

A top-down view of a desk with a spiral-bound notebook, a pair of black-rimmed glasses, a silver pen, and a portion of a laptop keyboard. A white text box is overlaid on the notebook.

Vigor Media Worldwide

Creating, communicating & delivering relations



ABOUT COMPANY

In Brief

ABOUT US

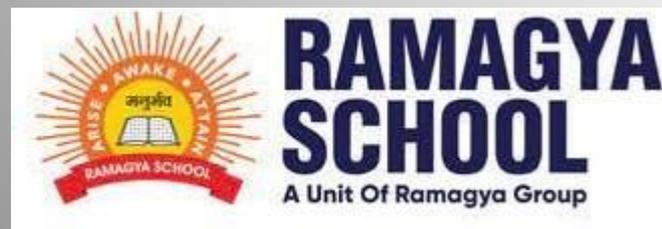
- VIGOR MEDIA WORLDWIDE provides Complete Communications Consultancy that effectively establishes the critical link between our Associates, Business Objectives, TG and message.
- Cross sectoral expertise spanning across FMCG, Infrastructure, Education, Lifestyle, Hospitality, Healthcare, IT & Telecom, Security, Consulting and a host of other segments of economy.
- Larger Perspective and 360° approach to achieve Business Results for our Associates.
- Experienced team of Professionals comprising of Media Consultants, Business Planners & Communication Specialists.



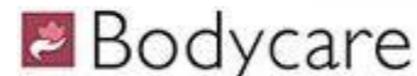
CREDENTIALIALS

Our expertise

CLIENTS AT A GLIMPSE



CLIENTS AT A GLIMPSE



Eternal Mewar
Custodianship unbroken
since 734 AD



& many more.....

CLIENTS AT A GLIMPSE



Confederation of All India Traders



Many more.....



METHODOLOGY

Effective Communication is half the work done

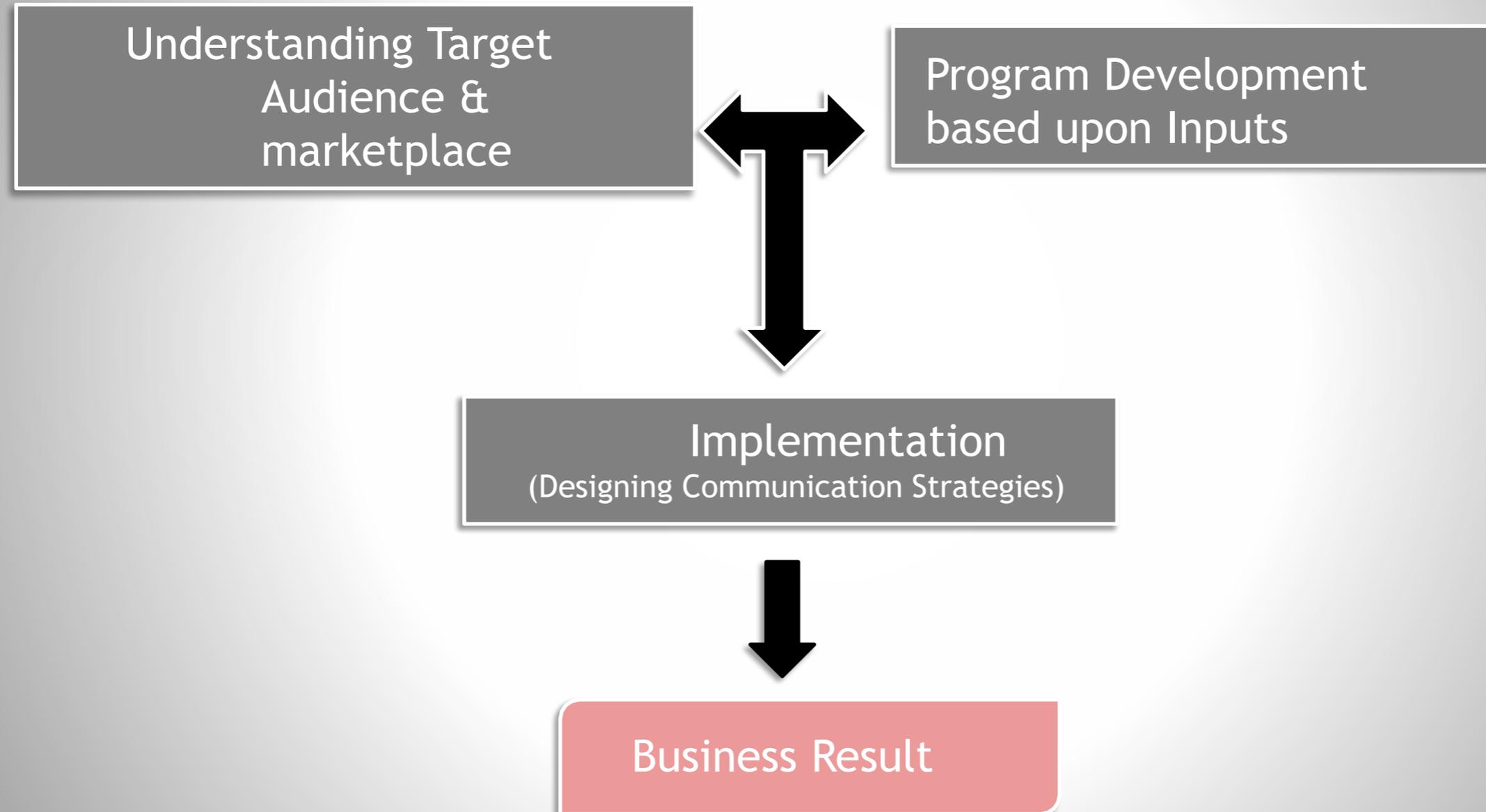
GUIDING PRINCIPLES

Strategy is Simple: Brief Strategy

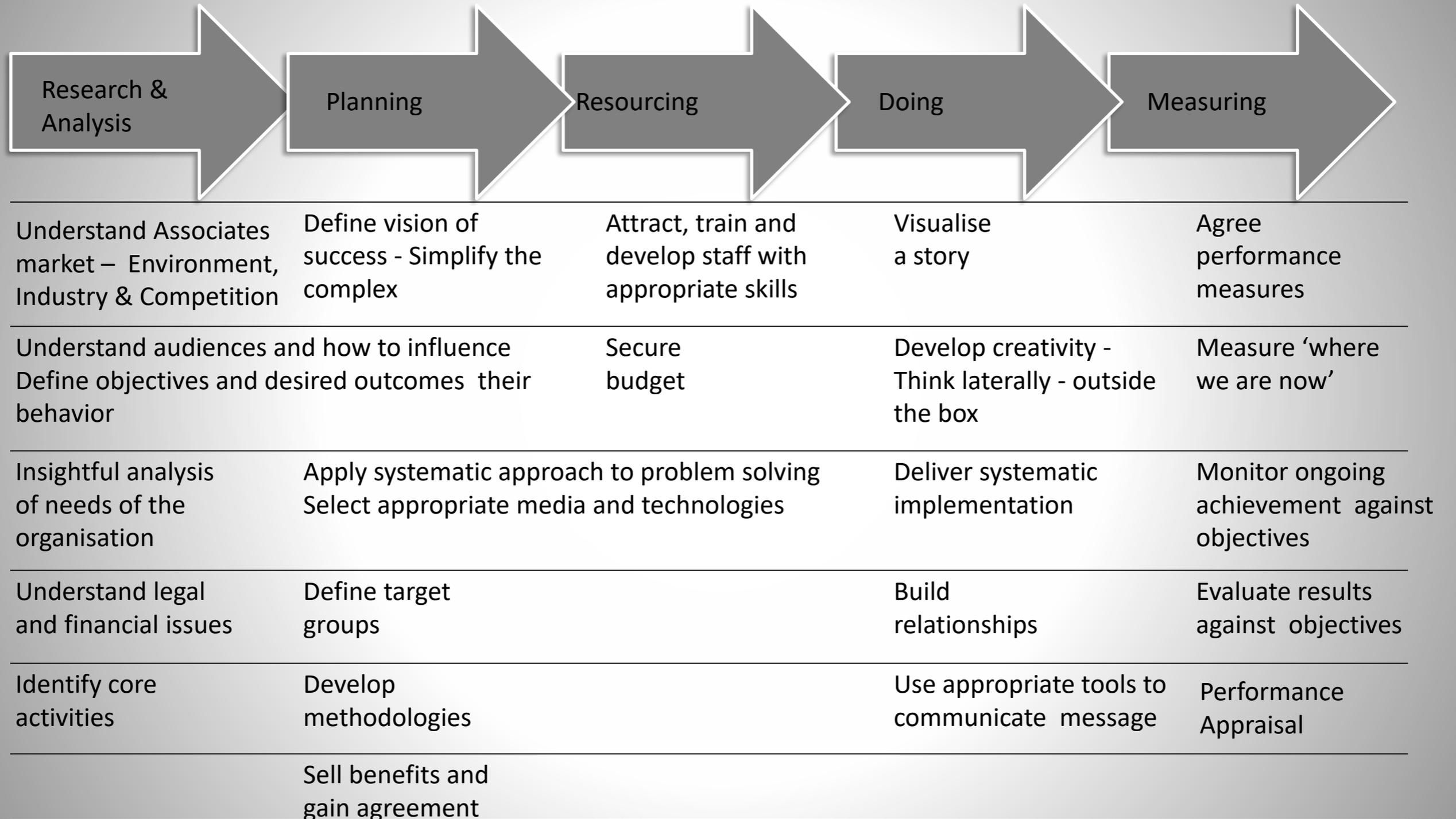


- **Brief**..... Understanding the Business Plans and Objectives of our Associates—short/mid/long term.
- **Strategy**..... Devising communications strategy based on the brief.

RESULT ORIENTED APPROACH



PROCESSES



KEY SERVICES

- **Media Management**

 - **Media Relations**

 - **Corporate Social Responsibility**

 - **Corporate & Marketing Communication**

 - **Planning & Campaign Development**

 - **Business Intelligence & Media Monitoring Services**

 - **Crisis Management**

 - **Technical Writing**

- **Internal Communications & Special events**

STRATEGY



Media mapping
and revisit
existing
communications

Opinion
research to
evaluate drivers
of reputation
and media's
expectations

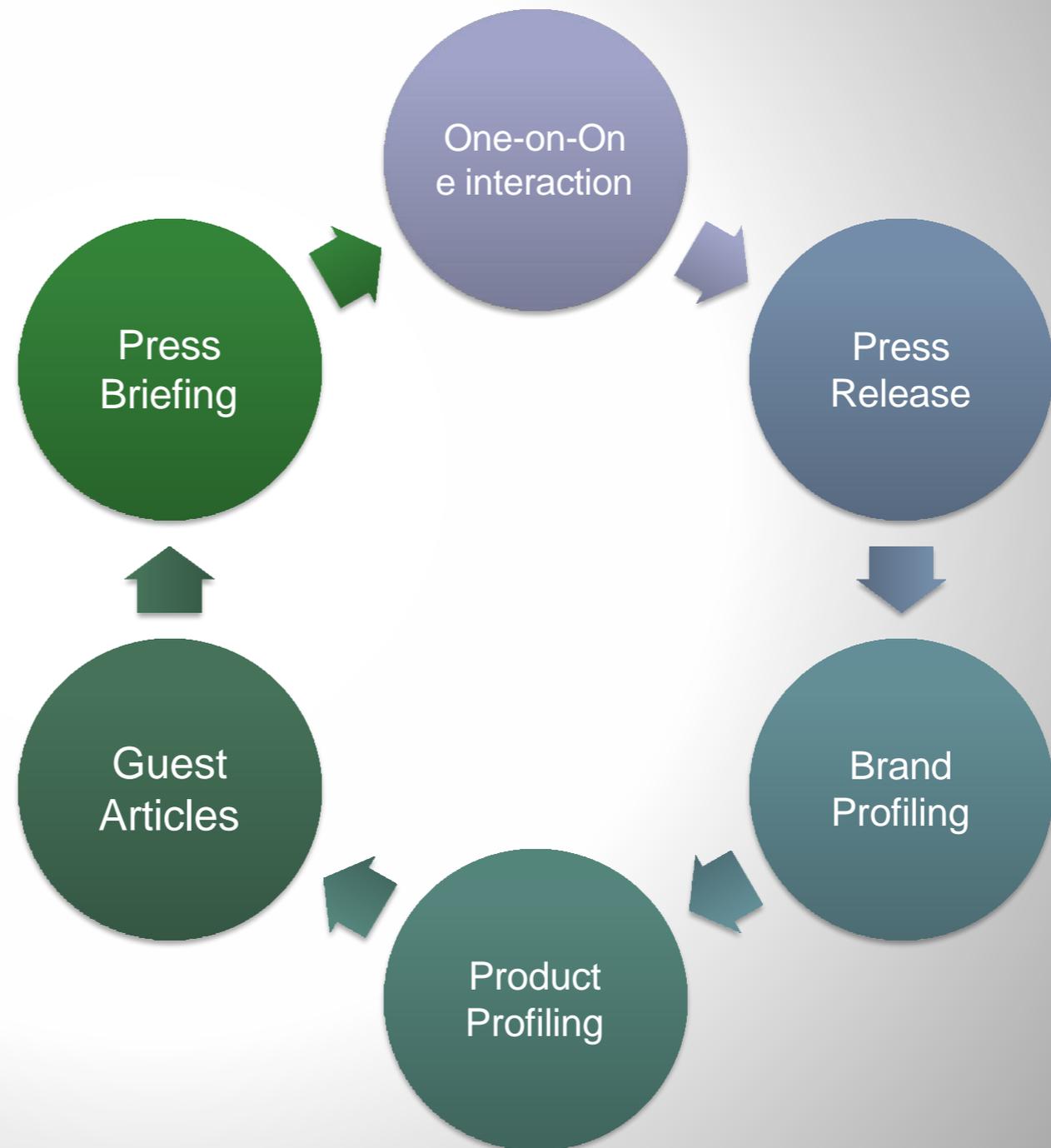
Develop
messages and
implementation
plan

