

Business & Entertainment

A Welcome Move Towards Transparent Labeling in the Beverage Industry

The recent directive from the Ministry of Commerce and Industry to e-commerce platforms regarding the reclassification of beverages such as Bournvita marks a significant step forward in ensuring transparency and protecting consumer welfare.

Bournvita, a widely consumed beverage, found itself embroiled in controversy over its nutritional claims, particularly concerning its sugar content. While adjustments were made following public scrutiny, the broader issue of misleading labeling persisted within the industry.

Editorial

The term 'health drink' has been liberally applied to various beverages, including those with high sugar content, posing significant health risks, especially for children.

The absence of stringent regulatory guidelines exacerbates this problem, leaving consumers susceptible to deceptive marketing tactics. The recent clarification by the Food Safety and Standards Authority of India (FSSAI), distinguishing dairy-, cereal-, or malt-based beverages from 'health' or 'energy' drinks, is a welcome development.

However, this directive should serve as a starting point for broader industry reforms. Stakeholders, including manufacturers, retailers, and e-commerce platforms, must collaborate to establish comprehensive standards for labeling and categorizing food products.

Regulators play a pivotal role in holding industry players accountable for adhering to these standards. By enforcing strict labeling regulations, regulators can safeguard public health and ensure that consumers are not misled by false or exaggerated claims.

As we move forward, it's imperative to prioritize consumer welfare and transparency in the food and beverage industry. Clear and accurate labeling benefits everyone: it empowers consumers to make healthier choices, fosters trust in the market, and ultimately contributes to a healthier society.

CIFDAQ Launches Ground breaking Blockchain Ecosystem in India: Pioneering Innovation and Compliance

Mumbai: CIFDAQ - The Evolution of Innovative Blockchain Ecosystem powered by AI, is a new-age fintech company that offers integrated solutions spanning the blockchain layer 1, native coin, exchange services, MPC Wallet, DeFi, NFT, gaming, and other products.



Bengaluru, and Kolkata. Its

CIFDAQ's innovative solutions bridge the gap between traditional frameworks and blockchain technology, empowering businesses to thrive in a rapidly evolving Web 3.0 landscape.

debut in the Indian market represents its commitment to advancing the blockchain landscape. Speaking on the occasion, Mr. Himanshu Maradiya, Founder & Chairman of CIFDAQ, expressed his enthusiasm for CIFDAQ's entry into India, stating, "We are thrilled to embark on this new chapter of CIFDAQ's journey as we set foot in the vibrant and dynamic Indian market."

present in India's blockchain and digital finance ecosystem. We aim to empower businesses and individuals with enhanced security and efficiency, driving growth and innovation across various sectors."

Reflecting on CIFDAQ's India launch, Rahul Maradiya, Co-Founder and Global CEO, CIFDAQ commented, "We envision CIFDAQ as a catalyst for change, empowering businesses and individuals with cutting-edge solutions that enhance security, efficiency,

and accessibility in the digital finance space. Our goal is to revolutionize the blockchain ecosystem and unlock its full potential, paving the way for a more inclusive and prosperous future."

From the age of 20 Rahul has contributed to conceptualizing CIFDAQ alongside his father, Mr. Himanshu Maradiya. He has been regularly featured among the Web 3.0 and blockchain global community as one of the key young entrepreneurs in the space.

Holds the first-ever Compass India Cook Off (CICO) challenge

Compass Group India, the fastest-growing food and facility management services provider, announces the winners of the Compass India Cook Off (CICO), a nationwide culinary competition designed to celebrate and elevate the talents of its exceptional chefs.

This one-of-a-kind culinary spectacle promised an exciting display of culinary artistry and innovation. Six winning teams—three from Bangalore, two from Hyderabad, and one from Gurgaon—earned the privilege of advancing to the grand finale after competing with 50 teams across the country.

The regional champions converged for a sizzling national cook-off showdown on April 5, 2024. This ultimate culinary battleground took place in a designated kitchen in Bangalore, where the Hyderabad team was given the coveted title of CICO Grand Finale Champion and the Gurgaon team secured a commendable runner-up position.

Commenting on the initiative, Vikas Chawla, Managing Director, Compass Group India, said, "Compass India Cook Off (CICO) is a platform where we are encouraging our chefs to continuously develop their skills and explore new culinary horizons. We witnessed this spirit of innovation and excellence at the recently concluded Grand Finale. A huge congratulation to our

well-deserved winners, Hyderabad Team, whose creativity and exceptional culinary talent truly embodied the core values of CICO."

"We are committed to creating a culture of innovation and excellence at Compass Group India by providing a platform for our chefs to showcase their talent and compete on a national stage. This is a win-win for all of us, as ultimately such initiatives benefit our teams, clients and their employees, who experience a diverse and exceptional dining experience delivered by our talented chefs at Compass Group India," he added.

