

Business & Entertainment

India Moves On

The Ayodhya verdict was expected to be the biggest court decision in recent decades. And it proved to be the same. The honorable Supreme Court of India delivered a landmark decision in favor of people of India where people believe in unity more than any discrimination. The delivery of the verdict was a matter of evidence and arguments put forth by both parties in the court, which went smoothly on the day of justice. The big challenge that the whole country was fearful of was the reaction. The kind of atmosphere that has been projected over the decades suggested a great deal of conflict. But the people of the country responded to it with due respect. The peace prevailed, and everybody demonstrated a great deal of maturity.

Editorial

Actually, this is the color of India where people are more concerned about life, its quality, and growth. The religion only helps in making the right decision and gives the power to adhere to the correct path. And every religion has the same set of suggestions.

While the verdict is very clear, the response from the people of India is strong and clear as well. Now they want to move forward and match with the developed nations where the quality of life is way superior. Now the new generation believes in new India and that India has no space for hatred or acrimony of any sort.

When it's time to react or deliver a mandate, the people are acting smart, and hence they outsmart the so-called smart politicians. Nowadays, they choose governments based on past performance and plans. People are fast crossing the lines of caste and religion. Now, they see no reason to vote for a candidate who, despite being of their religion fails to perform. Now, people prefer a person who does better in terms of development and nothing less is accepted.

The hate politics that had become a trend earlier has come down as well. People are talking about facts and performances. Anything good is being appreciated, and anything reprehensible is being outraged. While the new generation is brave and informed enough to ask questions, veterans have also seemed tired of an acrimonious environment. Now people realize that when you sow hatred, you can only grow thorns for you and your children.

We lost precious years and decades in various disputes that never let us live peacefully. Now when life has already moved on beyond the hate point, it's time to look further with hope for a better and happier life.

Press meet of Mahabharat Play



Jai hind abhiyan is running under the banner of Zivaharsh Relief Foundation in association with Sangram Foundation . Gopal Singh, who is President of this organization organised the press conference of Mahabharat Play at The Vihang Inn Hotel, Thane where he invited Puneet Issar, Gufi Paintal, Danish Akhtar and Karan Sharma . Gopal Singh and Deepak Tripathi spoke regarding social work done by Jai Hind Abhiyan and association with Mahabharat play. Their mission is to get the due honour to all the freedom fighters of India and create the awareness in every Indian about Freedom Fighters. They are organising this play for the first time in Thane. Actor Puneet Issar introduced the cast of play and spoke regarding music, lyrics and dialogues. This play will be on 23rd November at Kashinath Ghanekar Natyagrah, Thane. Puneet Issar plays Duryodhan , Gufi Paintal plays Sakuni Mama, Danish Akhtar plays Bheem and Karan Sharma plays Arjun in this play .

Dineout to add delight to Udaipur diners: Expands operations to the city of lakes

Udaipur: Dineout—a company that has emerged as India's largest dining out platform within six years of its operations, today outlined its expansion into another new market by setting out operations in the city of lakes – Udaipur.

Along with its royal heritage, culture and tourism, Udaipur is well known for its local Rajputana delicacies like DaalBaati, MirchiBadas, Mewari curries, Kachories to even global cuisines, owing to a high number of tourists traveling from within India and across the world. With Dineout's launch, both tourists and local food connoisseurs will have a one-stop app for all their dining out needs at some of the top restaurants in town like BaroMasi, Chunda Palace, Jheel's Ginger Coffee House and Bakery, The Artist House, RaajBagh and many more with flat 50% off deals for the first year at select restaurants.

Dineout's full range of services will enable foodies to go on a gastronomic journey with unmatched savings and a seamless, cashless experience. The app features include restaurant discovery, table reservations, widest range of offers with up to 50% off and a guaranteed 20% cashback every time they use their unique payments feature – Dineout Pay . Their premium membership program - Gourmet Passport has also made a debut in the city to avail exclusive 1+1 privileges at Udaipur's finest restaurants along with Dineout Plus, an exclusive program for corporate dining offering flat 25% off.

