

Akshay Kumar and Rana Daggubati to Launch Socialswag,

Mumbai, Actors Akshay Kumar and Rana Daggubati announced that they are coming together to create India's first influencer led online market place called - Socialswag. Poised to take over India's digital world by storm, the app is set to be launched nationwide in February 2021.

Akshay Kumar and Rana Daggubati to Launch Socialswag Socialswag is a new age platform that will enable consumers to connect with - celebrities, influencers, bloggers and other inspirational individuals, through personal interactions and learning forums. By combining entertainment and learning, the app will enable interactions in multiple ways- masterclasses, live-chats, shout-outs, virtual selfies to name a few.

Talking about the app, superstar Akshay Kumar commented, "I have seen so many opportunities in the digital domain this year and I believe being able to connect with fans through this platform with some of our products like my Masterclass or a Virtual Selfie will give not only me, but all my peers an additional opportunity to closely connect with fans in these changing times."

Socialswag is designed to focus on two aspects - education and entertainment. While there have been many fan engagement apps successfully launching in the market over the last few months the coming together of these two superstars promises to deliver a unique experience to the consumer.

Indian Oil Gears Up to Meet Fuel Demand Recovery

New Delhi: The crude oil throughput of Indian Oil refineries rose to 100% in November 2020, as consumption of all petroleum products has almost reached pre-Covid. In October 2020 this figure was 88%, and last year for the same period it was 99%.

As the Indian economy prepares to bounce back, the Indian Oil has gradually raised the throughput of its refineries to the maximum capacity in six months from about 55% of rated capacity at the beginning of May 2020.

During November 2020, the sale of Motor Spirit (Petrol) was 1.06 MMT, which is higher by 4% as compared to the same period last year. In the case of LPG, the demand has gone up by approximately 1.4% to 1.09 MMT as compared to the corresponding period last year. On the other hand, although HSD has registered a growth of 2% as compared on a month on month basis, it is still 9% less when compared on a year-on-year basis. ATF has also registered a growth of 4% as compared to October 2020 but is still 45% less when compared on a year-on-year basis. Concomitantly with the growing consumption of white oils, petrol, diesel and ATF, the demand for black oils and specialty products like fuel oil, bitumen, petcoke and sulphur, is also improving enabling an increase in throughput of refineries.

Commenting on this increased demand for petroleum products, Indian Oil Chairman Shri SM Vaidya said "The Indian economy continues to witness the green shoots of revival. As we get closer to the Covid-19 vaccine roll-out, the fundamentals of the economy being strong, we see a rapid V-shaped recovery in the overall consumption of petroleum products. All our project sites too are witnessing a revival in terms of construction activities." In view of this, Indian Oil the largest oil refiner of the country is all geared up to meet the rising market demand in accordance with objectives of the Atmanirbhar Bharat Mission to place the economy on the path of growth resolutely. He added.

Launches XP100 –India's first 100 Octane petrol

New Delhi: In a move that can be a potential game-changer in the petroleum fuel retail market in India, Indian Oil has launched world-class premium grade Petrol (100 Octane) in the country today. Branded as XP100, the premium grade petrol was launched across ten cities by Mr. Dharmendra Pradhan, Minister of Petroleum & Natural Gas and Steel, in the virtual presence of Mr. Tarun Kapoor, Secretary, MoPNG; Mr. Shrikant Madhav Vaidya, Chairman, Dr. SSV Ramakumar, Director (R&D); Indian Oil, Mr. Gurmeet Singh, Director (Marketing), Indian Oil, and other senior officials.

Complimenting Indian Oil on this suave market move, Mr. Dharmendra Pradhan, Minister of Petroleum & Natural Gas and Steel, said, "With this fuel, India has joined the league of select countries worldwide where petrol with 100 or higher Octane number is sold. Launch of world-class products such as XP100 prove that we are focussed on providing better energy solutions to all. The fact that these solutions are being deployed with homegrown technology developed by our scientists is a matter of pride. This is yet another step in the direction of the Atmanirbhar Bharat initiative which our Government is keenly implementing in energy sector, in line with our PM's Energy Vision."

Mr. Shrikant Madhav Vaidya, Chairman, Indian Oil, said, "XP100 is an ultra-modern, ultra-premium product designed to thrill your senses. It is the finest grade of petrol to give your vehicle higher power & performance and give you a delightful drive."

Indian Oil is the first company in India to launch the premium world-class petrol that enhances the performance of high-end luxury cars and bikes. It is also noteworthy that XP100 premium grade petrol has been produced at Indian Oil's Mathura Refinery using the indigenous OCTAMAX technology developed by Indian Oil R&D.

