

Business & Entertainment

Body Power Beach Body” Rocks In Goa

Goa The most glamorous fitness event Body Power beach body was held on 16-17th March, 2019 at the synonym for vacation and holiday, Goa. India's fitness icon Sahil Khan had conducted the event. The event proved to be glamorous and successful.

Sahil Khan and Sam Khan have collaborated with an UK based fitness business, Body Power run by Nick Orton. Sahil is undoubtedly the biggest inspiration globally for young fitness enthusiasts. Nick Orton has announced a major new partnership in their Indian event business with superstar fitness icon Sahil Khan and his highly successful Movie producer business partner, Sam Khan. The duo together runs a variety of wellness brands, including the trendy mineral water business, Hunk Water. Body power beach body is a fitness glam sport where thousands of athletes got a platform to showcase what they have worked on so hard. More than 1500 athletes took part and world aesthetic king Jeff Seid, Said Sergeevich and UK's muscle and fitness magazine editor Denni Levy were present to attend the event.

It was an event hosted by the best in fitness and modeling



combined and was accompanied by top notch judges, attractive prizes, fascinating location, glamorous parties, and lots of learning.

The event got concluded by the winners. Ayan Roy Chowdhury raised the trophy of Muscle Beach, VikasUsham and Marita Roy as Beach Body in male and female category respectively.

Sahil commented "I've been attending Body Power events for years and I always wanted to be a part of it. I am really into Nick's vision of inspiring a generation by offering amazing experiences. Body power beach body carnival is not only the event but the love for the health and fitness fraternity. Its a pay back to them. I am into the fitness world for about 30years and I have seen the struggles of the people. There is a lot of politics in fitness industry."

After the event Jeff Seid quoted India has emerged as a huge fitness hub and the people are really enthusiast to be fit and fine. It was beyond my expectation. On being asked about his visit he said it was obligation to come to India for his fans. India's youth is very excited for the fitness and it's a great collaboration of Sahil Khan, Sam Khan and Nick Orton.

Special screening of Sharmaji Ki Lag Gai



Mumbai Nilkanth Regmi, Vanshani Sharma of Rock Mountain Productions in association with Tweet Entertainment kept the special screening of their Comedy Hindi film Sharmaji Ki Lag Gai at Cinepolis Cinema, Andheri West. KrushnaAbhishek, MughaGodse, ShwetaKhanduri, Sunil Pal, HimaniShivpuri, Brijendra Kala, Rahul Dev, BhaveshBalchandani, Music director PraveenBhardwaj, Singer Uvie, JitenPurohit, Pawan Sharma came specially to watch the film.

HDFC Bank launches Navachar (Innovation) Pustika

Hyderabad HDFC Bank launched a manual of innovative teaching ideas called NavacharPustika. NavacharPustika (Innovations Handbook), is a compilation of innovative teaching ideas contributed by teachers themselves. These zero cost, high impact ideas are part of HDFC Bank's "Teaching-the-Teacher" (3T) programme under #Parivartan, the umbrella CSR of the Bank.

"Teachers are an important part of the Nation building process for it is education that creates the most significant impact in the overall economic and social development of society. The Teaching-the-Teachers (3T) programme under Parivartan, we believe, makes education more contemporary and dynamic by involving teachers to think of innovative ways of imparting knowledge in class rooms. The Innovation Handbook thus becomes a reference manual for teachers across India to use ideas that involve zero cost but are high impact. This one-of-its-kind initiative is a part of the Bank's sustained endeavour to be a catalyst for change or "Parivartan" and create a positive impact in the lives of the local populace," said Ms. AshimaBhat, Group Head – Corporate Social Responsibility, HDFC Bank.

Toyota delights its customers with March Campaign

Udaipur In line with the company's continuous efforts towards enhancing customer delight, Toyota Kirloskar Motor (TKM) rolled out its annual sales campaign 'Memorable March'. Customers can avail exciting offers and benefits which will be provided on select models during the month of March across Toyota dealerships in India.

Commenting on this campaign, Mr. N. Raja, Deputy Managing Director, Toyota Kirloskar Motor said, "Toyota as a brand has been relentlessly customer-centric, listening to and anticipating what their customers need. The Memorable March Campaign is a way of expressing our gratitude to our valued customers who have been showing their relentless trust and confidence on Toyota products. It has been our endeavor to provide the best to our customers in terms of unbeaten safety features, performance, comfort, high fuel economy and unmatched quality with low cost of ownership.