The culinary journey began with regional competitions across India, where top-per-

forming teams competed for regional supremacy. Teams were evaluated based on well-defined criteria, including overall appeal, presentation, recipe complexity, authenticity of flavours, innovative techniques, relevance to workplace menus, and adherence to cost targets. A distinguished panel of judges, comprised of both internal and external culinary experts, meticulously evaluated each dish, guaranteeing a fair and comprehensive assessment. The judges focused on factors like creativity, technical skills, and the chefs' ability to masterfully use ingredients and curate dishes that tantalise the taste buds and embody culinary excellence.



CICO provides a platform for Compass Group India's chefs to showcase their skills, creativity, and innovative culinary techniques while promoting culinary excellence and diversity in the food industry. Chefs and their teams, representing diverse backgrounds and culinary traditions, com-

peted head-to-head, pushing their culinary boundaries to win the coveted CICO Grand Finale Champion trophy. This intense competition was aimed at testing their expertise, passion, and ability to create extraordinary dishes that captivate the senses and leave a lasting impression.

Toyota Kirloskar Motor Introduces New Innova HyCross Petrol GX (O) Grade

Udaipur: In line with its 'customer-first' culture and responding to their requirements, Toyota Kirloskar Motor (TKM) today announced the introduction of a new grade in the Innova HyCross the GX (O) petrol variant. The latest addition to the Innova HyCross line-up, boasts of over 10 advanced comfort and technology features thus raising the bar of the value proposition for customers who are seeking for more.



Commenting on the new introduction, Mr. Sabari Manohar - Vice President, Sales-Service-Used Car Business, Toyota Kirloskar Motor said, "At TKM, we are constantly listening to the market needs thus ensuring that every vehicle we offer aligns with the evolving needs of our customers. The New Innova HyCross petrol GX (O) grade is a testament to this philosophy which offers enhanced comfort and advanced technology carefully blending the spirit of luxury and efficiency. While the performance remains top-class, the 10+ features is expected to strongly resonate with customers who are looking for a fully loaded petrol version with an attractive proposition aimed at meeting their evolving lifestyle requirements."

HDFC Bank opens branch at Kavaratti Island, Lakshadweep

Udaipur: HDFC Bank, opened a branch at Kavaratti Island in the Union Territory of Lakshadweep. This makes it the only private sector bank to have a branch in the Union Territory.

It was inaugurated by Captain Lovekesh Thakur, Commanding Officer, Indian Navy and Dr K P Muthukoya, a well-known resident. Mr. S Sampathkumar, Group Head- Retail Branch Banking, HDFC Bank and Mr Sanjeev Kumar, Branch Banking Head, Tamil Nadu, Kerala and Puducherry and other local dignitaries were present on the occasion. This branch is aimed at upgrading the banking infrastructure in the Union Territory by offering wide range of services with focus on personal banking, digital banking which also includes customised digital solutions including QR based transaction to retailers. Commenting on the new branch launch, Mr. S Sampathkumar, Group Head- Retail Branch Banking, HDFC Bank said, "HDFC Bank has branches in the cold climes of Kashmir, the southern tip of Kanyakumari and now the island of Lakshadweep. This reaffirms our commitment to serving customers wherever they are in an extremely convenient fashion. We look forward to serving the financial needs of individuals, families, and businesses in Lakshadweep and becoming a trusted partner in their financial journey and contributing to the overall development of the island."



As of December 31, 2023, the Bank's distribution network was at 8,091 branches and 20,688 ATMs across 3,872 cities / towns as against 7,183 branches and 19,007 ATMs across 3,552 cities / towns as of December 31, 2022. 52% of our branches are in semiurban and rural areas. In addition, we have 15,053 business correspondents, which are primarily manned by Common Service Centres (CSC).

Eid Celebrations: Mia by Tanishq Offers

Mia by Tanishq, renowned for its trendy fine jewellery, presents enticing offers for Eid festivities. Enjoy a Flat 50%* off on diamond purchases over Rs. 15,000* until April 14, 2024. Explore a diverse range of collections tailored for modern women, ideal for Eid gifting. Discover unique designs blending tradition and modernity, featuring 14-karat gold, vibrant stones, dazzling diamonds, and elegant silver. Make this Eid memorable with Mia's exclusive jewellery collections."



From Chorus to Superstar: Ravi Yadav's Triumph

Hailing from Karhal, Mainpuri, Ravi Yadav's journey from a chorus dancer to a Bhojpuri cinema sensation showcases his resilience and passion. Over 11 years, he transformed his initial setbacks into success, now standing among industry superstars. Initially reaching out via Facebook, he now garners attention from producers. Balancing studies and acting, he's poised for upcoming releases like "Aag Aur Suhaag" and "Rudradev," with "Neelkanth" marking a historic milestone in Bhojpuri cinema."