Currently, the normal petrol marketed in India has 91 Octane. Indian Oil's premium grade petrol with 100 Octane is designed to rev up the engine, give faster acceleration, significantly boost engine performance, give better drivability, enhanced fuel economy and engine life. It exceeds IS-2796 specifications and is also an environment-friendly fuel with much reduced tailpipe emissions.

Indian Oil plans to roll-out XP100 premium grade petrol in 15 identified cities across the country in two phases. In the first phase, it has been made available at select ROs w.e.f December 1, 2020, in Delhi, Gurgaon, Noida, Agra, Jaipur, Chandigarh, Ludhiana, Mumbai, Pune and Ahmedabad. In the second phase, the availability of this 100 Octane petrol would be extended to Chennai, Bangalore, Hyderabad, Kolkata and Bhubaneswar. These cities have been selected basis their aspirational demographics and availability of high-end vehicles in these cities.

High-end premium vehicles equipped with the latest technology are fully geared to reap the full-throttle benefits of 100 Octane petrol. Worldwide, 100 Octane petrol has a niche market for high-end vehicles that demand high performance and is available only in six countries such as Germany, USA to name a few.

Escalating Growth of IT industry in India

Covid-19 has taught the entire world many things and perhaps how under prepared are we as a nation to manage a health crisis as well as the resulting economic crisis. Therefore in a globalized world self-reliance is equally important. Thus came the Atmanirbhar Bharat mission by our Honourable Prime Minister for providing youth, technocrats, tech enterprise leaders with new opportunities.

The IT sector has played a key role in putting India on the global map in the last 3 decades. This sector has not only contributed to the economic development of the country, but it has also made

governance more efficient and responsive. Companies like Progressive Infotech are playing major roles in providing Digital Transformation services that specializes in IT Managed Services to keep the lights on. "In the early 2000s, IT sector contributed less than 5 percent to the country's GDP whereas today it contributes nearly twice as much. As of 2020, India's IT workforce accounts

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for 4.36 million employees. India is emerging as the new hub of Digital Skills, said Prateek Garg, the man behind

Progressive Infotech."

Globally, India has been recognised as a knowledge economy due to its impressive IT industry. The IT-based services and products have become crucial for making any business enterprise flourish and accomplish success. IT sector has continuously achieved new breakthroughs in the governance and banking sector. It has transformed India's image from a slow moving bureaucratic economy to a land of innovative entrepreneurs making split-second decisions. IT has enabled India to become a global leader in offering world class technology solutions and business services.

The enormous enhancement in technology is changing social dynamics. IT is positively influencing the lives of numerous people through direct and indirect contribution to various socio-economic parameters such as employment, standard of living and diversity. IT companies have included new service lines such as hybrid cloud services, digital workplace services, AI/ML, Data Analytics, IoT and RPA & Automation services, whereas, ITES-BPO companies have started offering more complex services such as financial research and analytics, actuarial modelling and corporate and business research. The near future of Indian IT

industry sees a significant rise in share of technology spend as more and more service providers both Indian and global target new audiences and provide flexible and low cost solutions to customers.

The growth of the IT industry in India is unprecedented compared to the major economies of the world. All the sub-sectors of this industry have made major strides in revenue growth in the last two decades and also fueled the growth of the Indian economy. India has a comparative advantage in the global IT sector, both in terms of cost as well as large skilled resource pool growing strongly every year. With a large pool of workers having

software and language skills, India is in a vantage position to move towards producing higher value-added software and services.

Emerging technologies now offer an entirely new gamut of opportunities to top IT firms in India. These firms have proven their capabilities in delivering both on-shore and off-shore services to global clients.

The industry is expected to grow to US\$350 billion by 2025. Prateek Garg implied, "The Indian IT sector will be at the forefront in making India achieve PM Modi's magnificent dream of becoming a USD 5 trillion economy."

- Prateek Garg

Nissan India launches the big, bold, beautiful and 'carismatic' SUV, the Nissan Magnite



Udaipur: Nissan India has announced the price and commenced bookings of the all-new Nissan Magnite across all Nissan dealerships

Nissan Magnite comes with more than 20 first-in-class and best-in-segment features that provides consumers with a differentiated, innova-

tive and accessible ownership experience," said Sinan Ozkok, President, Nissan Motor India.

In line with Nissan's philosophy of continuous innovation to deliver enriching experiences, Nissan's renowned technologies are provided across the model range, including X-TRONIC CVT, Cruise Control, 360-degree Around View Monitor and Nissan Connect. Each grade walk of the all-new Nissan Magnite has been carefully curated to meet the aspirations of the discerning Indian customer.