All customers can avail these benefits until March 31st 2019.

SCREENING OF THE SHORT FILM RAAT 'BAAKI BAAT BAAKI' HELD IN MUMBAI



Mumbai, The special screening of the short film RaatBaakiBaatBaaki was held in Mumbai. The film is starring Jackie Shroff in pivotal role along with ShubhangiLatkar, AkshayNalawade, Bhawshel Singh Sahni, SemalBhat and RohitLamba as costars. The film is directed by DivyanshPandit and got nominated at Filmfare awards 2019 under short film category. The veteran director Raj Kumar

Santoshi and the actor Jackie Shroff were the chief guest of the event. The film is a light mood comedy with emotional drama.

The film is produced by ArushiPandit and Chesta Pandit. Aayush Gaur and DivyanshPandit have written the film. The music and background score are given by Semal and Nikhil. GauravBhan has sung the song and Shankar Singh has given the sound.

Lyrics are given by Semal Bhatt and cinematography is done by Sarfraz Ali Hasan Khan. ShubhankarJadhav is the editor of the film.

The story of the film revolves around an Old man (Jackie Shroff) and 4 youngsters who are really close friends. A 'young' old man plays the mentor to the 4 youngsters, who stay in the same society, but are facing different problems. Their stories converge for a

night when they come across a life changing experience through some alcohol, some secrets and loads of fun.

The shooting of the film is completed in Mumbai and is all set to release on YouTube in Wild Buffaloes entertainment channel on 25th March, 2019.

On this occasion Divyansh Pandit excitedly quoted that "I'm working with Mr. Jackie Shroff for the first time. WHAT A MAN he is". He further said when Aayush Gaur approached him with the idea of the film, they together worked on the script and presented to Jackie Shroff.

Jaggi dada was keen to do this film and had given quite interesting inputs and even improvised some moments. On working with Jackie Shroff he said, he made us feel comfortable and the shooting seemed to be an event. In 3 days shoot, they all turned out to be friends. He also said "The world will see Jackie sir like never before" On being asked

about the nominations in filmfare he said its an amazingly different feeling. "I have grown up watching these award shows on TV and it feels surreal when my own film is under such a prestigious nomination. This is 3rd consecutive time my film is been nominated in filmfare". On the subject of the film he said, "The film is about relationships where age is no bar, it's about living life to the fullest even when the time is dark in one's life" The short film apparently has got fantastic response at Kala Ghoda art festival, 2019. He also said "Watch out for the climax. You won't be disappointed I promise".

According to him, short films are believed to be of serious genre by a lot of aspiring filmmakers. He says "Short films need not be serious. There's no set pattern.

It's the filmmaker's choice however he or she wants to tell a story. People will see Jaggu dada in a completely new role. In RaatBaakiBaatBaaki, the

audience will get to experience both laughter and emotions. He further said Jaggu dada had asked to take care of a child instead of paying him anything.

On this occasion, actor Jackie Shroff said that "Short films are unique because you have to tell a story in short time. Divyansh has handled me very well & you'll can see it in the film". He further said "Divyansh and his entire team is very talented and hard working. Young filmmakers are doing a great job through these films. I get to learn a lot from the younger generation, 'Raat Baaki Baat Baaki' will give today's youth a new perspective to understand life and relationships. We should give youngsters a chance to show their talent as they are budding artists and the future of industry." On being asked about the noble cause close to his heart he said if everyone focuses on Jai Jawan Jai Kisaan, entire community will come together with same thought.

CARRERA'S NEW SS19 COLLECTION :RANVEER SINGH PUTS SUMMER IN THE SHADE

Hyderabad Carrera – synonymous with pioneering design and outstanding quality – is a statement brand since 1956 for people who live by their own rules, continuously defying themselves and proudly approaching life standing out from the crowd.

The Spring/Summer 2019 Carrera collection features Brand Ambassador Ranveer Singh. In continuity with the #DRIVE-OURSTORY concept, Ranveer and Carrera tell unheard stories and highlight the character of the Brand: Unconventional, Daring, Bold, Rooted in Sports and able to Stand Out from the Crowd.

Carrera has consistently reimaged and magnified eye-wear trends year after year, introducing new and authentic designs that dare to be different. Designed in Italy and crafted with exquisite details and lightweight materials such as Optyl, Carrera eyewear is a perfect balance between the right fit and trend-setting style. Together with Ranveer Singh, Carrera's new Spring Summer 19 collection makes quite a statement this season.

