

## SpiceJet passengers stranded at Dubai airport after flight cancellations due to non-payment of dues

**Mumbai:** Hundreds of SpiceJet passengers were stranded at the Dubai airport on Wednesday after some flights were cancelled due to non-payment of dues by the airline to the Dubai airport authorities, according to a source.

A SpiceJet spokesperson on Thursday said few flights from Dubai to India were cancelled due to operational reasons on Wednesday but did not elaborate.

The source in the know said around 10 SpiceJet flights, which were to be operated to various Indian cities from Dubai, were cancelled due to non-payment of dues. Hundreds of passengers were stranded at Dubai airport as a result of this, the source said.

“On July 31, 2024, a few flights from Dubai to India were cancelled due to operational reasons. “The airline took immediate steps to mitigate the impact by rebooking affected passengers on subsequent flights and providing hotel accommodations,” the airline spokesperson said. The spokesperson added that all its scheduled flights from Dubai are now operating as planned.

Ajay Singh-promoted debt-ridden SpiceJet has been struggling for funds for quite some time now with the airline delaying salaries to its staff and payments to its vendors. It has also reportedly not deposited the Employee Provident Fund Contributions to its 11,581 staff since January 2022.

Though the airline reported a standalone profit of Rs 119 crore in the January-March quarter of the previous fiscal, for the December quarter of the same year its losses stood at Rs 301.45 crore as against a profit of Rs 106.82 crore in FY23.

For full fiscal 2023-24, the airline posted a loss of Rs 409.43 crore against a loss of Rs 1,503 crore in FY23, the filing said.

On July 23, SpiceJet's board approved the airline's proposal to raise up to Rs 3,000 crore by issuing equity shares or other securities through the qualified institutional placement (QIP) process.



## Apple sees record revenue in India and over two-dozen other countries in April-June quarter

**Mumbai:** iPhone maker Apple has seen record revenue growth in India and over two dozen countries in the quarter ended on June 30, 2024, its CEO Tim Cook said on Friday. Apple posted a 7.8 per cent growth in net income to USD 21.44 billion in the June quarter of 2024 compared to USD 19.8 billion in the year-ago period.

The company recorded 4.8 per cent growth in total net sales at USD 85.77 billion during the reported quarter from USD 81.79 billion in the June quarter of 2023. “Apple is reporting a new June quarter revenue record of USD 85.8 billion, up 5 per cent from a year ago and better than we had expected. We also set quarterly revenue records in more than two dozen countries and regions, including Canada, Mexico, France, Germany, the UK, India, Indonesia, the Philippines, and Thailand,” Apple CEO Tim Cook said during the company's earning call.



The revenue of Apple from ‘Rest of Asia Pacific’ geography, which includes India, Indonesia, the Philippines, and Thailand, grew by USD 760 million in the June quarter compared to the year-ago period.

Apple's iPhone sales declined by about a per cent to USD 39.29 billion during the reported quarter from USD 39.66 billion a year ago. Apple Mac sales grew 2.4 per cent to over 7 billion from USD 6.8 billion and iPad sales were up 24 per cent to USD 7.16 billion from USD 5.8 billion on a Y-o-Y basis.

“Mac generated USD 7 bil-

lion in revenue, up 2 per cent Y-o-Y, driven by the MacBook Air powered by the M3 chip. We saw particularly strong performance in our emerging markets, with June quarter records for Mac in Latin America, India, and South Asia,” Apple Chief Financial Officer Luca Maestri said.

He said Mac installed base reached an all-time high with half of MacBook Air customers in the quarter being new to Mac. Apple's Wearables, Home and Accessories sales declined about 2 per cent to USD 8 billion from USD 8.28 billion a year ago.

## Markets snap five-day rally; Sensex tumbles over 850 points

**Mumbai:** Equity benchmarks Sensex and Nifty halted their five-day rally to close with deep cuts on Friday in line with a global sell-off as investors dialled back risk exposure in metal, auto and IT stocks after weak US job data.

Amid widespread selling pressure, the 30-share BSE Sensex plunged 885.60 points or 1.08 per cent to close at 80,981.95. During the day, it nosedived 998.64 points or 1.21 per cent to hit an intra-day low of 80,868.91.

The broader Nifty of NSE slipped 293.20 points or 1.17 per cent to end at 24,717.70. It fell 324.05 points or 1.29 per cent to 24,686.85 during the session.