Commenting on the launch, Mr. Ankit Mehrotra, CEO & Co-founder, Dineout said, "Udaipur's launch has been special for us given the city's rich culture and appetite for great food. With Dineout, we're here to solve for all their dining out needs with the right mix of restaurants, membership programs, offers and savings both on their time and money. Whether you're a local or a traveler, just Dineout." Since its inception in the year 2012, Dineout has emerged as an innovative leader in the dining out and restaurant-tech space in India. They are transforming the way India is dining out with an additional focus on the customer experience and are looking to expand into newer geographies, both in India and abroad. In just 6 years, the company has emerged as the most preferred dining out platform for 40mn diners across 20 cities of India.

UNDERSTANDING AND DISCUSSING THE CHALLENGES & OPPORTUNITIES IN CONSTRUCTION INDUSTRY: THE WAY AHEAD

CII EXCON 2019 to witness participation of over 1250 exhibitors from 25 countries

Udaipur: At the plenary session of CII EXCON 2019 on 'Sustainable Infrastructure: Opportunities & Challenges' held the emphasis on technology as a key driver of growth of sustainable infrastructure development was highlighted. Recent developments in the areas of Internet of Things, Artificial Intelligence, machine learning and deep learning will go a long way in boosting the infrastructure sector besides ensuring longevi-

ty and effectiveness. The session was attended by senior officials from the Government, industry leaders and stakeholders from the infrastructure and construction equipment sectors.

CII EXCON 2019 - South Asia's largest construction equipment trade fair will demonstrate the role of smart technologies and nextgen construction equipment in accelerating the growth of infrastructure in the country.

EXCON 2019, scheduled to be held at the Bangalore International Exhibition Centre, Bengaluru from December 10-14, 2019 is spread over 3,00,000 square metres and will have the participation of over 1250 exhibitors including 350+ overseas companies from 25 countries including China, Germany, Italy, South Korea, Turkey, UK & USA among others. The 5-day exhibi-

tion would attract over 70,000 business visitors from India and abroad.

Mr Jasmeet Singh, Member Steering Committee – EXCON 2019 & Associate Vice President – Corporate, Communications & Corporate Relations, JCB India Ltd. said, "This is the tenth edition of the EXCON and our theme this year is on "Smart i-tech Next Gen India@75". Excon 2019 will demonstrate the role of smart technologies and innovation in design in the manufacture of nextgen construction equipment and machinery to support the rapid pace of infrastructure development in the country. India is expected to become the third largest construction market globally by 2022 and there has been rapid investments in infrastructure by the government which is driving growth opportunities".

Speaking on the occa-

sion, Mr Abhishek Singhvi, Chairman – CII Udaipur Zonal Council & Managing Director, Rajasthan Barytes Ltd said, "Every sector requires technological advancement and in India, there exists a huge demand for houses, thanks to country's fast urbanisation. Using advanced technology in the construction sector, we believe this demand could be met along with the other government initiatives for both home buyers and well as developers". Excon 2019 endeavors to build India's infrastructure in an ecologically sustainable manner, enabling projects on Smart Cities, supporting Swachh Bharat programs, promoting Skill Development and position "Make In India" – as the National Agenda for achieving holistic growth in the infrastructure and related sectors. In order to give a boost to the infrastructure sector the

Government of India had announced its intention to invest Rs.100 lakh crore in infrastructure over the next 5 years. The Government of India has also proposed for expanding 1,25,000 KM of rural roads under the Pradhan Mantri Gram Sadak Yojana and creating a national highway grid. Through the PMGSY programme, the government has planned to bring in connectivity between all villages through road network by 2019 and 2,000 kms of coastal connectivity roads have been recognized for construction and development. All these initiatives of the Government would further provide impetus to the growth of infrastructure and related sectors.