For the tech-savvy Indian customer, Nissan's optional 'Tech Pack' includes wireless charger, air purifier, ambient mood lighting, puddle lamps and high-end speakers.

Nissan India today has also launched a first-in-industry virtual test drive feature that allows

the customer to experience the all-new Nissan Magnite on their personal device, wherever they may be. This interactive drive experience gives Nissan customers a unique chance to drive the 'carismatic' SUV with a virtual sales consultant.

"With the launch of the all-new Nissan Magnite, Nissan has reached a memorable milestone in its customer-centric journey for the Indian market. Specifically for our discerning Indian customers, we are offering the big, bold, beautiful and 'carismatic' SUV at a special introductory price. We believe that the all-new Nissan Magnite will be a disruptive game changer that is high on technology and aspirations," said Rakesh Srivastava, Managing Director, Nissan Motor India.

Care Health Insurance Launches Innovative Triple-Advantage Product Care Shield

New Delhi: Care Health Insurance (formerly Religare Health Insurance) announced the launch of its latest, innovative product, Care Shield. The triple-innovation product takes into account rising inflation, coverage of certain medical expenses hitherto uncovered and safeguarding the No Claim Bonus benefit from lapsing in case of moderate claims of up to 25% of Sum Insured.

Highlighting the benefits of the new product, Anuj Gulati, Founding Managing Director & CEO said, "Medical costs keep rising each year due to annual inflationary pressures. The ongoing pandemic has only exacerbated the situation. Moreover, there are certain consumables and healthcare items that maybe relevant, but are typically excluded by insurance policies. The third factor for policyholders is that their No Claim Bonus benefit could lapse in case of even small claims. Care Shield is an innovative solution that protects our customers from the aforementioned concerns."

Inflation Shield takes into account the rising treatment costs due to inflation, which impacts the ability of patients to afford medical care in future. Consequently, policyholders purchase new policies or increase their existing policy sum insured for keeping the coverage at par with the higher costs arising from inflation. Once added to a policy, Care Shield increases the sum insured at the time of renewal as per the CPI (Consumer Price Index) inflation rate for the previous policy year declared by the competent government authorities. This ensures the customer's policy sum insured is adequate to meet future treatment expenses.

The second innovative feature is the Claim Shield. Health Insurance policies have a list of 60-plus items such as Belts, Braces, Buds, Crepe Bandages, Gloves, Leggings, Masks, Oxygen Mask, Spirometer, Thermometer, Ambulance Equipment and suchlike, which are usually consumed during treatment but generally not covered in the policy. Claim Shield also provides coverage for these items in case of hospitalisation.

Amway India eyes INR 100 crores from its Traditional Herb Nutrition

Udaipur: As the demand for herbal nutrition category records a drastic rise with consumers shifting towards healthier living, Amway India, one of the country's leading FMCG direct selling companies, foresees its traditional herb nutrition category to clock sales of INR 100 crores this year. To accommodate the growing demand for herbal products, Amway is also gearing up to strengthen its local sourcing of herbal extracts in India.

Reinforcing its commitment to the Government of India's 'Make in India' agen-

In India, too, Nutrilite holds significant brand equity. Going by the trend of prioritizing holistic nutrition and wellness, the company foresees the nutrition category to grow faster with the current contribution of over 50% to 65% by 2024, which includes a significant contribution from the herbal nutrition segment.

Commenting on the category, Mr Anshu Budhraj, CEO, Amway India, said, "There is a rising inclination towards holistic nutrition and wellness solution leading us back to our traditional beliefs. The trend of going 'back to

herb nutrition space with Nutrilite Traditional Herbs Range in 2018, which received a tremendous response. Presently, comprising of just six products made from native ingredients such as Tulsi, Ashwagandha, Mulethi, and more, the range is expected to reach its INR 100 crore sales mark this year. Further, a recent report suggested that in the last few months, more than 51% of the households in India have made these traditional ingredients a part of their diet, which indicates huge potential for this category in the years to come.

Going by the market scenario, we expect the traditional herbs range contribution to the overall nutrition category to double from 10% today, to 20% by 2024."

The Nutrilite Traditional Herb Range from Amway offers an assured level of Purity, Safety and Potency of herbs as it passes through a stringent seed to supplement process ensuring a world-class quality product. The herbs used in the product are DNA fingerprinted to ensure the right species and quality of herbs with active form and free from any contamination. To guarantee the potency of

the product, these herbal supplements are prepared from certified non-GMO sources to prevent any unknown health hazards and ensuring safety. Further, these supplements are developed at Amway's manufacturing facility that follows Good Manufacturing Practices to maintain the safety, proper identification, and highest quality of the product.