From the Sensex stocks, Maruti Suzuki India, Tata Motors, JSW Steel, Larsen & Toubro, Tata Steel, Mahindra and Mahindra, Tata Consultancy Services, Tech Mahindra, HCL Technologies and Infosys were the laggards.

HDFC Bank, Sun Pharmaceuticals, Kotak Mahindra Bank, Nestle India and Asian Paints were among the gainers.

The European markets were quoting lower in mid-session deals on Thursday.

Global oil benchmark Brent crude rose 0.77 per cent to USD 80.13 a barrel. In Asian markets, Tokyo, Shanghai, Hong Kong and Seoul ended lower on Thursday.

The US stock market also finished in the negative territory on Thursday. Foreign institutional investors bought equities worth Rs 2,089.28 crore in the capital markets on Thursday.

The 30-share Sensex climbed 126.21 points to close at a new lifetime high of 81,867.55, while NSE Nifty rose 59.75 points to settle at an all-time closing peak of 25,010.90.

## Tata Motors' sales dip in July, commercial vehicles see 18 per cent drop YoY

**Mumbai:** Tata Motors on Thursday reported a total sale of 71,996 vehicles in July, a significant drop from 80,633 units sold during the same period last year. The total domestic sales dipped 11 per cent, to 70,161 units against 78,844 in July last year.

When it comes to commercial vehicles, the company sold 27,042 units last month, down 18 per cent from July last year (32,944 units). Total passenger vehicle sales (including EVs) stood at 44,954 units, down 6 per cent from 47,689 units in the same period last year.

Segment-wise, the company saw a dip in domestic sales of medium and heavy intermediate commercial vehicles (MH & ICV) in July, including trucks and buses, at 11,174 units, compared to 13,291 units in July last year.

Total sales for MH & ICV domestic and international Business in July, including trucks and buses, stood at 11,886 units - compared to 13,830 units in July 2023, the automaker informed. For the April-June period of this fiscal, the global wholesales of all Tata Motors' commercial vehicles and Tata Daewoo range were at 93,410, higher by 6 per cent over Q1 FY24.

The company recorded global wholesales of passenger vehicles (including electric vehicles) at 138,682, lower by 1 per cent. For the Q1 FY25, the sales in the domestic and international markets stood at 229,891 vehicles, compared to 226,245 units during Q1 FY24.

Driven by friendly government policies, rapid urbanisation and economic growth, sales volumes of commercial vehicles (CV) have nearly recovered to the pre-Covid times.

## Recovery slack from insolvency proceedings: NCLT approves 269 resolution plans in FY24

**Mumbai:** The Insolvency and Bankruptcy Code (IBC) saw a record number of resolutions in the fiscal year ended March 2024, but recovery rates fell and timelines got stretched, data from credit rating agency Crisil showed on Friday.

A total of 269 companies were cleared for resolution plans by the National Company Law Tribunal (NCLT), up 42 per cent from the previous year, Crisil said.

However, the average recovery rate for creditors dropped to 27 per cent from 36 per cent in the prior fiscal year, while the average resolution time increased to 850 days from 825 days. The surge in resolutions was driven by a backlog of cases, increased investor interest in stressed assets and the appointment of additional NCLT judges.

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However, the NCLT is overburdened with around 4,400 cases, leading to delays. To address this, the Insolvency and Bankruptcy Board of India (IBBI) is considering introducing formal out-of-court mediation.

## UPI transactions surge 35 pc to reach Rs 20.64 lakh crore in July: NPCI

**New Delhi:** The Unified Payments Interface (UPI)-based transactions surged once again in the month of July, reaching Rs 20.64 lakh crore against Rs 20.07 lakh crore in the previous month - a massive 35 per cent surge (year-on-year), the data released by the National Payments Corporation of India (NPCI) showed on Thursday. The total UPI transaction

count went up almost 4 per cent (month-on-month) to 14.44 billion in July from 13.89 billion in the previous month. As the UPI success story is being adopted by several countries, the average daily transaction volume stood at 466 million last month, compared with 463 million in June. The average daily transaction amount last month was Rs 66,590 crore,

according to the NPCI data. According to the latest Reserve Bank of India (RBI) report on Currency and Finance (2023-24), the country is emerging as a frontrunner on the back of its robust digital public infrastructure, a vibrant fintech ecosystem, and a conducive policy environment to become as the fastest growing digital economy in the world.