Execute the
communication
strategy across
identified media
universe

Utilize social
media
platform to
influence
customers

APPROACH

Formulate media plan to strategically reach out to media universe and transform interaction with them into best utilization of PR tools and audit appeared coverage to analyze messaging



PROJECT MANAGEMENT

- Internal Control
 - Designated team to focus on media, content and client servicing
 - Regular internal assessment of progress/performance
 - Submission of reports to client on time
- Client Requirement
 - Discipline and punctuality in responding to media queries
 - Commitment to respond on media opportunities shared
 - Continuous information sharing of client's marketing strategies and overall communication plan to sync media plan accordingly



**Team at
Vigor Media Worldwide**



Mr. Nikhil Singhal
Founder Vigor Media Worldwide

Nikhil Singhal has catapulted his company to heights of global expansion by the time-tested virtues of hard work, focus, foresight and perseverance. With a strong commitment to professional excellence, he has created several benchmarks as media strategist for top brands globally. Under his stewardship of , Vigor Media Worldwide, the best PR agency of India, has chartered global destinations through its collaboration with Singapore-based strategy management and corporate advisory firm MP Morgan Capital.



Mr. Nilanjan Chakrobarty
CEO Vigor Media Worldwide

Has more than 22 years of experience in top positions in top brands of the country. A distinguished Sales & Marketing person and a communication strategist he has expertise in managing and handling teams in various sector of the country. Has served HM, Jaypee Group, Essel Group, Spice Group, SOS Creative Media solutions before being at the helm of Vigor Media Worldwide.



Mr. Ratik Baijal
National Head –Digital Marketing & PR at
Vigor Media Worldwide

An accomplished, diligent, and results-oriented professional with over 12+ years' experience in public relation & image consultancy, digital communication of various brands of the company with expertise in business development & operations, finance management, team building, recruitment and training. An avid leader he is equally responsible for the integration of the finest and industry best human resource of the company.



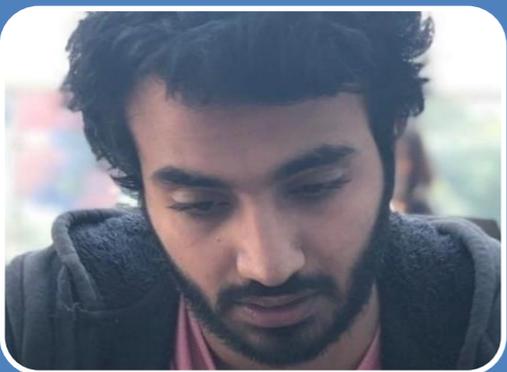
Sujeet Kumar Jha
Content Head

With in-depth experience in Journalism, Mr. Sujeet Kumar Jha is a prolific and versatile writer on the areas of business and economy. He is passionate about Journalism and other areas of communications, such as New Media and emerging avenues of public relations. A well-experienced business journalist with more than 15 years of exposure, he has extensively written on the real estate, retail, franchising and emerging businesses for India's leading media houses, including exchange4media Group. A Masters in Mass Communication from GJU and Bachelor of Arts from University of Delhi, he has handled desks at various publications before starting his journey with Vigor Media Worldwide. Over the years Mr. Jha has successfully handled specialized content requirement for a large number of clients.



Mohita Sharma
AVP Media Relations

A seasoned public relations professional Mr. Mohit Sharma, AVP Media Relations, Vigor Media Worldwide has a vast experience of working closely with the executive team to drive short and long term projects. He has been handling a wide range of clientele spanning across power, tourism, micro-finance, apparel, real estate, consumer durables, mattress and automobiles. He has been instrumental in supporting media engagements, public relations, and brand positioning with strategic planning and their quick implementation for the clients.



Adit Madan
Digital Head

A seasoned digital marketer professional Mr. Adit Madan, SMM Head, Vigor Media Worldwide has a vast experience of working closely with the executive team to drive short and long term projects. He has been handling a wide range of clientele spanning across power, tourism, micro-finance, apparel, real estate, consumer durables, mattress and automobiles. He has been instrumental in providing social media campaigns and ads for clients. He has vast knowledge into digital tools and well versed with trending campaigns in Social media i.e. Facebook, Instagram, YouTube, LinkedIn and other influencer activities.

Our Global Strategic Partners M P Morgan Capital



Dr. Monoj Prasad

MP Morgan Capital Partners, is a global business strategy and corporate advisory firm established by a group of highly qualified senior investment bankers, experienced lawyers and professionals. Our key strength lies in the combined wealth of knowledge and business acumen gained from our extensive experience in global multinational companies, law firms & multinational banks.

MP Morgan provides solutions out of box strategic thinking and advice to improve your business effectiveness and efficiencies. We help our clients identify business opportunities, execute growth strategies, manage risks, and improve performances.

MP Morgan has reach in South & East Asia, Middle East & Africa (MENA), Europe, North & South America. MP Morgan Team, led by renowned and experienced global investment bankers & lawyers, is supporting Vigor Media Worldwide through

its advisory services including international clients large corporations, SMEs, Family Offices, Private Equity Funds, Hedge Funds, Venture Capital Funds, Sovereign wealth funds and Financial Institutions.

Our Global Media Advisor Prof. Ujjwal K. Chaudhury



Experience in media education (earlier Dean of Amity University, Dean of DGMC Media College, Mumbai University; earlier Director NSHM Media & Design School and Dean of both, Symbiosis Media school and Whistling Woods International), writing (for New Business Age in Kathmandu and New Global Indian in India), editing (NBA and NGI), public speaking and civil society activism (on skilling and green issues in particular).

Specialties: Convergent Media Education

360 degrees content generation

Indian Diaspora issues Civil Society Activism on good governance and green issues

Prof. Ujjwal K. Chaudhury



Rajender Sharma

Veteran media professional Rajender Sharma has more than 25 year of experience of providing 360 media solutions to Clients in various verticals of the industry. He is expert in media management , outdoor media and BTL activities.



Manoj Sandal

Monoj Sandal is another veteran from media industry who has worked for more than 15 years with leading media houses like Zee news, India Today and many others. He has vast knowledge in the areas of marketing and sales in media industry. He has worked for top media Campaigns all across the country.

**Legal Partners
of
Vigor Media Worldwide**



Fox Mandal was established in 1896 with Mr. J.K Fox and Mr. G.C Mandal, It is India's oldest law firm, boasting of an unparalleled legal tradition of being the legal advisor for the East India Company, and the successive Governments of the Presidency of Bombay.

The firm has offices in India, UK and Bangladesh including Bangalore, Bhubaneswar, Chandigarh, Chennai, Dhaka, Hyderabad, Kochi, Kolkata, Mumbai, Noida, New Delhi, London and Pune with representative offices at Coimbatore, Mangalore, Trivandrum, and other important cities in India. FM is a well-reputed full service law firm presenting an appropriate mix of the necessary legal expertise, industry specialization and commercial acumen. This firm of advocates, solicitors and notaries, comprises of 400 lawyers with 50 partners and 250 para-legal staff. Our offices situated in all the important regions in India ensure that our clients receive cost-effective, value added and fully integrated services.

**Exclusive Association
with Economic Times**

E T HEALTH FOCUS

by

Vigor Media Worldwide

DR ANANT JOSHI- AIMS TO RAISE AWARENESS ON KIDNEY DISEASE



Dr. Anant Joshi is an Associate Professor of Nephrology and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 20 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Anurag Gupta: Protecting kidney health is important



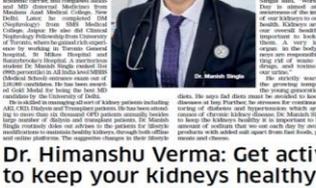
Dr. Anurag Gupta is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 15 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

DR KANAV ANAND: EVEN CHILDREN CAN SUFFER FROM KIDNEY PROBLEMS



Dr. Kanav Anand is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Manish Singla: Avoid fad diets to keep Kidney Diseases at Bay



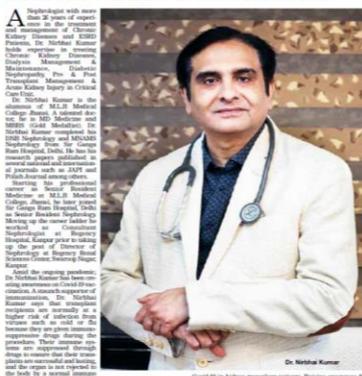
Dr. Manish Singla is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 15 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Himanshu Verma: Get active to keep your kidneys healthy



Dr. Himanshu Verma is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

DR. NIRBHAI KUMAR: VACCINATION REDUCES THE RISK OF INFECTION EVEN IN TRANSPLANT PATIENTS



Dr. Nirbhai Kumar is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 15 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

DR. RAVI KUMAR SINGH - IN CRITICAL CARE NEPHROLOGY



Dr. Ravi Kumar Singh is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

DR SUNIL PRAKASH: ONE OF THE LEADING VOICES IN NEPHROLOGY



Dr. Sunil Prakash is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 15 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Vishal Saxena: Recognized for a professional approach



Dr. Vishal Saxena is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

DR. MUNISH CHAUHAN: AWARENESS OF KIDNEY DISEASES IS VITAL



Dr. Munish Chauhan is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Sanjeev Kumar Hiremath: A scholar in the field of Nephrology



Dr. Sanjeev Kumar Hiremath is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Arun Kumar N: Adapt to a healthier lifestyle to prevent kidney diseases



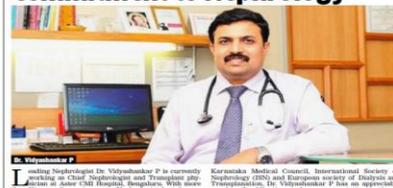
Dr. Arun Kumar N is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Venkatesh Moger: Achieving milestones all the way



Dr. Venkatesh Moger is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. Vidyashankar P: Outstanding Commitment to Nephrology



Dr. Vidyashankar P is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. M. Edwin Fernando: Nephrologist with a heart of Gold



Dr. M. Edwin Fernando is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 15 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Dr. S. Sujit: Spreading Awareness on Kidney Diseases



Dr. S. Sujit is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Good health is the most crucial element in life



Delivering much needed healthcare to all



Dr. V. Chiranjeevi: A pioneer in the field of Nephrology



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Dr. C. Vasudevan: Kidney health is vital



Dr. C. Vasudevan is an Associate Professor and Head of the Department of Nephrology at the Government Medical College, Bangalore. He has been practicing nephrology for over 10 years and is actively involved in research and teaching. He has published numerous papers and is a frequent speaker at national and international conferences. He is also a member of several professional societies, including the Indian Society of Nephrology and the International Society of Nephrology.

Living a healthy lifestyle is important



Health is every human's right



"Good health is central to human happiness"



Offering insights into critical health issues



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Providing a significant boost to healthcare!