Talking about the traditional herbs range nutrition category growth, Mr Ajay Khanna, Chief Marketing Officer, Amway India, said, "In India, consumers are increasingly growing health-conscious, and this megatrend of the holistic approach to wellness will drive the next phase of growth for Amway. In line with the emerging trends, we have observed a spike in the sale of immunity supporting nutrition products, including the herbal nutrition range. The consumers today are showing a strong resonance for the herbal products, and especially amongst the youth, there is a growing preference for traditional herbal ingredients.

Amway is one of the world's largest owners and operators of organic farms adding to its renowned traceability program.



da, Amway continues to local source ingredients for manufacturing its high-quality nutrition products. A leader in the nutrition space, Amway is renowned globally for its nutrition category brand - Nutrilite.

local' has accelerated the consumption of ingredients such as Tulsi, Ginger, Turmeric, Amla and more such herbs. With the growing consumer preference for herbal, Amway ventured into the traditional

All-Natural French Fruit Preserve Range from St. Dalfour

WeiKFIELD introduces a new range of natural fruit preserves from St. Dalfour, to give you the perfect and healthiest addition to the most important meal of the day, breakfast. St Dalfour preserves are a healthier alternative to any breakfast spread, it is a great addition to your breakfast toast, it's a perfect topping for waffles and pancakes, and it makes smoothies healthier as well. They are 100% natural with no added sugar or preservatives, it lets you enjoy the goodness of chunky fruits with every bite.

The fruit preserves come in eight exciting exotic flavours ranging from Strawberry, Orange, Four Fruits, Raspberry, Cranberry, Black Cherry, Blueberry and Apricot. Made for the ever-evolving Indian palate that craves exotic flavours more than ever now, St. Dalfour delivers this to you all the way from France. Enjoy the goodness of real fruits, sweetened with vineyard ripened grapes and fruit juices. Get your daily dose of health with all-natural fruit preserves from St. Dalfour.

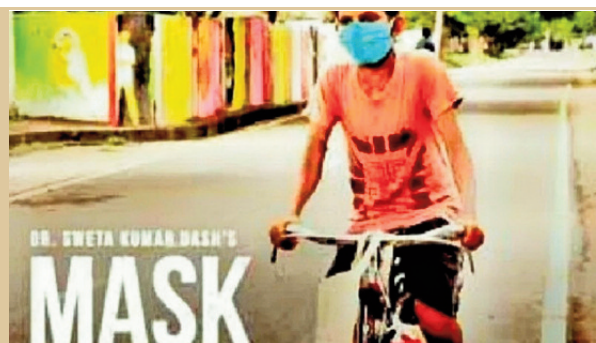
Short film "Mask" was well appreciated in national and

international film festivals

The Odia short film 'Mask' directed by a senior officer of the Odisha Administrative Service (OAS) Mr. Sweta Kumar Dash recently won the prestigious International People's Choice Award at the Quarantine Image Film Festival-2020 in Argentina. The 7-minute-18-second film revolves around the struggle of a poor boy to sustain livelihood for his family amid COVID-19 pandemic. The boy did it by selling the hand-made masks prepared by his mother. The film also showed the reluctance of people to purchase them due to the low price. Among 3000 entries, the jury members adjudged 'Mask' as the best awareness film on COVID-19. Brilliant acting by Ajay Choudhury, a minor boy hailing from a poor family in Berhampur, also received wide appreciation from the jury members.

The film also made into the final list of nominees at the "Flickfair" and was widely acclaimed in the First-Time Filmmakers Sessions Film Festival in UK. It was officially selected for finals in 16th Resistance International Film Festival in Teheran, Iran, as the only film from India. Besides, the film was officially selected for the finals in 9th Mumbai Short International Film Festival 2020 held in Mumbai on 6 December 2020. Also, the film was selected as an official entry for the finals in the shortest film category in the Film Festival of India, 2020.

Dash, working as SDM, in Odisha's revenue department, who is now on a four-month deputation to Ganjam district for



COVID duty, managed to find time during leisure to prepare the script and direct the movie. "In order to ensure greater awareness among the people for using mask to bring down the spread of Corona virus, I made a short film 'Mask', which received overwhelming appreciations from Hon'ble Governor of Odisha, Hon'ble Chief Minister of Odisha, Hon'ble MPs and MLAs and other dignitaries from all across the world, Dash said. Dash, the creative director of the film "Delhi Bus" based on 'Nirbhaya Case', had also partnered in writing the screenplay and dialogue of that film. He has made many short films earlier too. In 2019, he received the Best Short Film Award from Government of Odisha for the short film "Sunny". The Son of River Mahanadi", which focused on the issues related to river Mahanadi.