Talking about Carrera's new season collection, Andrea Zaffin, Commercial Head IMEA, Safilo Group, said, "Ranveer Singh, a youth icon of today's generation perfectly embodies the charisma of Safilo's flagship brand – Carrera, and our association with him has worked beautifully over the past two years, leading us to our third year. With our new Spring Summer 19 collection we aim to take style to the next level with our consumers and continue to offer great quality and trends which make the glasses a pleasure to wear in all occasions."

Highlighting the brand's core elements, brand ambassador Ranveer Singh said, "My association with Carrera is extremely unique and I truly feel that the brand is like an extension of my own personality! The iconic pieces from the new collection are a must-have for anyone who is looking at making a style statement this summer. When it comes to contemporary fashion and style, Carrera has always been my go-to brand and the versatility of the eyewear ensures you can pair it with any outfit!"

Launch first look of Ae Kaash Ke Hum..

Producers KiranTalaasia and PankajThalor along with director Vishal Mishra organised the launch of first look of their Hindi film AeKaashKe Hum.. at The Barrel in Andheri West. Vivan Shah, South Actress Priya Singh and SophiyaSingh, SingerAmanTripathi came specially to launch the first look of their film. Vivan Shah, Priya Singh and Sophiya Singh shared their experience while shooting the film in Dharamshala, Himachal. The trailer will be launched in May.

GODADDY PARTNERS WITH THE ICC @ THE MEN'S CRICKET WORLD CUP 2019

Hyderabad GoDaddy Inc. (NYSE: GDDY), the company that empowers everyday entrepreneurs, announced its partnership with the International Cricket Council (ICC) as the official sponsor of the ICC Men's Cricket World Cup 2019, one of the biggest sporting events in the world.

GoDaddy will be the global platform of the ICC Men's Cricket World Cup to drive even greater awareness, amongst tournament viewers and cricket enthusiasts, about the benefits for small business owners and entrepreneurs of creating a powerful online identity to help their ventures grow.

Commenting on the partnership, Nikhil Arora, Managing Director and Vice President, GoDaddy India said, "The Cricket World Cup tournament is a platform that offers a convergence of players, fans and communities. It is one of the world's biggest phenomena, bringing people together across the globe, and is a perfect place for us to create awareness about the ease and affordability of GoDaddy's online product and service offerings. We aim to use our partnership with ICC to engage with cricket enthusiasts from all over the world, educating them about the benefits of online adoption." He also added that, "Cricket in India is a favourite sport. It is viewed in every nook and corner of our country, giving GoDaddy an opportunity to reach our audiences, including in the Tier II & III cities, helping entrepreneurs and small business owners bring their ideas to life online."

Campbell Jamieson, General Manager, Commercial at the International Cricket Council said: "We are excited to partner with GoDaddy for the Cricket World Cup 2019. GoDaddy has, for a long time, been an active supporter of sport in India and around the world and has successfully leveraged the influence of sports to empower and inspire entrepreneurs. Our partner-



ship with GoDaddy connects their entrepreneurial zeal with the year's biggest sporting extravaganza, which I know will be a winning combination."

GoDaddy's partnership with ICC continues the company's collaborations with sport. GoDaddy has been associated with prominent sports celebrities and numerous sporting events in markets around the world. In India, GoDaddy has been associated with cricket in various formats, currently supporting MS Dhoni with his entrepreneurial venture, sponsoring the 3 match Home T20 series vs Sri Lanka in Dec 2017, and the 5 Test match Home series vs England in November/December 2016. In Canada, GoDaddy has partnered with the Toronto Raptors in the National Basketball

Association (NBA). Similarly, in Asia, GoDaddy sponsored Lightweight Champion Eduard Folyang, in One Championship events, and the Badminton World Federation and the International Table Tennis Federation globally.

Airtel 4G now covers 297 towns and 35,674 villages



Udaipur BhartiAirtel ("Airtel"), India's leading telecommunications services provider, today said that its 4G network now covers 297 towns and 35,674 villages across Rajasthan, empowering customers with best-in-class high speed mobile broadband services.

Airtel, which is the #1 operator in Rajasthan with over 20 million customers,

recently announced a massive network expansion drive to further scale up its high speed data services across the region. Airtel has been rated as fastest* mobile network in 27 states across India.

