



LAND ROVER ENHANCES THE NEW DISCOVERY SPORT WITH ADDED REFINEMENT AND VERSATILITY

Udaipur: Jaguar Land Rover India, today announced the launch of the New Model Year 2020 Discovery Sport - the more intuitive, practical and modern SUV. Available in the S & R-Dynamic SE derivatives, the New Discovery Sport is offered with BS-VI compliant 183 kW Ingenium Turbocharged Petrol powertrain and 132 kW Ingenium Turbocharged Diesel powertrain options.

Rohit Suri, President & Managing Director, Jaguar Land Rover India Ltd (JLRIL), said:

The New Discovery Sport is a bold evolution of the original design, incorporating the latest in technological advancements. Fuelling the spirit of adventure, the vehicle consists of improved features that not only enhance the capability of the vehicle but also elevate the complete driving experience. It further strengthens the distinctive design and versatility that has made the Discovery Sport one of the leading models in the Land Rover portfolio."

DISTINCTIVE DESIGN
The well-proportioned body

and purposeful stance of the Discovery Sport is enhanced with new premium LED headlights with Daytime Running Lights and rear LED lights. The desirability of the exterior design continues into the cabin. The refined interiors lend a sense of calm, as one enters the vehicle. The interior delivers elevated levels of comfort, enhanced stowage space and a new SportShift gear Selector crafted from premium materials which have been responsibly sourced. The bold horizontal and vertical lines coupled with the fixed panoramic

roof, further enhance the engaging interiors.

TECHNOLOGY AND INFOTAINMENT

The new display screen and centre console transforms the interior of the Discovery Sport to create a practical, high quality space with added sophistication. The Cabin Air Ionization technology enhances the well-being of both the driver and passengers alike.

Advanced and responsive Land Rover InControl® Touch Pro™ infotainment, fitted standard, is available with Apple



CarPlay® and Android Auto™. Furthermore, Smart Settings use artificial intelligence algorithms to learn driver preferences, adjusting massage and

seat positions, music and climate settings and steering column positioning to suit each driver. Wireless charging for compatible mobile devices is

also introduced for the first time within the lower center console, along with 4G Wi-Fi hotspot. Infotainment is taken a notch higher with Meridian™ Audioproviding state-of-the-art entertainment. InControl Remote & Protect App allows you to interact with your Discovery Sport from anywhere. You can see your vehicle's data remotely - from fuel level to door and window status, emergency call (eCall) and breakdown call (bCall) facility and more.

VERSATILITY AND CAPABILITY

Built on the new Land Rover Premium Transverse Architecture (PTA), the Discovery Sport provides greater capability.

The Discovery Sport has All Wheel Drive and Hill Descent Control to make the hardest of drives seem effortless and with All Terrain Progress Control (ATPC), you can maintain a steady speed in the most challenging conditions. The ATPC works seamlessly alongside the standard Terrain Response 2, All Wheel Drive (AWD) traction and braking systems.

VitrA launches Sento WC with New Colour Options

VitrA, the leading bathroom solutions brand of Eczacbaşı Building Products Division in Turkey introduces 'Sento WC' in various colours for you. The Sento wall hung WC features a modern curved design that will instantly uplift your bathroom experience, featuring a hygienic rimless design which helps to prevent the build-up of germs. The latest development in this popular design line is the introduction of coloured ceramics to the range.

You have an opportunity to choose from the following options: Matte mink, Matte taupe,

Matte black, Matte white or Glossy black. These new colour options can be used to create a variety of contemporary bathroom interior design looks, the Matte Mink has a wonderful warm neutral, Matte Taupe has a little deeper and darker warm tone. Matte black can be used in industrial inspired or monochrome bathroom designs for example, picking up on matching matte black brassware or other matte black elements in the room to tie the design together. Matte white creates a crisp modern feel which is a subtle contemporary update on standard glazed white ceramic. These matte sur-

faces are still smooth and polished making them easy to clean and resisting dirt build up easily. The Slim WC seat is another innovation offered to you by Sento WC pans. Slim seats differentiate with their extraordinarily slender silhouettes. Soft close and metal hinge features offer added convenience. With this new introduction, VitrA not only offers increased comfort, but also improved hygiene with VitrA Clean technology which is a special double-glazing process that makes Sento WC water repellent. No harsh chemical cleaning agents are needed to keep them beautifully stain-free

for years. It also offers VitrA Hygiene which is a unique glazing process developed by VitrA to prevent germ proliferation in the moist bathroom environment. VitrA Hygiene technology offers superior hygiene to users throughout the product's lifetime.