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Let's take action to keep our planet healthy



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"Take a pledge to put Fitness First"



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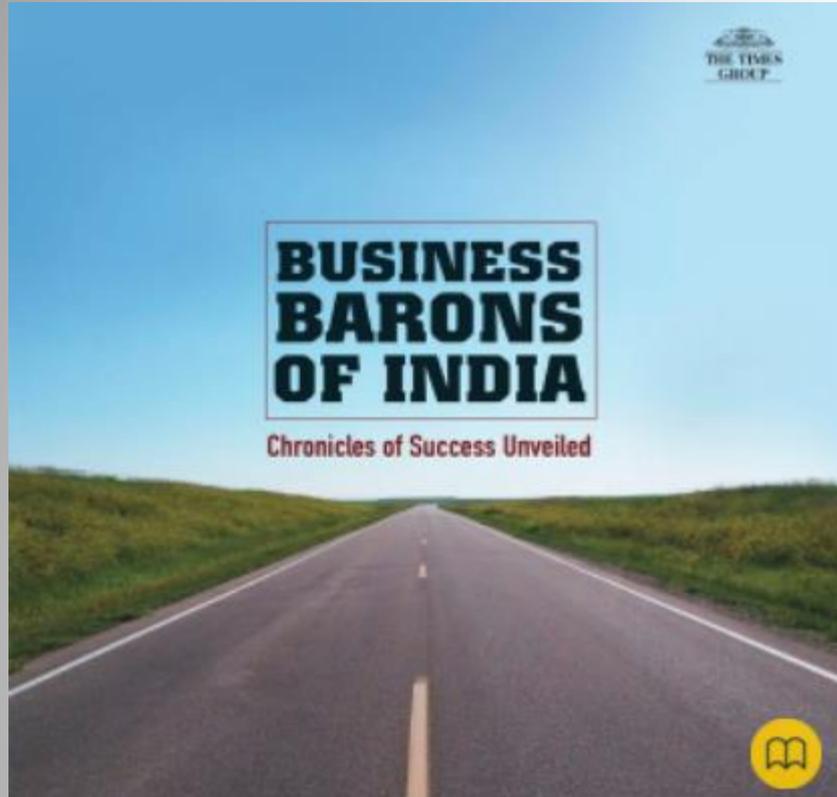
Adopt a healthy lifestyle to stay fit



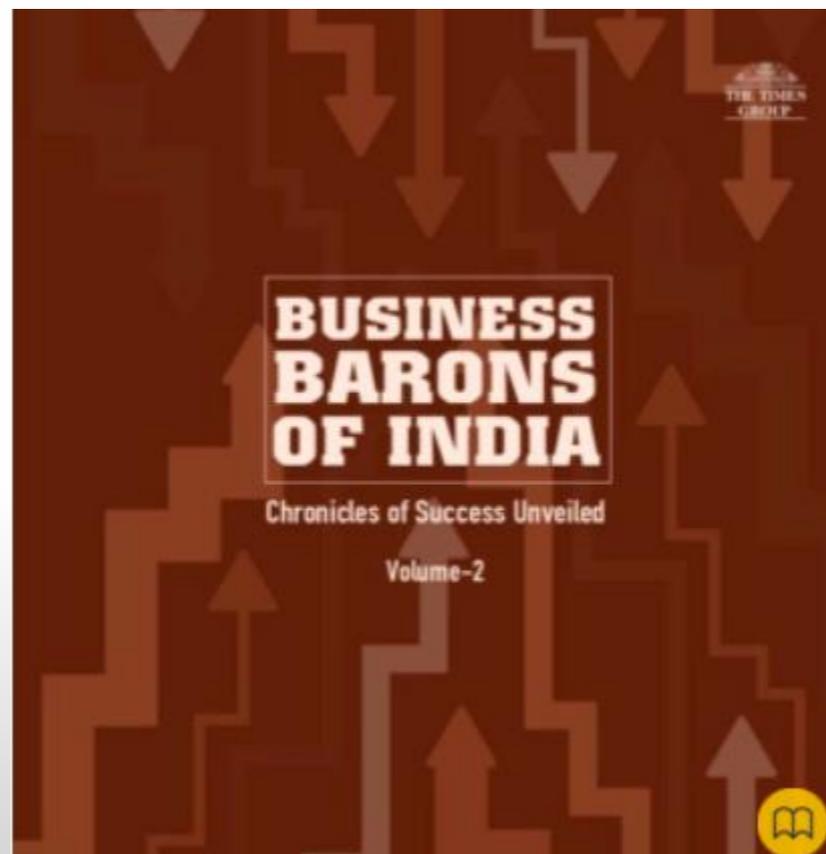
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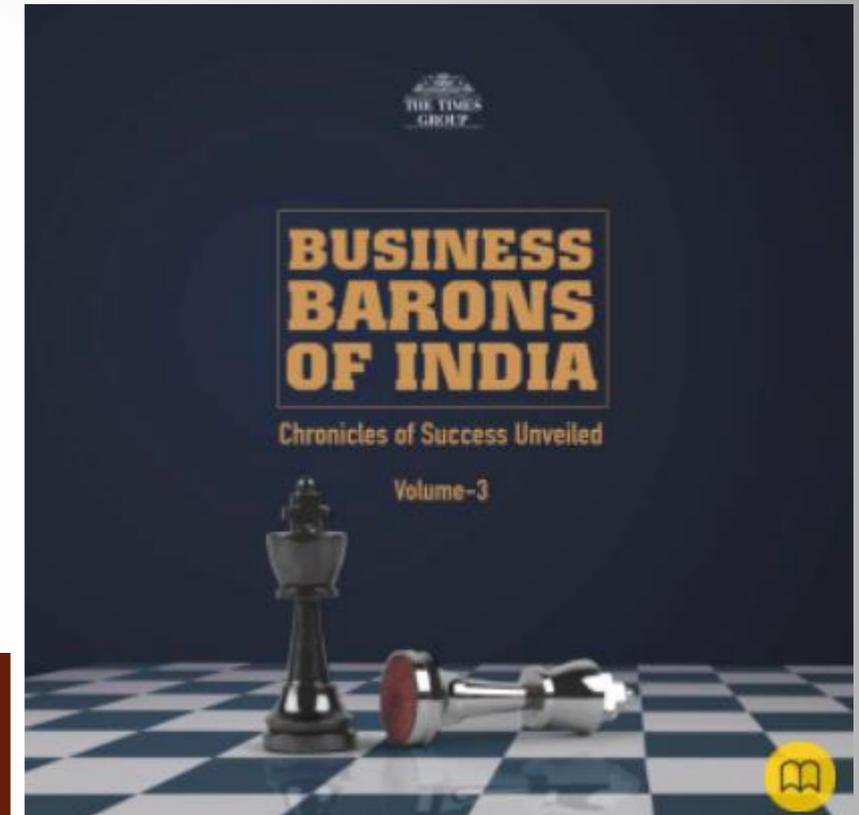
Business Barons of India An Exclusive tie up with Times of India (Also Available On Magzter)



Issue 1



Issue 2



Issue 3

Vigor Media - Recognitions & Awards





TESTIMONIALS

Goodwill earned by hard and smart work

RECOGNITION OF OUR HARD WORK AND DEDICATION

It gives us great satisfaction when our clients take the time out to acknowledge our efforts by providing Vigor Media Worldwide with their valuable testimonials.

R K Garg, Director, Bisleri International

“Vigor Media Worldwide has effectively transformed our brand building exercise with their successive media campaigns tailor-made for us. We are deeply grateful for their service and I must say they have a very effective and resourceful team that truly cares for the success of their clients. We look forward to working with them forever.”

Rajesh Gupta, Director, Okaya Power

“We are really happy to be associated with Vigor Media Worldwide, as we are always treated with great respect and all our requirements pertaining to media and publicity are flawlessly handled by them. I must praise them for their capability of organising brilliant press meets for every new product line launched by us.”

Rakesh Zutshi, President, ELCOMA & Managing Director, Halonix Technologies

“I congratulate Vigor Media Worldwide and its team for the remarkable work they are doing for us. I wish them the very best in their continuance and relentlessly pursuit of our shared goal. They have helped us connecting with our consumers in a very effective way through successive media campaigns.”

Pankaj Bajaj, President, CREDAI NCR & Managing Director, ELDECO Infrastructure

“33 Public Relation has discharged their responsibilities with due diligence and enthusiasm, we wish them all the best”

Rohit Kumar, National Director, PHD Chamber of Commerce

“Vigor Media Worldwide has done truly commendable job for us. Hats off to their quick and effective team members, they are simply brilliant. We feel proud to be associated with such a dedicated team.”

Nipun Singhal, Whole Time Director, Lloyd (Havells now)

“We appreciate Vigor Media Worldwide for making us comfortably engage with our customers and spreading our message all across the country.”

Kishley Ray, President- Consumer Goods, Sharp Business System

“We are really happy to be associated with Vigor Media Worldwide for all our brand building, promotion and image building exercises. We have a lot of confidence on their extraordinary team, who are capable of planning and organising our regular events across the country.”

Nitin Aggarwal, CEO, Prayag

“On behalf of Prayag, I take this opportunity to appreciate the work Vigor Media Worldwide has done for us. Brand Prayag has really benefitted by the media campaigns done by Vigor Media Worldwide and we expect the same support from them in the future as well.”

Praveen Khandelwal, Secretary General, CAIT (Confederation of All India Traders)

“ The key indicators of any good PR associate in my opinion should be clarity of approach, commitment and delivery. 33 Public Relations has wonderfully integrated the entire process to ensure value for our expectations.”

Vigor Media Making Headlines



Media

Vigor Media Worldwide forays into Film Production in India

By afaqs! news bureau

November 25, 2021 at 12:09 PM



Vigor Media Worldwide's Mumbai office is being equipped with a casting studio for selecting actors for its movies and ad films.

In a significant move, Vigor Media Worldwide, a global public relations and image management major, has announced its ambitious foray into Film Production as well as Advertisement

indiantelevision.com



17 Apr, 2021 - 02:00 PM IST | By indiantelevision.com Team



MUMBAI: Vigor Media Worldwide has bagged the PR mandate of diversified business conglomerate Danube Group. The role of Vigor Media Worldwide will be to build a strategic communication framework for the Dubai-based client and strengthen its leadership positioning in the industry.

mint

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Vigor Media Worldwide eyeing INR 500 million revenue in next five years



Vigor Media Worldwide is a global public relations and image management firm,

BRAND POST

2 min read . 25 Mar 2021

HT Brand Studio

Embarking on global expansion, Vigor Media Worldwide diversifies into new verticals, eyeing ambitious growth in revenue.

New Delhi, 25th March 2021: Vigor Media Worldwide, a global public relations and image management firm, targets to achieve INR 500 million revenue combined

OPEN APP

X

Vigor Media Bagging Prestigious ET Award



Renowned anchor & commentator Charu Sharma will be felicitating the recipients

ET Businesses of Tomorrow 2022-North honoured organisations for their outstanding achievements

OMS PROMOTIONS

With an objective to recognise the outstanding efforts of promising organisations across multiple sectors, the Times Group would be felicitating companies for their innovation & achievements in their respective fields.

ET Businesses of Tomorrow 2022-North, celebrates the journey of the game changers, who through initiatives and innovations have contributed towards the betterment of the economy and the overall society. These organisations have re-defined the ways of doing business. They are the ones who have set new benchmark of excellence, performance, adaptability and above all innovation. These futuristic and promising businesses have shown that with changing time one must be prepared to face new challenges. Be it a new age start up or a well-established organisation, businesses must be dynamic and need to have a flexible approach towards all the functional departments that includes human resource management, finance, marketing and operations.

One of the commonalities among all the businesses which were part of this prestigious list was that they all recognised that technology is the future. Hence, each of these businesses are putting relentless efforts to adapt modern technology. This ensures periodic training given to the employees that further enhances their overall efficiencies. These organisations were handpicked through a stringent and an exhaustive process which was undertaken by an independent research agency, with an objective to drive the excellence in their truest of sense. This initiative is surely bound to encourage many other start-ups and organisations to pursue their dream while contributing towards a self-sustained environment.



Mr. Anant Agrawal
VC of MMG (DL for CPRPL)
McDonald's India - North and East (CPRPL)



Mr. Raj Darji
Founder & CEO
Aarav Solutions



Tarun Sachdeva
Director
St. Xavier's High School,
Gurgaon



Dheev Verma
Founder & CEO
Thrive



Abhilash Panda
CEO
Dizo



Nikhil Singhal
Founder
Vigor Media Worldwide

Survey Methodology

The objective of this research was to arrive at ET Business of Tomorrow 2022- North in their respective categories. The survey had three modules i.e. desk secondary research, factual survey to arrive at the final conclusion. A comprehensive list of business entities, organisations and their performances were generated with the help of internet, magazines, and other publications. More than 200 business entities were sent the factual data questionnaire and their responses followed up through telephone, email and personal visits.

“When you find an idea that you just can't stop thinking about, that's probably a good one to pursue.” — Josh James

The research outcome brought forward

ET Businesses of Tomorrow 2022- North honours the business in the domains of Education, Agriculture, Services, Technology, IT, Fintech, Manufacturing & Hospitality etc.