## Godrej Agrovet to acquire full control of Godrej Tyson Foods

**Guwahati:** Godrej Agrovet Limited (GAVL), one of India's leading food and agri-business conglomerates, has announced a major strategic move to acquire the remaining 49% stake in Godrej Tyson Foods Limited (GTFL) from Tyson India Holdings Limited, an affiliate of Tyson Foods, Inc. This acquisition will boost GAVL's stake in GTFL from 51% to 100%, further consolidating its presence in the poultry and processed foods sector.

Founded in 2008 as a joint venture between GAVL and Tyson Foods, GTFL is known for its processed poultry products and live poultry birds, marketed under the brands 'Real Good Chicken' and 'Yummiez'. The compa-

ny has become a significant player in both the B2C and B2B segments, supplying processed chicken to major hotel chains and quick-service restaurants, and expanding its export footprint.

Balam Singh Yadav, Managing Director of Godrej Agrovet, highlighted the success of the partnership with Tyson Foods, emphasizing the benefits of integrating advanced poultry processing capabilities. Yadav pointed out that with the current household penetration of frozen snacks in India being under 6%, there is substantial growth potential. GAVL aims to leverage this opportunity to strengthen its portfolio and enhance its market presence.

## Lalnuntluangi's extraordinary path to financial and emotional independence

**Guwahati/Shillong:** Lalnuntluangi's journey from hardship to success is a remarkable testament to the strength of the human spirit and the transformative power of opportunity. Hailing from Aizawl, Mizoram, Lalnuntluangi's life took a challenging turn when she faced severe domestic abuse from her ex-husband. The abuse was both physical and mental, and it escalated to the point where she and her eight-year-old son were forced out of their home. Her husband wanted to remarry, leaving Lalnuntluangi and her young son with no choice but to fend for themselves. With her future uncertain and the responsibility of raising her son alone, Lalnuntluangi discovered a lifeline in 2006 through a direct selling opportunity with a well-known holistic beauty company. Determined to create a stable and independent life, she dedicated herself fully to building her business.

The road was not easy; she worked tirelessly, day in and day out, to achieve her goals. Her hard work paid off when she achieved a prestigious director title in 2008, a milestone that marked the beginning of a new chapter in her life. Lalnuntluangi often reflects on her journey with Oriflame with much gratitude, attributing her success to both her unwavering faith and the opportunities she embraced. Lalnuntluangi's resilience and perseverance continue to inspire many, demonstrating that with the right support and determination, dreams can indeed become a reality - whether it's seeing the Eiffel Tower or watching your son don a doctor's white coat.

## Yezdi Adventure shakes up market at Rs. 2,09,900 with bold redesign and advanced features

**Guwahati:** Jawa Yezdi Motorcycles has unveiled the revamped Yezdi Adventure at a category-disrupting price of Rs. 2,09,900 (ex-showroom Delhi). This launch marks a significant leap in the adventure motorcycle segment, combining innovative design, cutting-edge features, and superior performance.

Powered by the new Alpha2, 334cc liquid-cooled engine, the Yezdi Adventure delivers 29.6PS and 29.9Nm, ensuring a smooth and powerful ride. The bike's new central exhaust routing enhances thermal management and performance.

The Yezdi Adventure stands out with its integrated main cage and fresh decal designs. Available in four dynamic colours—Glacier White DT, Magnite Maroon DT, Wolf Grey DT, and Tornado Black—the bike offers a visually striking presence. It features class-leading 220mm ground clearance and long-travel suspension for exceptional off-road capability.

Enhanced durability is provided by a robust new sump guard, protecting the engine during rugged adventures. The bike is packed with advanced tech, including ride modes, turn-by-turn navigation, Bluetooth connectivity, and a phone charger, catering to modern riders' needs.

Ashish Singh Joshi, CEO of Jawa Yezdi Motorcycles, remarked, "The new Yezdi Adventure sets a new benchmark in its class, offering a perfect blend of bold design, advanced features, and unbeatable performance. This isn't just an upgrade; it's a revolution."

## Flipkart launches 'Flipkart Pay' to streamline payments and fintech services



**Guwahati:** Flipkart has announced 'Flipkart Pay,' a new unified platform designed to integrate all of its payment and financial services into a single, user-friendly interface. This launch, timed just before the festive season, aims to enhance the shopping experience by offering a comprehensive suite of services including Flipkart UPI, bill payments, recharges, Flipkart Pay Later, the Flipkart Axis Bank co-branded credit card, insurance, gift cards, and EMIs.