As part of the 10th year celebrations of EXCON, CII would organise special activities like celebrating Women in Infrastructure, exclusive

Pavilions on AI, IoT, Robotics, Startups, Components & Parts; Job Fairs, Contest for School Children, Tree Plantation Day besides Green Rating of CE Industry. Excon addresses both marketing and educational platform for all stakeholders. Government and Senior Bureaucrats capitalised it as a knowledge platform for various departments (PWD's and Civil Engineering Departments), Private contractors, Builders, Road/Infrastructure developers, Smart City/ Urban Planning, Army, Border Roads Organisation, etc. to witness the latest Technology, Equipment's and Machinery display which will enable accelerated Infrastructure development needs of the nation.

Indian Construction Equipment Manufacturers' Association is the Sector Partner for Excon 2019.

JK Cement re-launches its iconic brand JK Wall Putty



JK Cement, India's premier cement company, has announced a brand refresh for its iconic brand, JK Wall Putty with its all new avatar - JK Cement WallMaxX.

The company has rolled out a brand new TV Campaign across the country, announcing the brand re-launch, featuring their very popular ambassador, Chhukau, to further strengthen the brand's key positioning "Deewaren Bol Uthengi". As aesthetics is the prime focus for every homeowner, the TVC addresses their need by highlighting the attributes of JK Cement WallMaxX that makethe walls of their dream home a masterpiece.

The launch of JK Cement WallMaxX is driven by a 360-degree marketing campaign across print, radio, OOH, social and digital media besides TV. The new television commercial will run on leading Hindi news channels and regional GECs.

Keeping pace with the changing market dynamics, this brand transformation is based on extensive R & D and in-depth market research. The re-launched JK Cement WallMaxX is formulated with imported Xtra Long Life Polymers (XLLP) which

give longer life to painted surfaces and ensure brilliant whiteness, while providing the smoothest finish for the walls.

Speaking about the campaign, Mr. Niranjan Mishra – Business Head (JK White Cement) said, "We, at JK White Cement, have always aspired to raise the bar by providing the best quality products and services to our customers.

JK Wall Putty has recently achieved the prestigious Superbrand status, placing it in an elite league of the world's best brands. Having created a massive footprint for JK Wall Putty in the market over the years, with a strong brand name and an extensive sales and distribution network, the all new avatar JK Cement WallMaxX is aimed at providing better than the best to the customers. As you know, 'max' is a popular abbreviation of 'maximum'. And that is what the brand delivers – smoothness max, finish max and beauty max."

The brand re-launch is also aimed at expanding and strengthening the brands in the JK White Cement portfolio bringing them under the 'MaxX' family of products. This includes revolutionary value added products such as JK Cement ShieldMaxX, JK Cement GypsoMaxX, JK Cement TileMaxX and JK PrimaxX etc. which provide a one-stop solution to the customers.

At present, the Company is one of the largest manufacturers of White Cement in the world and the leading manufacturer of Wall Putty in the Country.

Raises Awareness in Medical Fraternity of Amravati, Maharashtra



Amravati, CropLife India, an association of 18 R&D driven crop science companies, in collaboration with Amravati District Administration, today organized a Continuing Medical Education (CME) Program for the Doctors. The Program aimed at disseminating the information to the doctors and reorienting them on "Recognition, Management and Treatment of Pesticide exposed patients", ensuring medical practitioners are equipped to treat patients affected by pesticide poisoning.

Dr. Debabrata Kanungo addressing the doctors in Amravati, Maharashtra

The reorientation workshop session led by Dr. Debabrata Kanungo, was attended by around 150 doctors from government and private hospitals in and around Amravati, Maharashtra. The workshop was part of CropLife India's Stewardship program, which intends to guide the doctors to deal with accidental poisoning incidents occurred during improper or unsafe application of agro-chemicals.