NidhiLauria, CEO - Rajasthan, Bharti Airtel said, "To bring more and more customers onto the digital highway, we are committed to further expanding our 4G services across Rajasthan. The availability of budget friendly smartphones is driving a massive uptake of 4G data and Airtel aims to be the 4G network of choice of customers in Rajasthan with its superior data experience. Special focus on Rajasthan

Airtel was the first operator to launch 4G/3G services in the region.

Airtel's network umbrella in the region covers all key urban, semi urban and rural areas including highways, tourist destinations and trade centres.

It has the widest network footprint with network coverage even in remote locations like Moyal-Jaisalmer, Jaisalmer Station-Barmer, Lagtala-Jaisalmer, 20BD-Bikaner. As part of its network transformation program - Project Leap, Airtel plans to roll out more than 5,000 new mobile sites across the region in FY 2019-20 with the aim of stepping up network capacity.

VODAFONE IDEA & ZEE ENTERTAINMENT ADD A NEW DIMENSION TO CONTENT PARTNERSHIP

Hyderabad Vodafone Idea Limited, India's leading telecom operator and Zee Entertainment Enterprises Limited (ZEEL) announced a strategic partnership today for ZEE5 – the fastest growing OTT platform in the country. Under the strategic partnership, aimed at driving the growth of digital ecosystem in India, the content portfolio of ZEE5 will be available to Vodafone Idea customers on Vodafone Play as well as Idea Movies & TV app.

Customers of Vodafone Idea can now enjoy the entire content catalogue of ZEE5 thereby providing a seamless viewing experience via multiple devices. The association between the two industry leaders will help create a beneficial ecosystem for viewers that will drive the growth of video viewing in smaller cities and towns in times to come. The content of ZEE5 can be accessed by customers through Vodafone Play or Idea Movies & TV app. The ZEE5 content is available across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi across genres like Kids content, Cineplays, Live TV and Health and Lifestyle content.

Commenting on the partnership, AvneeshKhosla, Operations Director - Marketing, Vodafone Idea Limited said, "Our customers are constantly seeking rich and diverse content options and we aim to provide enriched entertainment to our customers by offering high quality content on Vodafone Play and Idea Movies & TV".

Speaking about the association, TarunKatial, CEO, ZEE5 India said, "ZEE5 and Vodafone Idea lend themselves to a complementary partnership. Having established ourselves as the fastest growing OTT platform in India with the largest repertoire of content, we have attracted subscribers across geographies and demographics. We have an ambitious growth plan charted out for us and through this partnership with Vodafone Idea, India's largest telecom company, we will leverage synergies between the brands and further bolster our presence across the country."

Through this alliance, Vodafone Idea subscribers will be able to access the content repertoire of ZEE5:

- LIVE TV offering of ZEE's Network content on Vodafone Play and Idea Movies & TV through ZEE5 app
 - o Real-time broadcast of shows that are being telecast on any of the ZEE channels including Hindi and regional channels – ZEE TV, & TV, ZEE Anmol, Zing, ZEE Marathi, ZEE Tamil, ZEE Bangla, ZEE Yuva, Sarthak TV, ZEE Kannada, ZEE Cinema, ZEE Action, & Pictures, ZEE Café, &flix, ZEE ETC and so on
 - o Unrestricted catch up of ZEE Network content through ZEE5 app
 - o Customers will be able to access the ZEE5 content library including TV shows, movies and Before TV content
 - Vodafone Idea customers will get access to ZEE5 premium subscription which includes Original shows and films, premium movies, digital movie premieres of upcoming blockbuster films, etc. as an introductory offer
 - o Vodafone Idea subscribers will have access to the complete content portfolio of ZEE5 that includes the original web-series in Hindi and regional languages (including dubbed versions)
 - o ZEE5 offers original content in six languages – Hindi, Marathi, Bengali, Tamil, Telugu and Malayalam
 - o Customers will also get unrestricted access to the entire movie library on the platform including digital premieres, acquired content, original films and so on
 - The highlight is 2 exclusive linear digital channels including Zee Theatre - premium theatre content to be available on Vodafone Play and Idea Movies & TV app
- ZEE5 is India's fastest growing entertainment OTT destination that has invested heavily in acquiring and producing content that will resonate with a cross-section of viewers across the country. As of December 2018, ZEE5 has 56.3 mn monthly active users, who spend an average of 31 minutes on the platform per day. ZEE5 has consistently been amongst the top-5 free and grossing entertainment apps in India as per the Google Play store rankings.