Kamuel Jeet Javan
Chairman & Managing
Director
Daikin Airconditioning India
Pvt. Ltd



Pratik Gaeri
Founder & CEO
Sre Foundations



Mr. Vaibhav Maheshwari
Director
Gravotte



Mr. Vissay Raghu Prasad
Founder & CEO
Atomaday



Vigor Media Making Headlines

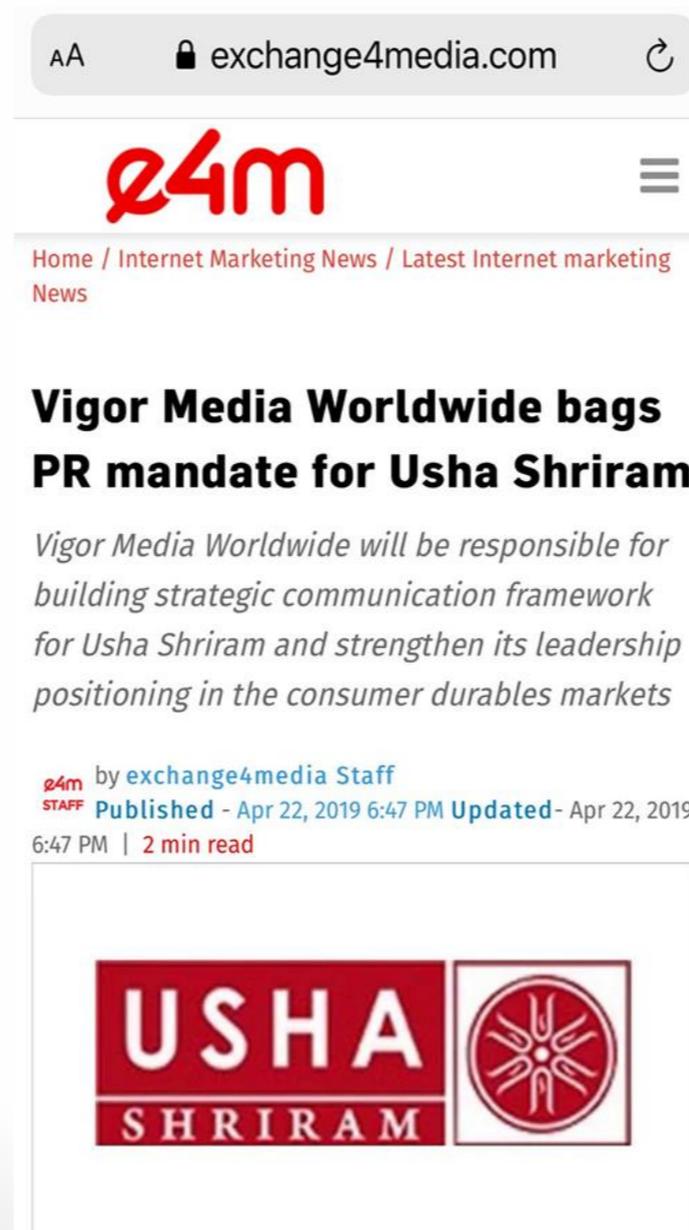


Vigor Media Worldwide India wins PR mandate for Alniche Life Sciences



Vigor Media Worldwide has bagged the Global PR mandate of Alniche Life Sciences, a certified pharmaceutical company of Indian origin. The contract comes as another acknowledgement of Vigor Media Worldwide's exceptional expertise in PR and communication. The role of Vigor Media Worldwide will be to build a strategic communication framework for Alniche Life Sciences and further strengthen its indomitable leadership positioning in pharmaceutical industry.

As a part of the mandate Vigor Media Worldwide will also help Alniche Life Sciences drive its next wave of growth and expansion through exceptional media and communication



Vigor Media Worldwide bags PR mandate for Usha Shriram

Vigor Media Worldwide will be responsible for building strategic communication framework for Usha Shriram and strengthen its leadership positioning in the consumer durables markets

by exchange4media Staff
Published - Apr 22, 2019 6:47 PM Updated - Apr 22, 2019 6:47 PM | 2 min read



Vigor Media Worldwide India bags PR mandate for Nicholas Healthcare Ltd



Vigor Media Worldwide has bagged the PR mandate of Nicholas Healthcare. The contract comes as another acknowledgement of the distinctive PR and communications approach of Vigor Media Worldwide. The role of Vigor Media Worldwide will be to build a strategic communication framework for Nicholas Healthcare and strengthen its indomitable leadership positioning in the Healthcare industry.

Vigor Media Worldwide won the prestigious account after an aggressive multi-agency pitch followed by a competitive bidding process. The mandate for Nicholas Healthcare will be

Pharma Coverage Glimpse..



Pharma Coverage Glimpse..



Infallible Pharma achieves substantial success in combating critical infections with 'Merofin'

New Delhi: Infallible Pharma, a certified pharmaceutical company of Indian origin, has taken a big leap forward in providing injectable medication for critical infections. It has rolled out Merofin Meropenem Injection (Merofin), used in empirical monotherapy of serious bacterial infections in ICU patients.

mixed with liquid and injected intravenously. Merofin should be administered over 5 minutes, or through I.V. infusion over approximately 15-30 minutes with compatible infusion fluid for every 8-12 hours.

Mr. Hari Om, Chairman, Infallible Pharma Private Ltd said, "In the wake of challenge posed by COVID-19, it is vital to control all kinds of infections. While bacterial infections can cause serious life-threatening medical emergency, many high-risk bacterial infections can be treated effectively with the use of Merofin. We are proud of our ongoing commitment to the research and development of intravenous antibiotics and parenteral injectable therapy in critical care segment."

Considered as a champion antibiotic against critical infections, Merofin by Infallible Pharma has higher rate of clinical success in primary or secondary lower respiratory tract infections and it's also an efficient remedy for Nosocomial Infections and Febrile neutropenia. Equally useful in Septicemia that occurs when bacteria enter the bloodstream and spread, Merofin works by killing bacteria that cause infection.

Moreover, Merofin is a highly effective and well tolerated antibiotic used to treat a variety of bacterial meningitis. An intravenous (I.V.) bolus injection, Merofin comes as a powder to be





CASE STUDIES

Our experiences

CRISIS MANAGEMENT

Noida Extension Issue

REASSURING CUSTOMERS

Developers in the Noida Extension area have joined hands in an attempt to deliver projects on time. PRABHAKAR SINHA writes

Developers of residential projects in Noida Extension have joined hands to expedite the construction work so that they can deliver the projects on time. This comes after the

Realtors to form panel for speedy redressal

HT Correspondent

htreporters@hindustantimes.com

NOIDA: After the Supreme Court's take that Greater Noida flat buyers can take recourse to legal remedies if there is no refund with interest, real estate body CREDAI (Confederation of Real Estate Developers' Associations of India) has got down to forming its own regulatory body to address buyers' issues.

Vice-president of CREDAI (NCR) Anil Sharma said, "We're close to completing formation of our own regulatory body, which will have some top real estate players and retired judges on its panel. Builders, against whom allegations will be made by buyers, will not be part of the panel during the particular hearings. The idea is to ensure complete transparency and quick redress of disputes between builders and buyers."

Buyers rue there is no real estate regulator in place. For years, there has been a demand for a mechanism to protect investors. The first draft of a real estate regulatory authority bill was prepared and public opinion sought on it five years ago but nothing much happened. The bill makes builders accountable towards buyers. Builders have been accused of stalling the bill.

In Noida Extension, where

Realtors' body to spell out Plan-B

IN A bid to win the confidence of investors, Noida Extension builders have sought the help of CREDAI (Confederation of Real Estate Developers' Associations of India) — an apex body for private real estate developers in India. On Thursday, CREDAI will have an open session with the media and buyers and explain various aspects of the situation arising out of the court order, cancelling land acquisition in Shahberi. Chief executives officers of various firms will clear the air about the projects and brief buyers about alternative plans. CREDAI represents over 5,000 developers through 20 member associations across the country. **HTC**

the Supreme Court has set aside acquisition of 156 hectares of land, those who have invested money in pursuit of their dream houses, have been complaining that in the absence of a regulatory body, they are finding it difficult to get refund from builders.

acres, developers were allotted only around 200 acres. The rest 200 acres was used in developing infrastructure like roads and sewer system in the region.

The total land allotted to builders in Noida Extension is around 2,200 acres. Therefore, Shahberi constitutes only 9% of the entire Noida Extension. The builders assured buyers of their projects outside Shahberi that their projects will be completed on time.

Pankaj Bajaj, the president of CREDAI of NCR, however, made it clear that nobody would be allowed to misuse the current situation. He said builders would not return money to buyers in projects which are not affected by the court decision. For that, the buyers have to follow a normal course. Bajaj said that as a confidence building exercise among the buyers, developers would now focus on implementing the projects in the region.

Noida Extension had emerged as one of the most attractive destinations for end users looking for homes in the NCR. Though the area is at a commutable distance from Delhi and Noida, one can still buy a one-bedroom apartment for as little as Rs 10 lakh. Even two- and three-bedroom houses are available for Rs 18 lakh to Rs 25 lakh.

However, the implementation of the Supreme Court judgment may lead to some problems. A large chunk of land that was acquired in Shahberi was used to develop infrastructure like roads and sewer system, which are an integral part of the development of Noida Extension.

However, a senior official of the Greater Noida Authority said they would soon start work on returning land to farmers as directed by the court. To develop infrastructure for the development of Noida Extension, the authority may again acquire land from farmers. The official said that the court has not prohibited the authority from acquiring fresh land to develop infrastructure for common use.

QUICK BITES

■ BUILDERS WHOSE PROJECTS WERE AFFECTED BECAUSE OF THE CANCELLATION OF LAND ACQUISITION IN SHAHERI DECIDED TO TAKE EVERY MEASURE TO PROTECT THE INTEREST OF THEIR CUSTOMERS AND INSTIL CONFIDENCE IN THE SAFETY OF THEIR INVESTMENTS IN THE PROJECTS IN NOIDA EXTENSION

Land row dwarfs good work by Greater Noida authority

RANJU SARKAR
New Delhi, 6 August

THE Greater Noida Authority may have erred with its land acquisition policies, which is responsible for the current stalemate in Noida Extension, but it has done good work in promoting affordable housing in the National Capital region. A developed infrastructure has enabled the builders to sell at prices of ₹1,800-2,000 per sq ft in Noida Extension, the cheapest close to Delhi.

This was possible by increasing the floor area ratio (FAR) from 1.75 to 2.75, increasing the population density norm to 1,600 people per acre from 654 people per acre, and partly funding builders by

land cost over 10 years.

This brought down the land cost to ₹510 per sq ft. With a construction cost of ₹1,200 per sq ft, and other expenses such as brokerages and marketing of ₹200 per sq ft, builders could sell at ₹1,800 per sq ft. The floor area ratio and the population density norm have been changed for the entire state, and these have been adopted by Noida and Greater Noida authorities.

"You can buy a 2 BHK in Greater Noida for ₹25-30 lakh, a 3 BHK for ₹35-40 lakh. Where else can you buy at those prices close to Delhi?" asks a developer. Noida and Greater Noida are industrial authorities and are not governed by the housing laws in the state. So, there's no proper

IDC or EDC (internal and external development charges), which can cost ₹4.5 lakh for a 1,500 sq ft flat in Gurgaon.

"Increasing the population density norm and the FAR allows the developers to construct more and help builders to bring down the per-rata land costs," says Navin Raheja, CMD, Raheja Developers.

Gurgaon allows a density of 300 people per acre, which is why the average flat size is bigger at 1,600 per sq ft. Assuming 4.5 people stay per flat, and a density norm of 300 people per acre, one can have 66-67 flats per acre.

If the density norm is doubled, the number of flats too will double, but will be smaller. Noida and Greater Noida

the density norm by 144.65 per cent, but also increased floor area ratio by 57.14 per cent from 1.75 to 2.75 two years back. While a higher density enabled smaller flats, the increase in the floor area ratio enabled builders to construct more, and bring down the per-rata cost.

Pankaj Bajaj, MD, Eldeco Housing says at these rates, builders do not make a profit. Or, rather they hoped to sell at a higher price in the next phases of the project, and make money.

"There's no margin in the entire chain. (What the authority buys for ₹850 per sq m, costs it ₹10,500 per sq m if one factors in the cost of developing infrastructure and 50 per



According to real estate players, the good infrastructure work by the authorities of Noida and Greater Noida in Uttar Pradesh is far superior than that of Gurgaon in Haryana

to it) Noida Extension has emerged as the hub of afford-

ties have done good work in developing infrastructure. "They have done phenomenal work, which is closest to good urban infrastructure. Gurgaon has no sewage, no electricity. But look at the quality of roads in Noida and Greater Noida. Every road has a sector lane. In Gurgaon, even the sector roads are missing," quips Bajaj, who is also president, CREDAI (Confederation of Real Estate Developers' Associations of India) (Western UP).

IDC and EDC are levied by builders and deposited to the town authorities like Haryana Urban Development Authority for developing basic infrastructure within a sector and bigger projects like highways, flyovers, and metros that con-

The Confederation of Real Estate Developers Association of India, Delhi-NCR Chapter (CREDAI NCR) covers more than four-fifths of real estate development businesses in Delhi and other parts of the NCR. Its establishment over the past seven years has brought stability to the industry and its achievements in the local, state and national levels has helped the industry grow at about 30 percent rate over the last few years.