Addressing the medical professionals, Dr. Debabrata Kanungo, a WHO expert, Chairman, Scientific Panel on Pesticide Residues and Antibiotics, Food Safety & Standards Authority of India (FSSAI), and Former Additional Director General, Ministry of Health & Farmers Welfare, Government of India; said, "CropLife India has a long history of creating awareness and building capacity on sustainable practices to farmers

through its Stewardship programs. It also is making a continuous effort through such programmes to reorient the doctors regarding the novel technologies of handling and managing poisoning case due to mishandling of pesticides. This Program in Amravati is an extension to their existing curriculum to support the farmer's community and help doctors in dealing with the basic treatment for pesticide poisoning."

Shri Shelesh Nawal, IAS, District Collector, Amravati said, "Partnership of Government and industry will provide the requisite knowledge transfer to the farmers with the help from the medical fraternity. Awareness generation amongst the Doctors will surely lead to timely intervention and management of farmers in case of any accidental exposure to pesticides. Our Government is committed towards the growth of agriculture and such education of the medical fraternity will aid the process."

Mr. Vijay Thumake, Chief Executive Officer, Zila Parishad, Amravati, shared, "Awareness and preparedness will support all during the time of crisis. Our Government's pledge towards the Doubling of Farmer's Income through safe and judicious use of farm inputs will be supported by this unique initiative of training the medical fraternity."

Asitava Sen, Chief Executive officer, CropLife India; added, "CropLife India members are committed towards promoting the safe and responsible use of crop protection products through Industry stewardship initiatives. It is widely understood that safe use of crop protection products helps safeguarding farmer's health and encourages sustainable agriculture."

Mr. Sen added, "CropLife India has developed a digital edition for Health Practitioners' Handbook and hosted it on our website. Medical Practitioners are requested to visit the CropLife India website croplifeindia.org and click on the 'Doctors' Manual' tab on top right corner."

The programme focused on reorienting the doctors on Principles of Recognition, Management and treatment of Pesticide poisoning, general principles on stabilization of a poisoned patient and dealing with basic treatment of other poisoning cases.

Viacom18 :Mohandas Karamchand Gandhi's with cine-play 'Yugpurush'

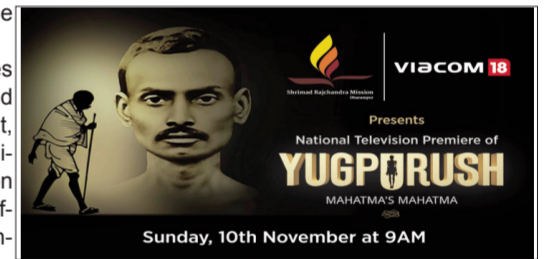
National, The year 2019 marks the 150th birth anniversary of the revolutionary leader Mahatma Gandhi. Celebrating Gandhi's timeless principles of truth, non-violence, simplicity and self-reliance, Viacom18 is bringing the award-winning play 'Yugpurush' on Sunday, 10th November at 9AM on COLORS, COLORS Marathi, COLORS Gujarati, COLORS Bangla, COLORS Tamil, COLORS Super, COLORS Odia, COLORS Infinity and MTV. The show will also be available on VOOT for the entire day of 10th November.

In order to reverberate the values that Gandhiji imbibed from Shrimad Rajchandraji – the great Indian saint, poet, philosopher and spiritual luminary, Shrimad Rajchandra Mission Dharampur has produced a magnificent biographical play, 'Yugpurush-Mahatma's Mahatma', under the guidance of its founder Pujya Gurudevshri Rakeshbhai. This play has been re-created for television in a cine-play format with original dialogues and cast for all 7 languages.

Speaking about the play, Sudhanshu Vats, Group CEO & MD, Viacom18 said, "As a media & entertainment network, it is our endeavour to bring every story to its audience and every audience to its story. This is a very special story for all Indians and needs to be told to young India. Gandhiji has motivated generations of people across the world and with 'Yugpurush' we are bringing the story of his journey from being a young barrister to Mahatma."