The VitrA Sento wall mounted toilet is a wonderful addition to any modern bathroom design and with new coloured options, rimless technology and a soft close seat hinge as standard the VitrA Sento Rimless could be the perfect modern wall hung toilet design for you!

Udaipur identified as the 4th best performing Smart City

Udaipur has been identified as the 4th best performing city in Smart City implementation. And on this basis, the city becomes the third city eligible to seek the second tranche of Rs 300 crore towards implementing its smart city projects.

The performance has ensured the city to become the third city in the 100 selected cities to ask for a release of the 2nd tranche of fund for Smart City projects.

The top best performing Smart Cities are selected by the Union Ministry of Housing and Urban Affairs. This is one of the internal rankings prepared by the ministry.

The ranking list was prepared based on various parameters which included value of tender issued, the value of work order issued, the value of work completed under the smart city project, the value of the certificate of utilization submitted etc.

The Union Ministry of Housing and Urban Affairs is in the process of formulating a new method and the performance of the cities would be accessed again.

Smart Cities Mission which was launched in 2015 is aimed at ensuring over-all developments of a city while providing advanced facilities for its citizens. Under the Smart City Mission, 100 smart cities were Editorial

Good initiative: Cameras to be installed in all police stations in next 2 years

Seven major announcements on policing made by chief minister Ashok Gehlot in his budget speech were implement-

ed while three tasks are under progress.

The CM who also holds the home portfolio had announced to establish special units. However, no separate budget was allocated for the police department.

In the budget, the CM had said two special units of SOG (special operations group) would be created to deal with organised crime. These two special units are Serious Fraud Investigation Unit (SFIU) and Cyber Crime Investigation Unit (CCIU). Both the units were created and they started functioning on November 4, 2019.

The CM's announcements included formation of a new police district in Alwar, office of deputy superintendent of police in Thanagazi and a crime investigation unit in Churu. On September 20, Bhiwadi police district was created out of Alwar, Thanagazi was made a new police circle where a deputy superintendent of police rank officer started taking case from October 7 and the crime investigation unit in Sujargarh town of Churu district was established on September 27, 2019.

Gehlot had announced recruitment of 4000 personnel in the home department. Notification for recruitment of 5000 constables was released on December 4 and of 621 sub-inspectors on September 5. The task is in progress.

In order to make police stations people-friendly, Gehlot had said that a reception centre would be set up at every police station so that a complainant could register his or her complaint without any hesitation. To create transparency in police

works, cameras would be installed in every police station in coming two years.

Till February, police reception centres were set up at 62 police stations at a cost of ₹4.43 crore through MP and MLA local area development funds. A proposal was sent for approval to the finance department to install CCTV cameras under the e-governance project. The task is in progress.

The CM had also announced to establish Emergency Response Support System (ERSS) in different phases - in a situation of emergency a mobile unit of police would reach the spot in dedicated time. The number of ERSS would be 112. The pilot project of ERSS would be started in Alwar and Bhartpur districts.

DPR for the ERSS project was prepared at a cost of Rs 45 lakh and a tender was issued on January 22.

Gehlot had also said that a law would be brought in against mob-lynching. The anti-mob lynching bill was passed on August 5 last year. Similarly, orders to form a prison development board were passed on October 8, which is assigned to inspect the jails of the state and prepare a report on necessary steps required to improve the condition of the prisons and facilities for the inmates, among others. Director general of police Bhupendra Singh said that most of the budget announcements have been implemented. "Making a reception centre at every police station is one of our priorities. The numbers would increase gradually. A few tasks are under progress," he said.

Indica "Innovative Hair color Brand" from CavinKare



Udaipur: Indian FMCG conglomerate CavinKare announces the appointment of Akshay Kumar and Ileana D'Cruz as the latest brand ambassadors for its brand Indica that revolutionized the Indian hair color segment by introducing its great proposition of 10-minute hair coloring in 2008.