Since its entry into fintech with gift cards in 2013, Flipkart has progressively expanded its financial offerings, now serving over 4 million users with its co-branded credit card. The introduction of Flipkart Pay Later has further enriched the platform, providing flexible EMI options to customers. Flipkart Pay also marks the addition of insurance services and an expanded category for recharges and bill payments, reinforcing its commitment to simplifying digital payments.

In the Guwahati market, Flipkart Pay is expected to enhance user engagement significantly. With a growing e-commerce presence in the region, the integration of diverse payment options under one platform will cater to the increasing demand for seamless financial transactions. This development aligns with Flipkart's strategy to drive greater convenience and accessibility for its customers across India.

## Filatex Fashions Ltd's mining subsidiary lands \$35 million export order

**Guwahati:** Filatex Fashions Ltd's mining arm, Filatex Mines and Minerals Pvt. Ltd., has clinched a lucrative USD 35 million (Rs. 293 crore) export order from Bloomflora Ventures Limited. This deal involves supplying 2,97,388 metric tonnes of white marble over seven years for hospital projects in Africa.

In recent developments, the company appointed Mr. Sunil Agarwal as Additional Director and CEO, effective July 26, 2024. The Board also approved a 5-for-1 stock split, with August 9, 2024, set as the record date. Following shareholder approval at the EGM, the authorized share



capital is now Rs. 850 crore, divided into 850 crore equity shares of Rs. 1 each.

To bolster its market presence, Filatex plans to establish a wholly-owned subsidiary in Delhi for exporting textile garments and fabrics and open a corporate office in Mumbai for business expansion.

The company's robust fi-

nancial performance and strategic expansions present promising opportunities for investors in Guwahati. The city's vibrant textile and marble markets stand to benefit from Filatex's increased production capacity and market liquidity post stock split.

Listed on NSE since May 2024 and BSE since 1996, Filatex posted a net profit of Rs. 8.95 crore and a total income of Rs. 179.02 crore for FY23-24. The firm continues to lead in socks manufacturing, catering to global brands like FILA and Adidas, with advanced facilities capable of producing 8.64 million pairs of socks annually.

## Nissan launches all-New X-TRAIL in India with groundbreaking technology

**Guwahati:** Nissan Motor India has officially launched the much-anticipated All-New 4th Generation X-TRAIL in India, marking its debut with an introductory price of INR 49.92 lakh (ex-showroom, Delhi). This 'Made in Japan' SUV stands out as the only CBU (Completely Built-Up) vehicle in its segment in the Indian market, boasting the world's first production engine with Variable Compression Turbo technology.

The X-TRAIL is engineered to deliver superior power and fuel efficiency, leveraging its Variable Compression Engine and advanced 3rd generation XTRONIC CVT with D-Step Logic Control. The inclusion of a 12V ALiS mild hybrid system further enhances fuel economy while reducing CO2 emissions. The vehicle offers a premium driving experience, complemented by a 3-year/100,000 km warranty, 3 years of free roadside assistance, and optional extended warranties.



Frank Torres, President of Nissan India Operations, highlighted the X-TRAIL's global acclaim, noting its top-5 ranking among SUVs worldwide in 2023 and its impressive sales record of over 7.8 million units. Saurabh Vatsa, Managing Director, emphasized the strategic importance of this launch, marking the relaunch of Nissan's CBU business in India with a commitment to premium, Japanese-engineered vehicles.

The X-TRAIL's entry into the Indian market is expected to create significant buzz in Guwahati, where a growing segment of automotive enthusiasts

and premium SUV buyers are anticipated to show strong interest. With its advanced technology and distinctive Japanese origin, the X-TRAIL is poised to attract attention from Guwahati's discerning consumers who value high-end features and international automotive standards.

Bookings for the X-TRAIL commenced on July 26, with an advance deposit of INR 1,00,000, and deliveries are set to begin in August. The SUV is available in Champagne Silver, Pearl White, and Diamond Black. For more information and bookings, visit Nissan India.

## JSW MG Motor India announces India's first crossover utility vehicle: The MG Windsor

**Guwahati:** JSW MG Motor India has introduced its much-anticipated model, the MG Windsor, marking India's first entry into the Crossover Utility Vehicle (CUV) market. Named after the historic Windsor Castle, this Intelligent CUV merges classic elegance with advanced technology, promising a blend of luxury and innovation.

Inspired by the architectural grandeur and royal heritage of Windsor Castle, the MG Windsor is designed to reflect meticulous craftsmanship and premium quality. The vehicle's imposing design

and advanced features echo the castle's blend of historical magnificence and modern enhancements.

