

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

## Editorial

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.

## HAIER INDIA INTRODUCES NEW FLORAL DIRECT COOL REFRIGERATORS

Hyderabad Haier, the global leader in Home Appliances & Consumer Electronics and World's Number 1 brand in Major Appliances for 10 Consecutive Years\*, expanded its aesthetic portfolio by introducing an all new VCM finish range of direct cool refrigerators today.

Augmenting its existing star range of steel and glass finish Direct Cool refrigerators, Haier unlike any other brand in the category, has introduced a new line-up of floral-finish refrigerators with vibrant, glossy and eye catching designs in Blossom and Serenity patterns in Marine, Red and Black colours. The new VCM finish pattern is aesthetically designed to lend a premium finish with high gloss coating, keeping the customer's needs and demands at heart, which is Haier's core philosophy.

Blossom Pattern: The new blossom pattern in the DC range comes with an exquisite dual tone finish that easily makes it the most outstanding refrigerator in the category. The flower pattern is designed with black & red colours with a touch of mild yellow patch that can illuminate one's kitchen scintillatingly.

Serenity Pattern: The serenity pattern is especially designed keeping in mind the freshness one requires during summers. The new category comes with floral patterns at the top and at the bottom of the refrigerator perfectly complementing vivid colours such as royal marine and peachy red.

The best in class line-up of Haier DC refrigerators not only blossoms the interiors of a kitchen but also makes it more efficient with its features like 1 Hour Icing technology and Diamond edge freezing technology (DEFT) that enable faster cooling, power saving and product longevity. DEFT not only helps in increasing the cooling retention in the fridge but also improves the overall performance of the refrigerator.

The models are available in a wide storage capacity range of 190 & 195 litre models respectively.

In today's age, when energy conservation is the need of the hour for a greener planet, the Indian government has introduced a plethora of policies for energy and power consumption. Haier India is committed in the endeavour to create an impact on increased energy conservation and has designed the new refrigerator range in 3 star, 4 star & 5 star models respectively. Commenting on the launch, Mr. Eric Braganza, President, Haier Appliances India said, "Haier is dedicated in its endeavor to proactively create solutions for Indian consumers. With the launch of our new range of floral patterns in DC refrigerators, we are expanding our range of aesthetically designed products that complement the efficiency and style quotient of consumers across all forms of kitchens i.e. modern, traditional and contemporary. It also features a special one hour icing technology, adept in making ice in just 60 minutes. Additionally, the refrigerators are also embedded with a thick PUF insulation and longer condenser coils for effective cooling. It has a thickness of 6.5 CM when compared with other conventional refrigerators in the industry with the thickness of just 5.5 CM. Not only this, the versatile DC runs without a stabilizer and the premium models in the range are equipped with base drawer where users can store the dry objects that don't require cooling.

# MS DHONI, TOGETHER WITH WIFE SAKSHI DHONI, SHARES HIS SMILE & STORIES



Hyderabad Colgate-Palmolive (India) Limited, the market leader in Oral Care, launched a new TVC featuring cricketer MS Dhoni, along with wife Sakshi Dhoni, as part of Colgate Strong Teeth's 'Andar Se Strong' campaign, which emphasizes that Colgate

Strong Teeth toothpaste adds natural calcium to one's teeth, thereby making the teeth strong from within.

In his characteristic calm style, the sports supernova - while sharing the screen space with his wife - talked about his inner strength that helped him in both his personal and professional journey. Speaking about getting through tough times and making demanding decisions, Dhoni recalled the time his daughter Ziva was born - while he led the Indian team during the World Cup.

The couple talks about how it was an extremely hard choice that Dhoni made to stay with the team and focus on the chal-

lenge at hand -- a display of his inner strength.

Mr. Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited said, "The 'ColgateAndarSe Strong' campaign further reinforces our commitment to providing the most advanced oral care solutions to meet the everyday needs of Indian consumers. MS Dhoni is an exemplary personality and we are proud of his association with Colgate. We launched the 'Colgate Andar Se Strong' campaign on our flagship brand Colgate Strong Teeth, with Deepika Padukone and MS Dhoni as the ambassadors, who speak of how their smile reflects their

inner strength... and how it helps them go forth in challenging times. As a brand, Colgate Strong Teeth toothpaste adds natural calcium to one's teeth, making the teeth strong not just from the outside but also from within."

The 'Andar Se Strong' campaign was launched in November 2018 with a tv featuring actress Deepika Padukone, along with her mother. By accentuating the significance of inner strength and its reflection in the form of a smile, the brand conveys how Colgate Strong Teeth guards one's smile by adding natural calcium to the teeth, making them Andar Se Strong.

