the means of informative infographics for the better understanding of the people travelling for the event.

About MAHAKUMBH 2019:

The KumbhMela (the festival of the sacred pitcher) is anchored in the Hindu mythology. It is the largest public gathering and collective act of faith, anywhere in the world. The Mela draws tens of millions of pilgrims over the course of approximately 48 days to bathe at the sacred confluence of the Ganga, the Yamuna, and the mystical Sarasvati.

KumbhMela, in Hinduism, is a religious pilgrimage that is celebrated four times over a course of 12 years. The geographical location of KumbhMela spans over four locations in India and the Mela site keeps rotating between one of the four pilgrimages on four sacred rivers.

Each site's celebration is based on a distinct set of astrological positions of the Sun, the Moon, and the Jupiter. The celebrations occur at the exact moment when these positions are fully occupied, as it is considered to be the holiest time in Hinduism. The KumbhMela is an event that intrinsically encapsulates the science of astronomy, astrology, spirituality, ritualistic traditions, and socio-cultural customs and practices, making it extremely rich in knowledge.

ZEE5 SIGNS KUNAL KEMMU FOR UPCOMING ORIGINAL 'ABHAY'

Hyderabad: ZEE5 is known to create and present great content across genres and with the launch of Abhay, it announces one of the first procedural format crime thrillers; a genre not explored in the OTT space yet. Produced by B.P. Singh's (popularly known for the famous crime TV series CID) Fiction Factory Productions, the series marks the digital debut of popular actor KunalKhemmu who essays the role of SP AbhayPratap Singh. The eight-episode crime thriller premieres 7th February, with two episodes unfolding each month, disrupting the traditional binge viewing habit of content on OTT platforms. Based on real crime stories, Abhay is a crime thriller that follows the inverted detective format of storytelling. In his digital debut, KunalKhemmu plays an investigative officer who solves bone chilling murder cases while dealing with his own personal demons. Speaking on his digital debut, KunalKhemmu said, "It's exciting to explore new formats and push your boundaries as an actor, and Abhay had it all. I am an avid consumer of long format web series like everyone else, and hence I know that a series such as Abhay has all the ingredients that the OTT viewer is looking for. Very excited to partner with ZEE5, given the content that they have produced and are planning to do in the coming months and I look forward to reach out to the audience with this action-packed concept."

With over 3500 films, 500+ TV shows, 4000+ music videos, 35+ theatre plays and 90+ LIVE TV Channels across 12 languages, ZEE5 truly presents a blend of unrivalled content offering for its viewers across the nation and worldwide.

Stanza Living launches first-of-its-kind Stanza Estate App

Hyderabad: World-class student residence provider, Stanza Living, launched Stanza Estate app, designed to enable quick and efficient listing of properties. The app will allow property owners, brokers, real estate consultants and developers, to partner with Stanza Living in an efficient and effective manner, to create bespoke, high-quality student accommodations.

Stanza Living operates a full-stack business model that transforms properties into student-friendly residences, provides a wide array of amenities for a hassle-free living experience and ensures end-to-end service delivery management. The Stanza Estate App will help create an ecosystem of property owners across the country, to launch student accommodations in key educational hubs like Bengaluru, Hyderabad, Chennai, Pune, Indore, Ahmedabad, among others.

Speaking about the launch Anindya Dutta and Sandeep Dalmia, Co-founders, Stanza Living, said "We are on an aggressive growth path and have an ambition to target a capacity of over one lakh beds by 2021. Our intent is to create a pan-India student housing brand so that the millions of migrating students in the country can be assured of a high-quality residential experience. The Stanza Estate App is the first step to engage like-minded property owners, brokers and consultants and work together to create a high-yield proposition. We will be launching a series of outreach programmes to engage potential partners and find synergies, as we build a world-class student brand."

Speaking about the impact on business efficiencies, they said "Launched as a pure listing platform, future updates of the app will have powerful data analytics engines and property evaluation algorithms to allow real-time evaluation of the viability of a property as a student living asset. This will create an efficient information exchange and operational liaison between our business teams, allow real-time updates to our potential partners and faster sourcing of property supply to grow our footprint."

The Stanza Estate App provides:

- An intuitive interface and easy navigation enabling the user to share a repository of comprehensive property details
- Real-time update on property assessment, shortlisting and selection

The Stanza Living team will subsequently partner to transform selected properties into student accommodations and take care of complete everyday operations.