CREDAI NCR has emerged as a leading platform for addressing problems of the Real Estate Promoters and Developers of the NCR including those from Delhi and uniting them under one roof. ABL, Aerens Jai House, AEZ, Aeren RJ Group, Ansals, Alpha Buildtech, Ashiana, DLF, Clarion, Unitech, Uppal, Jaypee Greens, JMD, Aerens GoldSouk International, Kamal Enterprises, Majestic, Omaxe, Parsvnath, Raheja's, Shipra, Suncity, Unity Buildwell, Vatika, Vipul, JLLM, Ambit Corporate and Hines are some of the esteemed members of CREDAI NCR.

Brief

The Apex Court verdict on Shahberi village at Noida Extension involving 300 villages, Greater Noida Authority, Builders listed with CREDAI NCR whose investment in various projects were uncertain and their clients.

Objective

To do the crisis management for CREDAI NCR in terms of extensive and strategic communication through print and electronic media.

Strategy

To extensively monitor all the news that has a direct or indirect bearing on the builders or the apex body of infrastructure i.e. CREDAI NCR, filter such news which is a misrepresentation or derogatory or disputing the identity of the institution and take a massive media initiative to communicate the message in the right spirit and context. Target Audience: realtors, government bodies, authority, prospective investors in various realty projects, clients of concerned realtors, general public.

Visibility in Media

- News based articles
- One on one interaction of key spokespersons in print and electronic media.
- Critical quotes on repercussions following the verdict.
- Stories on initiatives taken proactively by CREDAI NCR to communicate transparency of members and the body itself.
- Stories on initiatives taken proactively by CREDAI NCR to communicate its compliance with the Supreme court's verdict.
- Stories and interviews revolving builders concerns, sentiments and apprehensions.
- Opportunities for the key spokesmen of CREDAI NCR in the various prestigious electronic media to participate in panel interviews, one-on-one etc to address gossips, rumors, reactions, grievances of the public at large.

MARKET PENETRATION : EXPANSION & FACILITY OPTIMISATION

Bisleri International

Bisleri on expansion spree

SEEMA SINDHU
New Delhi, 2 September

Bisleri, the packaged drinking water company, is entering new segments. The company plans to soon launch a face spray. It is being developed at an Aurangabad facility and will be test-marketed by the end of this year, said R K Garg, Director-North, Bisleri International.

The face spray will work as a deodorant does for the body; only, it will be fragrance-free.

It is to be made available in packs of 100g and 200g, at ₹50 and ₹100, respectively.

The company plans to launch a face spray and flavoured water in lemon, ginger and rose flavours

"Composed of Bisleri water and nitrogen, the spray hydrates the skin and leaves you feeling refreshed," he said.

Bisleri's research and de-

velopment division is also developing flavoured water in lemon, ginger and rose flavours, to be priced at ₹20-25 per bottle. The company plans to launch the flavoured water in the market by March 2011.

Recently, it said it'd set up eight new production units in North India by March 2011 with an investment of ₹100 crore. The bottled drinking water market in India is around ₹2,000 crore annually.

Bisleri is also looking to set up a plant in Nepal, with an investment of ₹10 crore.

Bisleri to launch face spray

Divya Trivedi

New Delhi, Aug.30

Bisleri, the packaged drinking water major, plans to launch face sprays soon. According to Mr R.K. Garg, Director- North, Bisleri International Pvt Ltd, the face spray is undergoing product development at an Aurangabad facility and will be test marketed by the end of this year.

"When somebody walks in from outside, they can spray a few drops of the Bisleri face spray onto their face, wipe it with a tissue or napkin and feel immediately refreshed. It will do for your face what a deodorant does for your body," said Mr Garg. Only, it will be fragrance-free. The spray might be available in packs of 100 gm and 200 gm at Rs 50 and Rs 100, respectively.

"Composed of Bisleri water and nitrogen, the spray hydrates the skin and leaves you feeling refreshed. Only after gauging the customer's reactions

will we fix the price range and perhaps release it in the market by early next year if all goes well," he said. To be launched either in Delhi or Mumbai, the face spray may be sold only in metro cities as he feels it may not have a viable market in B-towns. The Bisleri face spray will offer a local alternative to the imported face sprays available in select metros. Bisleri's R&D division is also developing flavoured water in lemon, ginger and rose flavours.

Tentatively priced at Rs 20 -25 per bottle, it is expected to be launched in the market by March 2011. On the bottled water front, the company plans to invest Rs 100 crore in the coming fiscal. It will set up eight new plants in North India, which will take the number of plants in the region to 18 by March 2011.

>>More on the Web:
www.businessline.in/webextras

Bisleri plans to set up 8 plants in North India

Our Bureau

New Delhi, Aug. 27

With an objective to strengthen its network and distribution system in North India, Bisleri plans to set up eight more mineral water plants in Rajasthan, Punjab, Himachal Pradesh, Haryana and Jammu, at an investment of Rs 50 crore

COMPETITION

The purpose is to cope with increasing market competition and consumer demand,

according to a press release.

The company also plans to tap the markets of Gorakhpur, Allahabad and Varanasi through its new franchisee in Varanasi.

"In an initiative to strengthen the supply chain and cater to customers in a more convenient manner and to decrease the dependency on outside services, we are adding new vehicles to our fleet," said Mr R.K.Garg, Director, North, Bisleri.

Bisleri International

A brand that pioneered the concept of mineral water, bottled with its distinct green label, Bisleri, today, is a household name. Powered by 17 owned plants, 33 co-packers, 11 franchisees and a wide distribution and retail network pan India, Bisleri is at the centre of the Aqua Green Revolution. (Source- www.Bisleri.com)

Objective

Bisleri International was looking for expansion and that the Company wanted to make a strong foothold in North India, especially in the regions of Gorakhpur, Varanasi, Allahabad and other parts of Northern India. The Company was planning to set up new plants and that wanted to add more franchisees in their list and thereby create an impact on overall sales of Bisleri Product in Northern India.

Target Audience

Investors, Corporate, Associates, Franchisee Owners

Strategy

The Strategy was to make probable associates aware about the plans of Bisleri International expansion in Northern India through focused communication strategies and enhance the level of Market Penetration in mentioned locations.

Communication

Expansion plans were highlighted in all the communications wherein locations as well as future plans were highlighted which could further attract probable associates.

Key

Messages

Product

Specific

- New Products (Face spray, Flavored water etc.) in the Portfolio
- Make bottled water available in every corner of Northern India
- To invite more associates for Product distribution
- Strengthen its product reach in

Northern India Industry Specific

- Increasing demand of bottled water has led to rising demand of Bisleri Products
- To Compete in the market Bisleri now need more Market Penetration
- Brand Recall in terms of Corporate tie-ups

CSR INITIATIVE: ENVIRONMENT FRIENDLY WATERLESS URINALS

AG Aqua Solutions

Waterless urinals at all Metro stations soon

Sidhartha Roy
 ■ sidhartha.roy@hindustantimes.com

NEW DELHI: Delhi Metro has come up with a way that allows passengers to answer nature's call and also keep the stations odourless.

Delhi Metro Rail Corporation (DMRC) is installing waterless urinals at its stations which will not only help conserve water, but also ensure that the stations remain clean and hygienic.

DMRC has started installing these new urinals at 19 stations on three different lines.

"We already have toilets in all the stations that are part of Phase 2 and more are being fitted in the Phase 1 stations," said a DMRC spokeswoman.

"We are upgrading the system by installing waterless urinals. All stations will have such urinals very soon," she said.

Passengers will have to pay ₹1 to use these toilets. On an

NATURAL CONCERN

At present, Delhi Metro has installed waterless urinals at these stations

Line 4
 Laxmi Nagar
 Nirman Vihar
 Preet Vihar

Line 2
 Central Secretariat

Line 3 (Extn.)
 Yamuna Bank

Waterless urinals: City's new buzzword

Press Trust of India
 ■ hreporters@hindustantimes.com

NEW DELHI: After the MCD installed waterless urinals on a mass scale across the national capital, such eco-friendly units may also come up at some Metro stations soon and at the city airport in future.

The Delhi Metro Rail Corporation is installing Kupple (cartridge-less) waterless urinals at 11 of its stations while the Airport Authority of India (AAI) will pilot test 'eco loos' at the IGI airport, say officials.

The Municipal Corporation of Delhi has already installed nearly 500 waterless urinals across the city, most of them before the Commonwealth Games in October last year.

These urinals help save water, have lesser bacteria, no odour, are more hygienic and require less maintenance. "Due to absence of water and contact with air, urine does not form any gas and the toilet remains odour-free," said an MCD official.

A spokesman of AG Aqua Solutions, which has supplied

such units to both MCD and DMRC, said the urinals function on gravitational pull concept and have flap technology that stops the backward migration of odour.

"There's also cost savings. As the unit requires no recurring costs, one ends up saving Rs 7,000 per month on operational costs, and the maintenance routine is simple, quick and touch-free," said Sabyasachi Dasgupta, Sales Manager, AG Aqua.

It is estimated that up to 20 per cent of the available drinking water in the world is flushed down the drain. In addition, leakage of water lines may add eight per cent more to the above. Water-saving products are thus attracting attention of governments and corporates across the world.

MCD has installed these urinals at places like ITO, Indira Gandhi Stadium, ESI Hospital, Raja Garden, Ashok Vihar, Rohini, Prashant Vihar, Mukherjee Nagar, Old Delhi Railway station, New Delhi Railway Station, Kailash Colony and ISBT.

4 Delhi & Neighbourhood

Waterless urinals the new buzzword in Delhi

NEW DELHI, JANUARY 23 After the Municipal Corporation of Delhi (MCD) installed waterless urinals on a mass scale across the national Capital, such eco-friendly units may also come up at some Metro stations soon and the airport in future.

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The civic body which had unveiled the first waterless urinal at Kashmiri Gate on the World Environment Day in 2009, went on to conduct a pilot project along with the

private firm and then launched the scheme to install such units on a large scale.

In recent times, however, it has faced some hurdles due to difficulties in garnering enough advertisements for the sites. The urinals have advertisement panels on two sides from which MCD hoped to earn big revenue.

When asked about the future of the waterless urinal scheme in view of this problem, a senior MCD official maintained that the project is important and there is no possibility of scrapping it midway. -- PTI

AG Aqua Solutions

AG Aqua Solutions is the sister concern of Chindia Trades (P) Ltd., a 25 year young organization which deals specifically into environment friendly Innovative products. AG Aqua started its operation in 2009, with cartridge/chemical free zero maintenance waterless urinal in its portfolio, and water conservation in its mind, and did a pilot project with MCD. The pilot project turned out to be a huge success and that paved Ag Aqua's way towards Commonwealth Games 2010, by installing numerous waterless urinals across Delhi.

Brief- AG Aqua Solutions launched Water less Urinals (Urinals with no water usage) for the first time in India

Objective- To aware people about Kuppel Water less Urinals thereby reducing wastage of water and promoting usage of water saving products

Communication: Introducing the Product variety along with its Benefits thereby defining the concept of waterless urinals predicting the need for consultation in terms of Customization & Usage.

Target Audience- B2B as well as B2C

Communication Strategies- We highlighted product benefits in terms of water conservation (Waterless urinals can save on an average 1000 ltrs of water a day) as well as its Hygienic factors. We highlighted experiences of those organizations where AG Aqua Solutions product were installed including Delhi Metro

Our Role & Impact on the Brand

The challenge in front of us was to design a strategy wherein all the below objectives were to be covered

Turnover to Double at Halonix by 2021



Halonix Technologies Ltd is eyeing a twofold increase in turnover in the next five years on the back of Modi government's LED push and 'Make in India' programme. The Noida-headquartered company is also building up its distribution muscle in the south and north.

"Due to our constantly growing business penetration in the LED segment, the company has already achieved a turnover of ₹350 crore last year, in which 55% contribution is from LED category," says managing director Rakesh Zutshi. "We further aim to achieve ₹750 crore in the next five years. With our completely indigenous base, we are aiming at an exponential growth in the upcoming times."

According to Zutshi, the company has presence in 20 states and a stronghold in the northern and eastern states, Gujarat and Rajasthan. "Now we are looking to tap new territories across Maharashtra and South Indian states like Andhra Pradesh, Telangana, Karnataka, and Kerala. The company is already in the process of expanding its distribution network across the country to achieve its growth targets. Of course, Halonix is getting the benefits of being one of the very few established brands active in LED segment."

Halonix strengthens the spirit of Make In India in LED lighting manufacturing sector

Adding wings to PM Modi's ambitious Make in India programme, Halonix Technologies, one of the country's most progressive and environment friendly lighting companies, has embarked on its mission to create a robust ecosystem in LED lighting manufacturing sector.