The Play is a heart-touching portrayal of the untold and profound relationship between Mahatma Gandhiji and his spiritual mentor Shrimad Rajchandraji. This theatrical tribute received an astounding response, as it was performed in 312 cities across the world, completing 1062 shows in 7 languages in a short

span of 1 year, running to full houses and standing ovations. The play won several prestigious awards including the Dadasaheb Phalke Excellence Award 2017 for 'Best Drama', the 16th Annual Transmedia Screen and Stage Awards and two distinct entries in the Limca Book of Records. 'Yugpurush' the play was also the first Indian event to be staged at the prestigious Dolby Theatre in Hollywood, LA where the world-famous Oscars Awards Ceremony are held



Mr. Abhay Jasani, President, Shrimad Rajchandra Mission Dharampur, said "We are fortunate to partner with one of the leading entertainment networks such as Viacom18, that defines entertainment by touching the lives of people through its programmes. The National premier of 'Yugpurush' is one such initiative by Viacom18 that will truly impact the viewers positively."

This nationwide telecast, on the auspicious occasion of the 152nd birth anniversary of Shrimad Rajchandraji, will take place on 10th November, 2019 at 9 AM (IST) on across the Viacom18 network including – COLORS, COLORS Gujarati, COLORS Marathi, COLORS Bangla, COLORSSuper, COLORSTamil, COLORS Odia, COLORS Infinity, MTV as well as VOOT. 'Yugpurush-Mahatma's Mahatma' has been specially curated to suit the digital space, making it a visual treat for all ages and cultures.

Parle Products brings back their favourite Rol.a.Cola

Udaipur: Parle Products, India's leading biscuits and confectionery manufacturer, today announced the relaunch of its most popular confectionery product Rol.a.Cola on the back of popular demand led by the social media buzz earlier this year. Priced at INR 5 and INR 20, Rol.a.Cola will not only make its way back into Parle's other iconic product line-up but also mark one of the biggest brands moves in Indian FMCG in the recent past.

Rol.a.Cola, the hard-boiled candy with the Cola flavour is a rolled format which was discontinued by Parle in 2006. 13 years hence in February 2019, after a social media user tweeted requesting Parle to bring back his favourite cola candy, Parle Products sought 10,000 retweets to bring back Rol.a.Cola. In response, consumer driven #BringRolaColaBack campaign went viral and secured more than 71k impressions on Twitter. Soon, Parle Products initiated the #RolaColasComingBack campaign to assure the consumers that their wish was granted. This is the first time in India that a product was making a comeback because of a digital movement run completely organically by users. The entire campaign on social media garnered a whopping 5M digital footprints.

Speaking on the launch, Krishnarao S Buddha, Sr. Category Head - Marketing at Parle Products commented, "While a tweet created a disruption in the market for a comeback of the iconic Rol.a.Cola candy, we connected with the emotions to honour consumers demand. Earlier, consumers had no platform in which they could voice their opinions and concerns. Now, they can simply reach out to a brand they like and let them know what they think. Today, each user is an influencer who played an essential role in our marketing efforts. The love received by people led us to accelerate the manufacturing of the candy and we are extremely thrilled to give back the Rol.a.Cola to our consumers."

He further added that, "Our classic Rol.a.Cola candies were made to be shared with others. By maintaining its rolled candy format, we hope that adults as well as kids are inspired to share a candy and make new connections with people." Parle is changing how it does business, thereby transforming the way brands interact with consumers, making it personalized and adopting a pro-consumer approach. As a pioneer in the FMCG space, the company has begun its robust distribution for the confectionery and is expected to be available in every market within this month. With a modernized packaging and fresh approach to connect with consumers, the company has assured consumers that the candy will retain its original taste and will be priced at INR 5 for same roll candy format. Parle is looking to launch a bigger multiple pack offering priced at INR 20 a unit.