Indica with an innovative platform of 10 Minutes has established market leadership in Southern India and is framed to be a formidable player in the hair color segment in India. The product portfolio comprises of a range of No Ammonia Hair colors like Indica Easy - first-of-its-kind "do it yourself" 10 Minute shampoo hair color; Indica Crème - 10 Minute Crème Hair Colour and Indica 10 Minutes - the only 10 Minutes powder hair color. This has made Indica to be a Super-Fast & Super-Easy solution for the consumers. Indica hair color is also available in multiple shades across the country.

Commenting on his association with the brand, Actor Akshay Kumar said, "I am delighted to have been associated as the brand ambassador for Indica Hair Colour which is part of CavinKare. The brand is known for redefining the concept of innovation and it is a wonderful feeling to be a part of the Indica family where the hair coloring could be done in 10 minutes. With myself and Ileana's association with the brand, we would together strive to make this brand popular across the country by letting them know about the goodness of this product and its usage." Commenting on her association with the brand, Actor Ileana D'Cruz said, "I am very happy to be associated with the CavinKare family and Indica Hair Colour. Indica has such a great variety of hair colors and it takes just ten minutes to put it on without the need for a bowl or a brush. With our association, we hope to reach all customers pan India by spreading the message of feeling youthful and also giving the right confidence for them to move ahead in life."

Love is in the air and Lyla Blanc gives you a reason to care

Valentine's Day is the perfect time to show your love, care, and affection for the special people in your life. Instead of brainstorming through ideas of what to gift, Lyla Blanc has got you covered with their exclusive Valentine's gift combos are available at Amazon.

Lyla Blanc's gifting combos are a bouquet of stylish 'must-haves' that will bring a sparkle to the eyes of that special person. Like a soft teddy bear which comes with the Lyla Blanc Wild Flower perfumes or a fashionable Bluetooth-enabled fit band which comes with the Royal Touch Copper. Narrate a romantic tale of love by gifting these exclusive combos from Lyla Blanc to the person who has captured your heart.

Punit Balana Present "The Royal Bagh"

This season at Lakme Fashion week Summer/Resort 2020, Jaipur-based designer, Punit Balana showcases 'The Royal Bagh' collection, which is inspired by the renowned Sisodia Rani Palace Garden of Jaipur. The collection is a beautiful mix of traditional Indian designs and silhouettes in typically Mughal style. An ode to the Rajwaras of Rajasthan, the new collection showcases the royal past of the pink city in a modern contemporary way. Rooted in the principles of comfort and wear-ability, chic silhouettes in mulmul and cotton, give a sense of ease and extravagance to the garments that make up the collection.

HDFC Bank appoints Anjani Rathor as Chief Digital Officer

Udaipur: HDFC Bank Ltd. has appointed Anjani Rathor as its new Group Head - Digital Banking. Anjani has been designated Chief Digital Officer (CDO), and will be responsible for taking the Bank's digital transformation journey to the next level. His role will cut across verticals at the bank. He will be responsible for enabling the adoption of digital technologies across the enterprise and the performance of digital channels.

E-invoicing will improve ease of doing business and reporting for GST: PHDCCI

E-invoicing will further improve the ease of doing business and simplify reporting for GST says the industry body PHD Chamber of Commerce & Industry in a press statement issued here today.

Shri Prakash Kumar, CEO, GSTN while speaking at PHD Chamber's Conclave on E-invoicing & New GST Return Format mentioned that E-invoicing is a step towards improving ease of doing business and reporting for GST. He highlighted that manual data entry leads to transcription errors and wrong entries. There is a need for standard to ensure complete inter-operability. He accentuated that economies in the OECD high income group are at forefront of invoice digitization. He said the aim is to make it part of business process of taxpayers and eliminate all reporting.