Leading market player with a turnover of more than Rs 300 crore, Halonix has earned a notable distinction amongst its peers in residential and institutional lighting manufacturing sector due to its focus on innovation and quality control. With its widest range of products across LED Luminaires, Home Decorative Lighting, Commercial & Industrial Lighting, Street Lighting, Flood Lighting, Halogen and High Intensity discharge Lamps, Halonix is widely accepted all across the country by consumers and trade alike in the last 20 years of its existence.

Moreover, the company believes business is an intrinsic part of the society and that only indigenous products can drive a country's economic growth. Rakesh Zutshi, Managing Director, Halonix Technologies Private Limited said, "We fully support Make in India concept and understand that every country has its own power issues. India also has the power quality challenges and hence we develop research-led products with capacity to handle and operate seamlessly in any power fluctuation condition."

Zutshi, who is also the President of Electric Lamp and Component Manufacturers' Association (ELCOMA) of India, added, "Make in India is a wonderful initiative by the Indian Government, which should gain momentum to reduce the dependency on imports, particularly in LED lighting sector."

Elaborating over the future plans of the company, Zutshi said, "We already have many firsts in our kitty and we feel proud to convey that we are the first lighting brand in the country to get Bureau of Indian Standards (BIS) certification for our spectacular range of LED Street Lights. Going forward, our plan is to

Rakesh Zutshi, Halonix Technologies Pvt Ltd & President, ELCOMA

continuously develop and introduce highly innovative product line compatible to Indian power conditions. When asked whether the company has any plans to venture into fast-growing solar power sector, he added, "Solar solutions are the big way forward. We will be focusing on this segment as well, in India. With its state-of-the-art manufacturing facilities and laboratory fully

equipped to perform tests and quality control research, Halonix is currently present in 27 states across the country and already has a strong hold in northern and western states. It also has been accredited by ISO 9001, ISO 14001 and OHSAS 18001 certification, making it most reliable and trusted choice among consumers in India and international geographies."

Halonix aims to double turnover by 2021



Halonix Technologies Limited, one of the country's most progressive and environment friendly lighting companies, is betting big on the LED revolution, encouraged by PM Modi's ambitious Make in India programme. With its wide and unmatched range of superior LED products, the company is looking to increase its turnover two-fold in the next five years with its firm belief that the government's efforts would bring down the prices and in turn expand the markets for the LED products.

"Due to our constantly growing business penetration in the LED segment we have already achieved a turnover of Rs. 350 crore last year in which 55% contribution is from LED category. Our aim is to achieve Rs. 750 crore in the next five years with our completely indigenous base that enables us to manufacture top-class products," said Rakesh Zutshi, the company's managing director.

Currently present in 20 states, the company already has a stronghold in northern and eastern states, Gujarat and Rajasthan. The plan now is to tap new territories across the state of Maharashtra and that of South India like Andhra Pradesh, Telangana, Karnataka, Kerala, etc. "We are already in the process of expanding our distribution network across the country to achieve our growth targets," added Zutshi.

Set up over 2 decades ago as an Indo-Japanese joint venture, Halonix has made the successful transition from being a largely private label business to a profitable branded business. The success of Halonix has been built on the back of its unparalleled ability to develop, test and deploy lighting solutions relevant and suitable for Indian conditions.

What's new in town

DECOR FILES

FAN-FARE INDEED!

A chic way to cool down!

WHAT: Evony by Usha Sharma
WHAT WE LOVED: A range of stylish decorative fans that go beyond traditional products. The range has designer fans crafted with multiple decorative wings in various colours and colour shades. The fans have intricately carved blades, decorative rings on the motor as well as the canopy and come with remote like Protax, Corona, Pirelli, Electra and Dora. The fans also have copper gear-like IP-Palm motor, internationally certified double ball-bearing and automatic winding. The colours range from coffee brown, yellow beige, white, ivory, blues and more. Available at all Usha Sharma stores nationwide.
PRICE POINTS: One starts at ₹1,400

NO BARS HOLD

A stylish way to say cheers

WHAT: Envy
WHAT WE LOVED: The Vintage Bar Collection from Envy stands out with its genuine leather with croc design and nickel plating. The range includes ice bucket, wine chiller, bar stool, pick me ups, rectangular tray, coasters and wine holder. It is a collection that says discreet luxury and a sophisticated lifestyle. Check out the collection at their outlets at OIB, Ground Floor, Square One Mall, Saket; T-18, First Floor, Pacific Mall, Subhash Nagar, Delhi and O3L, Ground Floor, MGF Megacity Mall, MG Road, Gurugram.
PRICE POINTS: The collection is priced at ₹1,299 and ₹4,595.

CARPET CALL

A designer touch to the floors

WHAT: Obsessions Kschul
WHAT WE LOVED: The new range of Pierre Cardin carpets, launched by Obsessions Kschul, is a celebration of earthy colours with beige, brown and gold weaving designs. The acrylic carpets including shaggy rugs and area rugs, come in a variety of shapes and sizes with interesting patterns, designs and textures. What is special about the collection is the colour card which makes it suitable for every decor. Take a walk on the collection at shops no 10 & 11, The Gallery on MG, 13 MG Road, Delhi.
PRICE POINTS: The prices begin at ₹11,000 and go up to ₹35,000.



Halonix MD Zutshi is head of ELCOMA



The Electric Lamp and Component Manufacturers' Association (ELCOMA) representing lighting

industry in the country has appointed Rakesh Zutshi, MD of Halonix Technologies, as its new President.

According to a press release, as an active member of ELCOMA, Zutshi has been instrumental in forming various decisions and policies of the association. He has worked closely with his counterparts to bring several issues faced by the industry to the fore with simultaneous developing and assisting the strategy of ELCOMA for the welfare of the entire industry.

While taking over the reins, Zutshi said, "It's an honour and a privilege to be a part of an organisation that deeply cares about the concerns of the industry. I look forward with excitement to work with the team and take ELCOMA to the next level."

According to ELCOMA, Zutshi's extensive experience and expertise will help strengthen the position of ELCOMA, as he is well-versed in all facets of lighting industry.

As an association, ELCOMA works to draw attention of the Government to the difficulties faced by members besides highlighting the developments in new light sources and energy saving solutions to the customers.



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Rakesh further mentioned that Eshwar Rao, General Secretary of Andhra Pradesh Lorry Owners Association based out of Vijayawada, one of the biggest transport hubs in the country said that there has been no impact on the organised transporters. But about 30% of unorganised transporters who operate on cash on delivery basis have suffered. "Most affected are the reverse trips businesses, where cash is paid normally and that the association is educating all the transporters about going cashless and training drivers to operate debit cards and fuel cards."

"Demonstration is a welcome move by the government. For manufacturing sector, there is hardly any negative impact. Only those companies, which have consumer facing businesses, could face temporary slowdown due to cash crunch. But for those in the organised sector, this is almost a masterstroke as it would bring level playing field. With withdrawal of cash transactions in the future, the unorganised sector is expected to come into the legal framework. This will give a big boost to the Indian economy," says Anup Gupta, MD, NTL Group.

B S Praveen, MD, BAG electronics (India) Pvt. Ltd., feels that it's a bold step for the overall healthy growth of the Indian economy in the long term, although with some short term pains. "It will have significant impact on black money and reduce the cash economy significantly. This will get more money into the banking system, which could reduce

Free health check-up camp by Express



Express Builders organised a free health check-up camp at Express Zenith, in Sector 77, Noida on October 20. Around 250 people had the check-up done at the camp, according to a press release.

The camp was held in association with Fortis La Femme and Rotary Club. Experts from the hospital were present at the venue to give free consultation and carry out the health check-ups.

Pankaj Gool, MD, Express Builders, said at the camp, "It is an initiative to help the people to be in perfect health condition. It will also help in creating awareness among the residents and people staying around the area. We are bearing the medical expenses of few people in a bid to show seriousness of our company towards society and its well being."

Fella Homes acquires Noida-based rival firm Life Pad in an all-cash deal

The Gurugram-based home rental start-up Fella Homes acquired its Noida-based competitor Life Pad recently in an all-cash deal. With this acquisition, the customers of Fella Homes now have access to a larger network of homes to choose from.

According to a press release, Fella Homes also received a seed fund of \$2 million recently from undisclosed investors. The firm is utilising the money in acquiring new properties and tenants, team-building and product development. Apart from this, the company is also hiring across verticals and planning to grow its team size considerably.

Speaking on the plans, Digendra Singh Rathore, Co-founder and CEO of Fella Homes, said, "The demand of furnished shared-rental homes is seeing an unprecedented growth but still there a lot unemployed. Among the key players, there is a stiff competition in the market, but our success mostly depends upon the technological strength, customer delight and industry-specific detail insights."

The startup is currently operational in Gurugram and Noida with 160+ homes and 700+ tenants. By the end of 2016, Fella Homes is planning to launch its operations in Bengaluru, Pune, and Hyderabad. With a target of 3000+ tenants, Fella Homes aims to provide a smart and hassle-free lifestyle to people looking out for the new way of living, the company release said.



to agenda at this has adversely affected the trading community, hardly known for its love for saving taxes. Smaller businesses, right up to retail, have been disorientated and are witnessing a fall in sales.

"The lack of cash flow in the markets is equally affecting traders and the transport sector as well, since both these businesses function mostly on cash. There is a lack of money flow in the markets, and on the back of this demoralisation our businesses have seen an overall drop of 75%," Praveen Thandavel, Secretary General of the Confederation of All India Traders (CAIT) has been quoted as saying.

According to CAIT, demonetisation has taken around 60% of freight off the road because the fortunes of truckers is also linked to that of the trading business, which is facing its own set of woes. With bulk purchases in markets almost drying up, delivery of products also becomes redundant. While a share of this dwindled demand could be attributed to distributors caused by the move, many opine that this is a result of a trust deficit in the market. Money has become scarce, leading to cautious spending and minimal transactions.

Logistics - Off the Road

The government's curbs on monetary movement, the motor transport business is suffering badly because 80% of the business is cash based. The All India Motor Transport Congress (AIMTC) - a representative body for 9.3 million truckers, and more than five million bus operators,

tourist taxis and maxi cabs - says 70% of the vehicles of their members are already off the roads. The association warns that if the situation is allowed to persist not only the supplies of essential commodities like milk, fruits, vegetables and medicines will get increasingly affected but it will also cripple the lives of 20 crore people directly or indirectly dependent on the industry.

What the trucks association has sought to deline home is that this industry contributed 4.8% to the country's GDP in 2015-16, which amounted to Rs. 5,44,800 crore. This is a little over Rs. 2,402 crore daily, with 80% of the transactions in cash. Rs. 1,944 crore is what the industry needs daily to sustain operations - the bulk of which is just not available today. Under the Finance Act, I'm allowed Rs. 15,000 per truck per trip in cash for expenses on diesel, Octas, etc.," Kulkarni Singh Anil, Chairman of AIMTC has been quoted as saying.

"How can I survive when there is an overall withdrawal limit of just Rs 50,000? This is very little against what is required and hence, is badly affecting my operations," he said, insisting that the government must take the withdrawal limit or allow cheque-based transactions in our sector.

Going forward with AIMTC's sale of the presentation, what is happening in the process in the rural sector has been his. Movement of products is slowing down. Suppliers of essential commodities like food, pulses or any export commodities are either getting slow or even coming to a halt in some places. For now, the ones playing are

the short haul vehicles, which are either running on diesel bought with leftover old currency and because there is an exemption on toll. There is also a sharp drop in long-haul movement because, apart from long haul and toll, all the other expenses, like the daily expenses of drivers, local taxes are also paid in cash.

Logistics - The Flip Side

Contrary to these claims, Sundep Reddy, founder of Bonafide Logistics - an online trucking solution in the Q2B segment and Zomedia Warehouse in Hyderabad had brought some interesting facts forward while he spoke to a few in his own logical consistency there. "Yes, there are people impacted, but new 70% of total trucks going off roads in 16. In the Ground station is for removed from such a number."

According to Reddy's finding, except for a couple of days, there has not been a normal. Yes, there are some issues with transporters who used to work on CDD (cash on delivery) basis, but most of the logistic players are trying to issue them cheque or holding their credit till liquidity is back. Quite a few transporters have now started operating in cheques or small payments are taken as E-wallets. For fuel, most truckers have started to use fuel cards and debit cards and carry small change for toll charges while no toll charges are being collected on national highways, some state highways still charge for upcoming needs.



"FOR THE ORGANISED SECTOR, THIS IS ALMOST A MASTERSTROKE AS IT WOULD BRING LEVEL PLAYING FIELD."

Anup Gupta, MD NTL Group.

"THIS WILL GET MORE MONEY INTO THE BANKING SYSTEM, WHICH WOULD BRING INTEREST RATES AND PUSH UP GROWTH."