Student housing is a largely unorganized market, which suffers significant infrastructure and service quality gaps. Despite being a high-demand sector generating revenues of over \$15 billion, there has been no significant disruption in the sector to deliver a high-quality student community-living product. Stanza Living is focusing on reimagining the student living experience in India, to ensure that the over 11 million migrant students in the country can enjoy global standard housing solutions.

RB Driving 'Healthy, Clean and Hygienic Kumbh Experience' with Dettol Harpic Banega Swachh India program

Udaipur: With an aim to bring about behavior change towards ensuring cleanliness, Reckitt Benckiser, world's leading consumer Health and Hygiene Company, today unveiled its awareness campaigns focusing on 'Hand Hygiene' and 'Sanitation' at the KumbhMela. With close to 12 crore people visiting the Kumbh this year, expected to be the world's largest gathering of people and maintaining a clean and hygienic environment becomes even more important. A report by the Harvard School of Public Health stated a 5% increase in Diarrhea related diseases during the KumbhMela 2013.

The campaigns aim to ensure that cleanliness and hygiene is on the top of mind responsibility of each pilgrim visiting the mela. HaathDhonaHarBaar campaign by Dettol aims to highlight the occasions of handwashing, with catchy taglines like 'HarDharamKaBhojanSanskar, HaathDhonaHarBaar', 'Bimariyon Se BachneKaUpchaar, HaathDhonaHarBaar', 'Shauchkasahiyahvaar, HaathDhonaHarBaar'. The campaign aims to educate people around the importance of hand washing to remain germ free. To create awareness around toilet hygiene, Harpic launched 'Hoga Toilet VidhiKaGyaan, TohBadhegaKumbhkaMaan', campaign that calls visitors to throw water every time they use a toilet as a sign of respect to the next person using it.

With pilgrims coming to Kumbh from far and wide, Dettol and Harpic have come up with innovative ways to deliver their campaign messages by organizing NukkadNataks within the Kumbh premises as well as creating life size wall paintings across 54 villages surrounding the Kumbh. Making perfect visual representation to showcase the importance of these campaigns, the impact will be significant.

Dettol has deployed 'Hand Mascots' who will recite the story of the hands coming in contact with germs and educate people of hand wash need and practice. The mascot will share Dettol soaps to encourage personal hygiene. PankajDuhhan, Chief Marketing Officer, RB South Asia Health said, "Kumbh is a global event. Considering the number of people that are expected at Kumbh this year, millions of hand washes are expected to take place during the course of 54 days. We strongly believe it is a great platform to highlight the need of hand wash. Even if we are able to deliver our message of 'HaathDhonaHar Bar' across to 50% of these visitors and make them understand the importance of hand washing practices, it will be an achievement for Dettol.

The campaign will engage, endear and influence people towards adopting better hand hygiene practices that will directly reflect in true behavior change when they go back to their own homes and continue these practices. "SukhleenAneja, CMO, Marketing Director, South Asia RB Hygiene Home said, "The KumbhMela this year is expecting a lot of women devotees to join the gathering, close to 60% of the total visitors. The importance of maintaining privacy for women while also making sure they have basic amenities and clean toilets is absolutely essential for their safety. With 'Toilet Vidhi' we want to sensitize people and bring about a change in their attitudes towards good toilets etiquettes by showing respect for the next person who will use the facility after them. We are hopeful that this habit is retained in people's mind and everyone can have a clean toilet experience."

Ravi Bhatnagar, Head External Affairs and Partnerships, RB India, "The MahaKumbh this year is expected to be the biggest it has ever been. With Dettol HarpicBanegaSwachh India always being at the forefront of driving behavior change in the community with respect to hygiene and sanitation, it is an important platform for us to create direct touchpoints with our audience. Our aim to make a clean and hygienic Kumbh experience a reality for everyone attending this year with the hope of leaving a long-lasting impact on their minds." Dettol HarpicBanegaSwachh India aim to raise much needed awareness among the attendees about proper hygienic practices and incentivize them to observe environmental and river-friendly practices.

About ZEE5

ZEE5 is the brand new digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEE), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1 lakh hours of On Demand Content and 90+ live TV channels.

The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Kids content, Cineplays, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers ground breaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.