Anu Pandey: Rising Star of Bhojpuri Cinema

From Prayagraj, Anu Pandey shines in Bhojpuri cinema with her enchanting voice, acting, and dancing skills. Every filmmaker ensures her presence in their films for her unique charm. Starting from local performances, she gained family support to pursue her passion. With notable appearances in "Buggi Buggi" and reality shows like "Sa Re Ga Ma Pa," she's now a sought-after artist collaborating with top stars like Pawan Singh and Khesari Lal Yadav."

Diksha Sharma: Aspiring Action Star

Actress and model Diksha Sharma aims to mirror Akshay Kumar's action-packed career. From Hindi and Haryanvi music videos to television and web series, she's expanding her horizon. With roots in Haryana, she transitioned from kabaddi coaching to acting, drawn by her passion for sports and adventure. Diksha, now in Mumbai, embraces diverse roles and advocates for women's empowerment, envisioning impactful characters while cherishing her journey through varied shoots and locations."

Saint Chetan Ramji Maharaj Spreads Yoga and Sanatan Dharma

Saint Chetan Ramji Maharaj embarked on a 10-day journey to Singapore, Malaysia, Hong Kong, Philippines, Mauritius, etc., imparting teachings on Sanatan Dharma and Yoga. Encouraging Indians abroad to stay connected to their roots, he emphasizes devotion and cow service. Maharaj, dedicated to spirituality since childhood, advocates for spreading Sanatan teachings worldwide. He urges Indians to pass on spiritual values to future generations for a virtuous life.

Airtel Celebrates 38 Million 5G Subscribers Milestone in Rajasthan

Udaipur: Airtel, one of India's leading telecom service providers, has announced a milestone achievement in Rajasthan, where now 38 million subscribers are enjoying their 5G service. The company has successfully launched its 5G service in all cities and districts of Rajasthan, marking an enthusiastic step towards providing next-generation mobile services. Over the past six months, there has been an increase in the number of Airtel's 5G users in Rajasthan. The company has expanded its network throughout the state, making it easier for customers to connect to the 5G service.

From the historic sites of Jaipur, Jodhpur, and Jaisalmer to the picturesque views of Udaipur, Airtel is continuously expanding its services across Rajasthan. Commenting on this achievement, Marut Dilawari, CEO - Rajasthan, Bharti Airtel, said, "To extend 5G to more and more people in Rajasthan, we are taking essential steps to rapidly establish the necessary infrastructure. We express our gratitude to all those customers who have upgraded to experience 5G, as they can now enjoy unlimited 5G services without any additional cost. Our relentless effort is to keep our customers consistently connected with the state's fastest, most reliable, and advanced network."

Cricket Fever at SOCIAL Indore!

Get ready to dive into the cricket frenzy at Ring Road SOCIAL, Indore, with the #Doosra Stadium event. Enjoy the vibrant cricket-themed atmosphere, indulge in the special SOCIAL Stad-Yum menu featuring nine delectable dishes, and sip on exclusive LLIITs while cheering for your favorite teams. Don't miss out on the live match streaming and exciting group offers. Join us from 11 AM to 11:30 AM for an authentic match-day experience!"

Irresistible Mango Temptation: Slice's Summer Campaign. Slice collaborates with Kiara Advani to launch its enticing summer campaign 'RasAisa Ki Bas Na Chalega.' Through a captivating brand film, it showcases Slice as the

ultimate companion for mango cravings, mirroring the unapologetic indulgence of biting into a juicy mango. The campaign transports viewers to a luscious world of mango indulgence, emphasizing Slice's unmatched allure. Kiara's captivating presence elevates the film, making Slice the preferred summer beverage."

Rana Sujit Singh Seeks Blessings at Siddhivinayak Temple. Congress candidate Rana Sujit Singh, contesting from Patna Sahib, visits Mumbai's Siddhivinayak Temple, vowing to challenge NDA's governance under Narendra Modi. Criticizing current leaders like Ravishankar Prasad, Singh pledges to address regional development and expose corrupt practices. Determined to

The crops waving to go to sleep

The crops waving to go to sleep Cattle dozing near my cottage Hawks flying from sky to horizon Bees buzzing over honey combs Curious soul searches for beloved Birds set on the tree branches Chicks chirpings for the mothers touch Hungary tiger moves to hunting Deer have to protect at evening Curious soul searches for beloved In night serpent comes hiss! Hiss! Poison of aloofness runs in veins Mid night darkness horrifies Vernon burst out from cool heart Curious soul searches for beloved Beside a date tree at oceans Tide arousing breaks silence Spreading moonlight on sand Blowing bizarre breeze touches soul Burning flames spreads lust love Endeavour for quench the passion Restless heart yields for love gratification Wines are sprouted in reddish eyes Curious soul searches for beloved Nishat, Assistant professor, Department of English, R.N.T. P.G. College, Kapasan Chittorgarh