B S Praveen, MD BAG electronics (India) Pvt. Ltd.



"THE INSTANT IMPACT WOULD BE MORE VISIBLE ON SMALL TRADERS WHO USUALLY MOSHLY IN CASH ACROSS INDUSTRIES."

Rakesh Zutshi, MD Halonix Technologies

asserts Zutshi who feels that corporate India by and large have already moved onto cashless transactions. "We should focus on the product availability and quality and look beyond the short term disruption that we are envisage," he says.

ChD, Enr Electric suggests that the demonetisation would surely bring Achhrthe Din (Good Days) for our industry, especially when it comes to quality and pricing besides improving trade practices. "The business of LED lights has been expanding and because of the wide variety of raw materials and components that go into the manufacturing of LED-based lighting products, the unstable and short term policies of pricing that is

extremely popular in the retail of electrical/lighting market were not only harming the growth of the industry but also damaging the faith and reliance of the customers, clients and manufacturers in good and stable pricing and quality of LED components."

He further explains as how things would be beneficial for the industry in the after-effects. "Obviously all the industries would be at advantage. But when it comes to LED lighting businesses, these benefits would be unique. The cost of LED lights and its consequent selling price will become more stable, uniform for wider markets and would help building confidence of the clients in brands and their pricing. The price competition will be based on a steady and

genuine cost and quality of the products. Full genuine sales tax/GST will be realised, which will benefit the actual consumers along with the government. Costing, worked out on genuine cost of production, will benefit the manufacturers and the consumers in better planning, and will ensure well authenticated projections and pricing," outlines Mahendru.

As the LED industry further grows, it will help the manufacturers to get the benefits from lower cost-based on higher volumes of production. "Till date, many of the processes are done manually, when it comes to costing. Assembly or production of LED Lights will become automated as the production volumes and sales increase. Our company is taking wide ranging steps to positively intensify higher productivity and consequent profitability. We will introduce effective automation in various processes which can be further enhanced in other segments. Increased production and sale will provide more opportunities of expansion of business, job creation and consequent higher prosperity to all particularly to employees in the lower income group," Mahendru reiterates.



Real Estate - Soon to Phase out the Gloom

One of the major effects of demonetisation is that housing prices in 42 major cities across India could drop by up to 30% over 6-12 months, wiping out over Rs. 8 lakh crore worth market value of residential properties sold and unsold by developers since 2006. The slowdown has been more severe in NCR particularly Gurugram, Mumbai Metropolitan Region (MMR) and certain Tier II markets such as Surat and Vadodra. National impact of demonetisation has been felt in markets such as Bangalore, Pune and Chennai, which are primarily end-user driven and rely on bank funding.

Realty & More What are the salient features of Okaya Centre?
Rajesh Gupta

Okaya Centre acknowledges the need with panache and opens sterling opportunity to have great office spaces. It encompasses feature like real time IBMS (Integrated Business Management System) which has management system controllers, spread across the building, controlling the access control, the security, the plumbing pumps and the air handling units at each floor and the video cameras, are all intelligent controllers, which are capable of communicating with sensors, actuators and other controls of the building and also with each other. They have a smart computer inside them, which is not only capable of controlling the environment but also communicating their health to the main computer and saves electricity to very large extent. The infrastructure also provides state-of-the-art building air-conditioning to 100 per cent power back-up, satisfying all the basic requirements. Equipped with centrally managed campus dashboard and manned 24/7 by integrated building management system (IBMS) and Energy management system (EMS), Okaya Centre is LEED Gold Rated Campus Development. Apart from, Hi-tech security and access control systems, it has centrally air conditioned buildings with energy efficient chillers. Among its most captivating features are ample parking spread over single 150,000 sq ft basement and open areas for cars and two wheelers and most importantly it has Mahavastu-compliant building design with earthquake proof RCC framed structure- seismic zone IV compliant.

R&M How do you perceive the performance of Okaya Group over the years?
RG

The phenomenal growth of Okaya Group is an enviable success story. Brand Okaya has taken the market by storm with its diversified product portfolio. Starting its journey over three decades ago, the company began its foray into IT products (in 1986), UPS (in 1989) and industrial battery manufacturing (in April 2002) under the visionary leadership of Mr. O.P. Gupta. The Okaya Group today consists of Okaya Power Pvt. Ltd, Okaya Infocore, Okaya Energy Systems, Microtek International, Joos Mobile Phone Batteries, Nasaka water purifiers and many more. All through these years, the secret of our success has been to maintain strong bonds with our valued customers. Consequently today, Okaya, the leading manufacturer of Okaya Japanese Technology Automotive and Inverter UPS Specialist Batteries has become the most preferred choice among consumers with a large product range of batteries across all verticals

- Apart from, hi-tech Security and access control systems, it has centrally air conditioned buildings with energy efficient chillers. Among its most captivating features is ample parking spread over 150,000 sq ft.
- All through these years, the secret of our success has been to maintain strong bonds with our valued customers.
- Okaya has also diversified into other industrial battery segments viz Solar batteries, Railways LMLA batteries, Telecom batteries and Battle Tank batteries.
- The marketing strategy of Okaya has particularly been centred around creating awareness and generating interest of our valued customers in the most innovative product line offered by us.

including batteries for Inverters, Automotives, E-rickshaws, UPS and Solar Applications. Okaya has also diversified into other industrial battery segments viz Solar batteries, Railways LMLA batteries, Telecom batteries and Battle Tank batteries. Thus, more than three decades of experience, countless hours of service and a robust customer support system is the secret of Okaya's unprecedented success in non-conventional power supply industry. Committed to provide lasting solution to individuals and industries struggling with acute power shortage in the country, Okaya Power Group is well prepared to take up the emerging challenges ahead while it strives to become world's largest power tubular battery manufacturers from India by the year 2020.

R&M What role your marketing strategy has played in defining your success?
RG Any strategy is nothing but the timely decisions you need to make. The marketing strategy of Okaya has particularly been centred around creating awareness and generating interest of our valued customers in the most innovative product line offered by us. With all its products, Okaya endeavors to make lives easier, simpler, smarter, for its customers not just today but also for tomorrow. We don't just talk about future, but we are actively laying foundations today for a better tomorrow not just to do business but to nurture business.

Okaya Centre in Noida
Setting a new benchmark

Okaya Centre is the IT Infrastructure development arm of Okaya Group which is developing many new IT Parks and SEZ projects in various cities namely Chandigarh, Pune and Hosur (Tamil Nadu). In Delhi-NCR, the Okaya Centre is conveniently located in Sector 62, Noida, just off NH24. Encompassing eco-friendly workspace of the future, the Okaya Centre is a one-stop destination for IT hubs and lifestyle seekers. Built on an area of 5 acres, the Okaya Centre is a coveted IT Park presenting 7,00,000 sqft of world-class office space offering high pedestal for big achievers. A blend of technology and design, the IT Park is architecturally meticulous with excellent built quality. The project has been designed to accommodate nearly 10,000 people. Every modern and futuristic element has been sagaciously incorporated in it to sustain the most challenging needs of global IT/ITES, BPOs, banks and insurance companies. In this interview with *Realty & More*, **Rajesh Gupta, Director, Okaya Power Private Limited**, talks about Okaya Centre and the successful journey of Okaya Group.

“Maintaining strong bonds with our valued customers is the success mantra of Okaya”



The phenomenal growth of Okaya Group is an enviable success story. Rajesh Gupta, Director, Okaya Power Private Limited reveals the company's strategic plans leading it towards becoming one of the world's largest power tubular battery manufactures from India by the year 2020, in the following freewheeling interview with ET Focus:

HOW DO YOU PERCEIVE THE PERFORMANCE OF OKAYA GROUP IN THE NON-CONVENTIONAL POWER SUPPLY INDUSTRY OVER THE YEARS?

Rajesh Gupta: Starting its journey over three decades ago, Okaya forayed into IT products (in 1986), UPS (in 1989) & industrial battery manufacturing (in April 2002) under the visionary leadership of O.P. Gupta. The Okaya Group today consists of Okaya Power Pvt. Ltd, Okaya Infocore, Okaya Energy Systems, Microtek International, Joos Mobile Phone Batteries, Nasaka water purifiers and many more.

All through these years, the secret of our success has been to maintain strong bonds with our valued customers and our commitment to diversify into other industrial battery segments viz Solar batteries, Railways LMLA batteries, Telecom batteries and Battle Tank batteries. Thus, more than three decades of experience, countless hours of service and a robust customer support system is the secret of Okaya's unprecedented success in non-conventional power supply industry.

WHAT ROLE HAS YOUR MARKETING STRATEGY PLAYED IN DEFINING YOUR SUCCESS?

Rajesh Gupta: Any strategy is nothing but the timely decisions you need to make. The marketing strategy of Okaya has particularly been centered around creating awareness and generating interest of our valued customers in the most innovative product line offered by us. With all its products, Okaya endeavors to make lives easier, simpler, smarter, for its customers not just today but also for tomorrow.

IN THIS FIERCELY COMPETITIVE MARKET WHAT SETS YOU APART FROM THE REST?

Rajesh Gupta: Affordability, reliability, continuous innovations and unmatched servicing ability set Okaya apart from its competitors and thus it is witnessing robust demand for its products. Most importantly, Okaya uses Japanese technology to produce highly durable, international standard batteries and moreover, with a nationwide net-work of 41 warehouses, 2416 plus distributors and 38624 plus dealers, supported by a strong workforce of 2100 employees, Okaya is already serving over 11 crore happy, satisfied & smiling customers pan-India and in 14 countries across the globe. Okaya has steered a revolution that redefines quality with a team of 17 researchers and scholars, conducting 42 types of tests to double product life in every condition.



(L-R) Rajeev Kumar Gupta, Rajesh Gupta, Arjunpreet Singh Sahni, RK Garg and Poonam Sharma were given the Gautam Buddha Nagar Pride Awards by Pankaj Singh, MLA, Noida who attended the award ceremony as the chief guest to honour the contribution of the awardees in the development of Noida. The event was co-organized by 33 Vogue Entertainments



प्रोडक्ट लॉन्च >>

एयर प्यूरिफायर की नई रेंज लेकर आया शार्प इलेक्ट्रॉनिक

कंज्यूमर इलेक्ट्रॉनिक कंपनी शार्प अपने ग्राहकों के लिए एयर प्यूरिफायर की नई रेंज लेकर आई है। वायु प्रदूषण की समस्या से जूझने वालों, खासकर सांसों की समस्या से परेशान लोगों की जरूरत को ध्यान में रखते हुए इस प्यूरिफायर को तैयार किया गया है। इसकी कीमत 20 हजार से 33 हजार रुपए के बीच रखी गई है।

Plasmacluster air purifiers

Consumer Electronics company Sharp has introduced advanced air purifier range Sharp Plasmacluster Air Purifiers. The new air purifiers generate negative and positive ions which are created in natural environments like a forest and these drastically reduce the level of indoor air pollution with instantly terminating the airborne viruses, bacteria as well as any foul order of toilets, sweat, garbage, or burning smell. Meant exclusively for improving the in-house air quality, Sharp Plasmacluster air purifiers are available in seven different variants. Price: ₹20,000 to ₹33,000.



Sharp unveils new range of air purifiers

Consumer Electronics giant 'Sharp' has introduced its unique indoor air purifier range Sharp Plasmacluster Air Purifiers which is studded with such innovative technology that it drastically reduces the level of indoor air pollution with instantly terminating the airborne viruses, bacteria as well as any foul order of toilets, sweat, garbage, or burning smell. Sharp Plasmacluster Air Purifiers generates negative and positive ions which are created in natural environments like a forest. Sharp Plasmacluster Air Purifiers kills all harmful substances like pollen dust, allergens, virus, mould, gases and foul smell not just from the air, but also from the surface of things kept indoors and thus, they create a neutral and fresh environment to breathe easy and safe air. The effectiveness of these air purifiers have been certified by renowned academic and research institutes around the world, including the British Asthma Foundation and Asthma Society of India to be most effective in removal of triggers that causes Asthma. Plasmacluster Air Purifiers are priced in the range of Rs 20,000 to Rs 33,000, and are available through retail outlets across India.



Sharp introduces its Plasmacluster air purifier range

Consumer electronics company Sharp has introduced an indoor air purifier range Plasmacluster which is studded with technology that reduces the level of indoor air pollution while terminating airborne viruses, bacteria and any other foul order.

Sharp Plasmacluster air purifiers generate negative and positive ions which are created in natural environments like a forest, said a release issued by the company.

It said Sharp Plasmacluster air purifiers kill all harmful substances like pollen dust, allergens, virus, mould, gases and foul smell not just from the air, but also from the surface of things kept indoors and thus, they create a neutral and fresh environment to breathe easy and safe air. The effectiveness of these air purifiers has been certified by renowned academic and research institutes around the world, including the British Asthma Foundation and Asthma Society of India.