## GSK CONSUMER HEALTH CARE LAUNCHES SENSODYNE HERBAL MULTI CARE

Hyderabad, GSK Consumer Healthcare introduces Sensodyne Herbal Multi Care, a new toothpaste with extracts of Eucalyptus and Fennel specially formulated to provide sensitivity relief along with daily multi care benefits. Eucalyptus is traditionally known for cleansing and purifying properties and fennel is known for its breath freshening properties.

Sensodyne Herbal Multi Care provides sensitivity relief and lasting sensitivity protection with twice daily brushing. In addition, it also provides benefits of a regular toothpaste such as tooth cavity protection, plaque removal, strengthening of teeth and leaves your whole mouth feeling fresh.

The active ingredient in the newly launched Sensodyne Herbal Multi Care is clinically proven to deliver 24-hour sensitivity protection with twice daily brushing. It is for every person above 12 years of age who wants to relieve tooth sensitivity, prevent tooth decay, protect gum health and have fresh breath.

Anurita Chopra, Area Marketing Director, Oral Health, GSK Consumer Healthcare said, "Keeping in mind, the consumers need for a daily toothpaste with multi care benefits, GSK Consumer Healthcare is excited to launch Sensodyne Herbal Multi Care. This toothpaste is specially designed for those consumers who suffer from sensitivity, but are moving to herbal offerings due to their belief in natural ingredients. This newly launched toothpaste has the extracts from nature and is proven by science, offering multi-care benefits along with sensitivity relief.

Telangana, Karimnagar Exide Life Insurance today organized a specially designed Customer Awareness Program for the citizens of Karimnagar, to educate them on the basics of financial preparation for their long and happy life.

Since the program's launch in 2015, Exide Life Insurance has been engaging with people in Tier II and III cities across the country, helping them understand the importance of insurance and equipping them with the required information to make the right financial decision for their future. The specially designed Customer Awareness Program comprises of interactive sessions using audio-visuals aids and paper-pencil exercises. Audience get to understand the concept of Human Life Value, which in turn helps them understand their future financial needs and hence the importance of being adequately insured. Through this initiative,



## HITAM organised SANGRAAM 2019 Sports Fest on occasion of College 18th anniversary

Hyderabad Hyderabad Institute of Technology and Management (HITAM) today organised sports fest on occasion of college 18th anniversary. SANGRAAM 2019 inaugurated by chief guest dignitaries like Retd. Major Shiva Prasad who is an international chess arbiter and Tukaram Amgoth, a mountaineer from Telangana State.

Speaking on occasion Retd. Major Shiva Prasad said, Take my student inspiration of Tukaram Amgoth mountaineer. Tukaram is came from village and participated in many sports & selected as to become a mountaineer.

Dr Rajesh Physical Sports Director, HITAM said every year we are conducting this sports fest SANGRAAM. Tournament starting from March 11th & March 12th, 2019. Final winners will be announced on March 12th, For winners & runner we are giving prize money & mementos.

Around 600 students participated from 17 colleges from all over Hyderabad to make it a huge success of SANGRAAM 2019 tournament's.

Boys : Football, Basket Ball, Kabbadi, Cricket, Girls : Throw Ball, Basket Ball & Volley ball



About Hyderabad Institute of Technology and Management (HITAM)

Hyderabad Institute of Technology and Management (HITAM) is situated in a sprawling lush, green campus at Medchal in Telangana State. It was started in 2001 as Royal College of Engineering at Medak. development, all from a perspective of overall growth of its students and faculty.

## "Humanity is the biggest measure of success"- Dharmendra

Mumbai The 38th annual day of the Children Welfare Centre High school and Clara's College of Commerce was organised in a school Ground, in which students presented dance, a play based on social media and different cultural programs. On the occasion, while addressing the students, veteran actor Dharmendra said "The humanity is the biggest measure of success in life. If you are a good human being, it doesn't matter, what you materially in this world. If you nurture humanity within yourself, then you are a successful human being. As against this, if you become big by obtaining higher post and money, but you are not a good human being, your valuation is zero in my estimation. Actress Shilpa Shetty appreciated the programs presented by the students and urged them to be away from the junk food as far as possible. Besides, she advised them to remain linked to our rich virtues. Actor Punit Issar, who got recognition world over, by portrayal of Duryodhan's role, dwelt upon maintaining good health and said that "Our traditional diet is full of rich nutrients."



# Exide Life Insurance helps Indians prepare financially through its Customer Awareness Programs

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Exide Life Insurance aims to contribute to the larger goal of making Indians financially independent and self-sustaining. Commenting on this initiative, Mohit Goel, Director - Marketing and Direct Channel, Exide Life Insurance, said, "At Exide Life Insurance, we believe it is important for every individual to be financially protected. 'Starting Early', 'Power of Compounding' and 'Adequate Life Insurance' are concepts that every Indian should understand."