Shri Sanjay Aggarwal, Senior Vice President, PHD Chamber in his remarks mentioned that e-invoice is the future means of electronic billing. It has been adopted by many governments internationally. It has been implemented in a staggering manner over a period of time, initially launched for B2B (Business to Business) and B2G (Business to Government). Issue of e-invoices by the taxpayers registered under GST having a turnover above Rs 500 crores has been notified on 13th Dec 2019. It is optional to issue from 1st Jan 2020 and mandatory from 1st April 2020. These notifications have been issued followed by the decision taken in the GST Council in its 37th GST Council Meeting.

Shri N K Gupta, Chairman, Indirect Taxes Committee, PHD Chamber in his theme presentation stated that E-invoicing is the new system through which business to business (B2B) transactions are authenticated electronically by GSTN for further use on the common GSTN portal. This is a major step in the push for a digital economy. He appreciated that GSTN is improving every day and GST is digitized to a great extent.

The other dignitaries who have attended the Conclave includes Shri Ravi Kiran Edara, VP (Services), GSTN, Shri Jagmal Singh, VP (Services), GSTN and Shri Kumar Vivek, AVP (Services), GSTN and Dr. Gaurav Gupta, Co-chairman, Indirect Taxes Committee, PHD Chamber.

BRAND IDEA MOOTS 'NETWORKING' AS THE SMART

Udaipur: Historically, Brand Idea has reimagined mobile telephony - as an enabler for societal change. The issues/causes taken up through some of the memorable brand campaigns over the years have been contextual, contemporary and relatable to an urban audience, and yet been appreciated by the masses.

Hark back to the time when 'What an idea Sirji!' gripped the imagination of the nation, becoming a part of daily conversations, across India's geographies. The popular series is now back to rekindle brand engagement and affinity amongst audience.

Keeping the intrinsic purpose of the Brand, Idea has launched a new campaign under 'What an idea' theme to address the issues of unemployment and underemployment. Titled 'NOT working? Try NETWORKING!', the campaign showcases the myriad opportuni-

ties that internet, through Idea 4G network, throws open to people from different age groups and socio-economic backgrounds, across India.

Key to creating this campaign are real life insights on unemployment and underemployment amongst educated, qualified youth. There also co-exists in parallel, a huge demand-supply gap for skilled workforce with several graduates not able to find commensurate jobs.

Taking a leaf from these real life, topical insights, Idea's latest 'NOT working? Try NETWORKING!' campaign portrays the Internet as a fabulous medium to network and connect with people who understand, complement and inspire, throwing up a world of opportunities to recognize one's own potential and give wings to dreams of individuals looking for employment and entrepreneurship.

Explaining the rationale behind the new Brand campaign with one of Idea's most loved taglines, Kavita Nair, Chief Digital Transformation & Brand Officer, Vodafone Idea Limited said, "Idea was the first telecom brand in India to take a step beyond the transactional plane to showcase how mobile telephony can transform people's lives in a positive manner. Each Idea campaign, over the years, has focused on social issues prevalent at that time and championed causes which are relevant and appeal to urban and rural audiences alike."

The latest NETWORKING series of three TVCs carry the brand's signature tune and creative treatment and went live today, 11th February, 2020. The TVCs have been conceptualised keeping in mind the perspectives of different target audiences - a youngster struggling for employment, a small-town businessman facing lean business time thanks to the growing trend of online shopping, and a middle-aged woman trying to supplement her income by

selling homemade papads and pickles.

Developed by BBDO India, directed by Sandeep Yadav, the campaign will be promoted through TV, Radio and Digital media.

Technology-rich and Stylish SUV in 2020



Udaipur: Nissan India showcased second teaser of its first Compact B-SUV for the Indian market scheduled to be introduced in the first half of 2020-21. Nissan will launch its first made for India Compact SUV on the philosophy of "Make in India, Make for the World".

Building on Nissan's global SUV heritage and advanced technology, the New Compact SUV is designed for tomorrow's journey as a feature-rich premium offering with stylish design for a strong and dynamic road presence.

Nissan's new SUV features the latest technology as a part of Nissan Intelligent Mobility, the company's vision as to how vehicles are powered, driven and integrated into society.

The Compact SUV is a testimony to Nissan's Global SUV DNA spirit of relentless innovation and Japanese engineering, building on Nissan's iconic models such as the Patrol, Pathfinder, Armada, X-Trail, Juke, Qashqai and KICKS.