Meant exclusively for improving the in-house air quality Sharp Plasmacluster air purifiers are available in seven different variants and have already gained prominence in leading hotels, restaurants, airports, offices, hospitals, clinics, spa and wherever there is a threat to health from indoor air pollution.

Sharp Plasmacluster air purifiers can be used wherever the threat of air and surface contamination remains high like homes and toilets, in car, as well as public spaces like hotels' rooms and lobbies, theatre and banquet halls, offices and changing rooms, pharmaceutical and food storage.

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Record exports by SAIL in February



The Steel Authority of India Ltd (SAIL) achieved the best-ever export monthly volume of steel in the last ten years during the month of February.

According to a press release, a total of 1.03 lakh tonnes of steel was exported last month, which includes the first time shipment of CE marked plates from the New Plate Mill of SAIL's Rourkela Steel Plant to Europe.

The other products which contributed to this record exports include wire rods, hot rolled coil, billets and slabs. During the current financial year 2016-

17 SAIL has already exported 6.82 lakh tonnes.

The company aims at exporting 10 per cent of its total production and at doubling the volumes for next fiscal in FY17-18 which will happen after tripling export volumes during the current fiscal.

SAIL also plans to diversify its exports basket with cold rolled and galvanised products from New Cold Rolling Mill at Bokaro, and structural's from New Universals Section Mill at Bumpur and Medium Structural Mill at Durgapur.

Emaar India celebrates Safety Week



Emaar India commemorated the 46th National Safety Day & Week at its project sites in Gurugram and Mohali from March 4 to 10.

The week-long campaign, organised by the company with active participation by its contractors was aimed at ensuring a healthy, safe and aware workforce, which sustains a Health, Safety and Environment (HSE)-compliant culture. Founded by National Safety Council of India, March 4 is celebrated as the National Safety Day across the country, with National Safety Week conducted from March 4 to 10 every year. The theme for this year was "Keep Each Other Safe".

Various safety awareness activities and competitions were organised at Emaar India project sites during the week.

Sanjay Malhotra, CEO, Emaar India, said, "On National Safety Day & Week, we reiterate our commitment towards employing safe work practices and continually meet and exceed higher HSE standards."



Sharp
SHARP has introduced its indoor air purifier range, Sharp Plasmacluster Air Purifiers, which is studded with innovative technology that reduces the level of indoor air pollution with instantly terminating the airborne viruses, bacteria as well as foul odour of toilets, sweat, garbage, or burning smell. Sharp Plasmacluster Air Purifiers generate negative and positive

ions which are created in natural environments like a forest. The purifier kills harmful substances like pollen dust, allergens, virus, mould, gases and foul smell.



VITRA
Vitra's latest innovation is the Mineralcast technology which renders slim rims and sharp lines on sanitary ware. Mineralcast is a composite material manufactured in Germany and is composed of 80 per cent natural minerals like marble, sand and quartz, and 20 per cent resin. The material gains brightness and colour as the final layer of coloured resin is spread on the product. The technology was introduced in the Memoria washbasins which come without overflow holes and stand out for their exceptionally precise aesthetics, and perfectly smooth hygienic surfaces.

PRICE ON REQUEST



SHARP INDIA
Sharp's Plasmacluster air purifiers are equipped with the Plasmacluster ion technology for indoor air treatment. By generating negative and positive ions — similar to those created in natural environments like a forest — the air purifiers kill all harmful substances like pollen dust, allergens, virus, mould, gases and foul smell not just from the air, but also from the surface of things kept indoors. The effectiveness of these air purifiers have been certified by renowned academic and research institutes around the world, including the Asthma Society of India to be most effective in removal of triggers that cause morning allergy and asthma.
₹ 20,000 TO ₹ 33,000



ASAHI INDIA GLASS
Asahi India expanded its Ecosense range of high-performance glasses with the addition of Ecosense Excel. The new range is a specialized green building glass with advanced solar control and low-E properties. The product comes with excellent thermal insulation and best-in-class solar control performance. Excel can be used in a number of applications — structural glazing, facade glazing, bolted systems, curtain walling and fenestration, insulated glazing units, laminated double glazed units, laminated, heat treated and bent glazing units. The series is available in two variants: Pearl and Sparkle; and in Clear, Blue, and Green shades.
₹ 225 PER MM SQ MTR TO ₹ 250 PER MM SQ MTR



BONHOMIA
Brewski from the coffee and tea capsule brand Bonhomia, is a first of its kind: integrated Capsule Coffee Brewer available with a LCD screen. It allows you to see what's brewing, besides enabling you to make the coffee as per your preference — including the amount of coffee, milk, and even the coffee temperature. It also occupies minimal space with its unique, compact Italian straight-line design. It is equipped with features like stand-by mode, detachable power cord and removable milk apparatus and also gives an indication for low water and milk, besides keeping a check on the quantity of capsules in the bin. For maintenance, just run some cycles with water and the machine is clean and ready to use.
₹ 26,490

Smart & Safe

Consumer electronics giant Sharp is eyeing deeper market penetration in India for their innovative Sharp Plasmacluster Air Purifiers. That has already created ripples in metros as well as tier-I and II cities across the country. They are also in the process of developing customized product range for indoor air purifier segment. Among all premium brands, Sharp has successfully established its leadership position with Plasmacluster Ion Technology for indoor air treatment. By generating negative and positive ions created in natural environments like a forest, the air purifiers kills all harmful substances like pollen dust, allergens, virus, mould, gases and foul smell, not just from the air but also from the surface of things kept indoors. That helps in creating a neutral and fresh environment to breathe easy and safe air. The effectiveness of this purifiers have been certified by renowned academic and research institutes around the world, including the Asthma Society of India. This Purifiers can be used in homes and toilets, in car, as well as public spaces like hotels rooms and lobbies, theatre and banquet halls, offices and changing rooms, pharmaceutical and food storage. Sharp Plasmacluster Air Purifiers are available through retail outlets across India.
www.sharpproducts.in



Colour Defined

The bathroom is undoubtedly one of the most important areas of the household, however this is also the most neglected area in the house. Dulux recommends a wide range of colour palettes to satisfy both the aesthetic and the functional requirement to decorate bathrooms. Calm, relaxing and serene, blue and white is a go-to for bathrooms. One can also opt for darker shades and embellish them with motifs in order to lend a unique touch to this often over looked space. Dulux offers colours like Azure Afternoon, Contentment, Elise, Moroccan Sands, Orchid White, Virtuoso and Whiststone to add that extra zing to your bathroom.
www.dulux.in

RITL to invest Rs. 400-cr. for expanding King Koil mattress production

Real Innerspring Technologies Ltd. (RITL), the Indian licensee for global mattress brand King Koil, plans to invest Rs. 400 crores, for setting up of three new manufacturing plants in the next four-five years for expansion in the country.

"We plan to invest Rs. 400 crores in next 4-5 years in the whole ecosystem, and majority of this would be in the production side. We would be setting up more factories," RITL Managing Director Archit Gupta told PTI.

The Noida-based firm is scouting for location in South India to set up a plant to cater to the demand in the region. "We would establish one

more plant in South India next year, preferably in Karnataka, to cater the regional demand there. It would be a major market for us," he said.

The King Koil mattresses were earlier imported from Dubai. RITL currently produces mattress at three facilities located in Mumbai, Noida and Rudrapur, which have a total capacity of one lakh mattresses per year.

Mr. Gupta further said the company would also invest in marketing and would look to sign a brand ambassador soon to endorse the King Koil range of mattresses.

RITL had entered into a long-term licence agreement for the Indian market with the US-based

King Koil earlier this year. It has launched King Koil mattresses priced between Rs. 9,000 and Rs. 46,000 and is looking to scale up retail presence.

"We have plans to introduce the King Koil brand to 300 to 450 multi-brand outlets this year. Moreover, it would open 13 dedicated outlets this year. The company is targeting high-end mattress space and mid-segment markets, added Mr. Gupta.

According to him, the market size of the organised mattress sector is around Rs. 6,000 crores in India and the unorganised sector sells 10 times more than the branded products. Still, the Indian market is dominated largely by two big mattress brands - Sleepwell and Curion.

King Koil is selling its product in 80 countries through licence agreements. In the US, the company is serving the demand with 10 licensees and over 70 additional licensees around the world.



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PRODUCTS

King Koil unveils posture sense mattress

King Koil has ushered in its latest range of premium mattress - Posture Sense. These mattresses are the most widely available balanced coiled support system mattress, with a unique dual comfort feature. To ensure, an ultimate sleeping comfort, this uniquely designed and patented technology mattress, has been launched, for the first time in the Indian mattress market. These mattresses are made from the finest materials in the most appropriate mix and provide an unrivalled comfort and support to the human body. They come with one side as a softer support layer to the body for luxurious and plush feel and on the other side off the mattress an option of comparatively firmer feel to the body. It is priced from ₹15,000 to ₹46,000.

For more information visit: www.kingkoil.com



WASSUP!

International brand King Koil forays into the Indian Market

King Koil, the international mattress brand, plans to invest Rs. 400 crore in the next five years in the Indian market to grow and expand its footprint and business. The plan to do this is through distributorships, tie-ups with multi-brand outlets, opening of exclusive outlets supported with marketing to create brand awareness. King Koil has tied up with Real Innerspring to accomplish this and establish a firm base for its business in India.

Talking about the foray, JP Ledoux, VP - International Business, King Koil, says, "We are contented to influx the Indian market, which is a paradigm shift for us initially with our two products that will be available in the domestic market are, Posture Sense and Dr. Mattress." According to Archit Gupta, MD, Real Innerspring, "The market size of the organised mattress sector is around Rs. 6,000 crore in India and the unorganised sector sells 10 times more than the branded products. The company is targeting high-end

mattress space and mid-segment markets. The mattress making market is growing rapidly. In a developing economy like India, there is a bouquet of mattress making brands and every brand caters to the different bunch of audience."

King Koil plans to open in key metropolitan cities like Delhi NCR and Mumbai across states like Gujarat and Punjab followed by the South and eventually across the country.



King Koil launches Posture Sense Mattress



King Koil launches its latest range of premium mattress 'Posture Sense'. Posture Sense is the most widely available balanced coiled support system mattress, with a unique dual comfort

feature. The Posture Sense Mattresses are made from the finest materials in the most appropriate mix and provides an unrivalled comfort and support to the human body. With the unique high coil count of pocketed spring core, Posture Sense comes with one side as a softer support layer to the body for luxurious and plush feel and on the other side off the mattress an option of comparatively firmer feel to the body. The firm side is created by using heavy density REBOND foam; where as the soft side comes with two luxury layer options i.e. Ultra PLUSH Foam and CELLULAR MEMORY Foam. All the mattresses meet our high-quality standards of proper support, comfort and long-lasting durability.

price : MRP: ₹15,000 to 46,000

availability: across all leading stores of India

Products & Services

COLOURFUL GIFTS FROM THE ORIENT

An extravagant range brought by Villeroy & Boch, the individual collectors share a number of key characteristics: high-quality standards penetrate every aspect of the product, from material (premium porcelain or premium bone porcelain) to exquisite packaging. The design too, has been finely honed to perfection in a time-consuming, creative process that renders the porcelain articles a unique characteristic. Samarqand is the second largest city in Uzbekistan. The historic trading settlement is situated directly on the Silk Road. Villeroy & Boch has drawn inspiration from this ancient city of oases and bazaars to develop a particularly decorative tableware collection of premium bone porcelain. The colours of the colours - rich ruby, restrained, aquamarine, fine cobalt blue and a warm mandarin - are as firmly rooted in the myth-enriched Orient as the animal motifs on the breakfast plates. Equally popular are the new Samarqand accessories, like the ashtray and the three variously sized square dishes.



KING KOIL UNVEILS 'POSTURE SENSE' MATTRESS

To ensure ultimate sleeping comfort, this uniquely designed and patented technology mattress has been launched for the first time in the Indian mattress market. Posture Sense comes with one side as a softer support layer to the body for luxurious and plush feel and on the other side of the mattress an option of comparatively firmer feel to the body. With the unique high coil count of pocketed spring core, the firm side is created by using heavy density REBOND foam, whereas the soft side comes with two luxury layer options, i.e. Ultra PLUSH Foam and CELLULAR MEMORY Foam. All the mattresses meet high-quality standards of proper support, comfort and long-lasting durability. Posture Sense mattresses are available across all leading stores of India, the price ranges from ₹15,000 to 46,000.

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A grayscale photograph of a desk setup. In the foreground, a pair of black-rimmed glasses lies on a light-colored surface. To the left, a spiral-bound notebook is partially visible. Below the glasses, a pen is lying horizontally. In the background, the keyboard of a laptop is visible, showing several keys. The overall scene is a professional or academic workspace.

THANK YOU!
Let's discuss now!