He further added, "The concept of financial responsibility also encapsulates the idea of protection through adequate life insurance cover. This also comes through in the findings of our 2018 Money Habits Survey, wherein individual insurance cover is still an uncertainty with 30% of the surveyed Indians. Despite the thrust on financial literacy by the Government of India as well as Insurance Industry, people still struggle to gauge the level of protection required for themselves and their family. The finding of the survey brings to our notice that although Indians are moving in the right direction in terms of financial prudence there is an equal amount of distance to cover to ensure complete financial responsibility. Hence, given the low financial literacy that India has, especially in Tier II and Tier III cities, we are encouraged to continue this initiative in helping people plan

financially."

According to the 2018 Money Habits Survey published by Exide Life Insurance, over 30% Indians surveyed are not aware of the adequate coverage required for their life with nearly 87% having either not heard of a will or have not yet prepared one for themselves - bringing out the glaring protection gap among Indians. While 46% of respondents feel they should have life cover that is at least 10 times their annual income, only 29% of all respondents have actually availed this. The digital survey was carried out by Exide Life Insurance across 12 major Indian cities to understand the perception of citizens on financial responsibility and prudence.

The Money Habits Survey 2018 highlights many aspects and extends a 360-degree approach towards understanding the attitude of Indians towards financial responsibility and planning. Through the various subsections of the survey, it is made evident that Indians seldom cover the entirety of financial responsibility. As a primary or secondary breadwinner in the family, individuals tend to put more thought on earning, saving and to an extent investing for life goals. The survey highlighted lack of awareness amongst Indians in understanding financial responsibility and its effective implementation.

## Ford India Brings Great Ford Endeavour Drive Experience to Hyderabad

Hyderabad Ford India organized its marquee 'Great Ford Endeavour Drive' for select customers and media in Hyderabad on Saturday to give a first-hand experience of its revered premium SUV, the recently launched New Ford Endeavour's best-in-class off-roading capabilities. The experiential drive, set amidst natural terrain on the outskirts of Hyderabad, simulated challenging off-roading conditions including -- sharp turns, steep hill climbs & hill descent, wading through slush, uneven surfaces, driving at high-degree tilt among others. Customers experienced the exceptional ride quality and dynamic handling of the capable premium SUV. At a price starting INR 28.19 Lakh, the 2019 edition of the premium SUV comes with greater road presence, style and convenience while continuing to offer class-leading off-road capabilities, unmatched safety and advanced technologies. The New Ford Endeavour will give customers an option to choose from Ford's two, fun-to-drive diesel engines -- 2.2-litre four-cylinder TDCi and 3.2-litre five-cylinder TDCi. The 2.2-litre four cylinder TDCi engine will now be paired to a six-speed manual transmission as well along with automatic. With the new manual transmission, the 2.2L engine will deliver a best-in-segment 14.2 Km/L fuel economy. The Automatic transmission will continue delivering a fuel economy of 12.62 Km/L.

Customers looking for optimum fuel economy without compromising performance can choose the 2.2-litre diesel motor that puts out 160PS of power and 385 Nm of torque. For those wanting the unmatched performance, Ford continues to offer its 3.2-diesel engine that generates 200PS of power and 470 Nm of torque. This engine has been tuned to deliver maximum power and torque and is perfect for frequent off-road adventures. With a simplified variant lineup, the New Endeavour is now available in three-trims -- 2.2L Titanium Manual, 2.2L Titanium+ Automatic and 3.2L Titanium+ Automatic. All variants offer great value for money and have well-appointed cabins that are significantly better than competing models in the segment. Surprisingly affordable to own, the New Endeavour comes with a 3-year or 100,000 KM warranty and a scheduled service and ownership cost of 68 paisa / 100,000 KM (2.2L) and 71.5 Paisa (3.2L) respectively. The New Ford Endeavour is available in five colours, including brand new Diffused Silver as well as Sunset Red, Diamond White, Absolute Black and Moon Dust Silver.

## Airtel collaborates with Zoom

Udaipur India's leading telecommunications service provider, Bharti Airtel ("Airtel"), has teamed up with Zoom Video Communications, Inc., a modern enterprise video-first unified communications service, to launch India's first high quality Unified Communications service offering, an integrated and secure platform for High Definition (HD) audio, video and web conferencing.

Businesses can now leverage the next generation unified cloud service for an innovative one-stop-shop conferencing solution to foster effective collaboration amongst its employees and teams globally.

Airtel and Zoom's conference calling solution comes with unique features like, instant one click access, video conferencing, audio conferencing, content sharing, recording, virtual backgrounds, company branding, multi-layer security, and meeting participation of up to 1000 people on video from locations across the globe. The platform will also enable Live Video streaming of Video Webinars for up to 50,000 viewers.

Airtel will enable enterprise customers to leverage exclusive benefits on Zoom, including built-in audio conferencing for free. With this, customers can access local dial-in numbers for over 55 countries enabling all its call participants to join the conference easily over audio for unlimited minutes.