Satinder Singh Bajwa, Chief Commercial Officer of JSW MG Motor India, highlighted the vehicle's appeal: "The MG Windsor embodies the essence of Windsor Castle—royalty, craftsmanship, and spaciousness. Our CUV offers both the comfort of a sedan and the expansiveness of an SUV, enhanced by futuristic technology and aerodynamic design."



## Flipkart launches FlipInTrends to boost growth for made-in-India fashion brands ahead of festive season

**Guwahati:** Flipkart has announced its new initiative, FlipInTrends, aimed at driving growth for Made-in-India fashion brands as the festive season approaches. The launch event, held in New Delhi, saw participation from over 100 Indian fashion brands and featured prominent personalities including Rhea Kapoor, Mouni Roy, and Rithvik Dhanjani.

FlipInTrends leverages advanced generative AI, merchandising innovations, and insights from Flipkart's 500 million registered users to enhance product offerings and align with the latest fashion trends. The initiative is designed to keep fashion sellers

informed with up-to-date trend forecasts through the Flipkart Seller app, ensuring the availability of the most relevant styles.

Industry leaders from Meta, WGSN, and Libas joined the event to discuss strategies for brand engagement and trend adaptation. The event highlighted a conversation with stylist Rhea Kapoor and a ramp walk featuring Bollywood star Mouni Roy, showcasing collections from Made-in-India brands.

In Guwahati, the launch of FlipInTrends is set to invigorate the local fashion scene. With an increasing number of consumers embracing online shopping, this initiative

promises to provide Guwahati's fashion enthusiasts with access to cutting-edge trends and exclusive collections, boosting the visibility of local brands on a national platform.

Pallavi Saxena, Senior Director at Flipkart Fashion, emphasized the significance of the initiative, stating, "FlipInTrends represents a major step in curating the latest fashion trends and enhancing the shopping experience for our customers. We are committed to supporting Indian fashion brands by offering them critical insights to ensure they deliver the most stylish collections to our marketplace."

## NSDC is excited to unveil the Women Entrepreneurship Program



**Guwahati:** The National Skill Development Corporation (NSDC), in collaboration with Britannia Industries, has launched the Women Entrepreneurship Program to empower 25 lakh women across India. This initiative provides free self-learning entrepreneurship courses on the Skill India Digital Hub (SIDH), available in multiple languages, culminating in co-branded certificates from NSDC, Britannia, and NIESBUD.

Participants will gain vital skills to start and grow their businesses. The program's finale will feature the top 50 contestants presenting their ideas to a jury, with Britannia awarding ₹10 lakh grants to 10 winners. Additionally, NSDC will offer incubation support to 10,000 contestants, covering business model selection, workshops, and funding guidance through government schemes.

At the launch, Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development & Entrepreneurship, highlighted the collaboration's significance. Britannia's CEO, Shri Rajneet Singh Kohli, emphasized their commitment to breaking barriers for women entrepreneurs.

The initiative is poised to significantly impact regional markets like Guwahati. By empowering local women with entrepreneurial skills, the program aims to stimulate small business growth, contributing to economic diversity and resilience in the Guwahati market. Enhanced support for women entrepreneurs is expected to foster innovation and sustainable business ventures in the region.

## Bajaj Finserv announces large cap fund with unique concentrated strategy

**Guwahati:** Bajaj Finserv Asset Management Limited has introduced the Bajaj Finserv Large Cap Fund, offering investors a fresh opportunity to capitalize on India's leading corporations. Launching its New Fund Offer (NFO) on July 29, 2024, and closing on August 12, 2024, this fund is designed to provide high returns through a concentrated investment strategy focusing on a select 25-30 stocks.

The fund employs a high active share approach, aiming to outperform the Nifty 100 Total Return Index (TRI) over the long term. According to recent research by Bajaj Finserv AMC, large cap stocks are near their long-term valuation averages, making them a compelling choice for stable, long-term investments. The fund is tailored for investors seeking wealth creation through

equity investments in large-cap companies.

Ganesh Mohan, CEO of Bajaj Finserv AMC, highlighted the fund's potential, noting, "This concentrated portfolio targets India's corporate leaders, promising high conviction and active management to exceed benchmark performance." Nimesh Chandan, Chief Investment Officer, added, "Our fund's unique strategy and high active share are key to delivering superior returns and managing portfolio volatility."

The fund will allocate 80-100% to large-cap equities, with up to 20% in non-large cap equities, foreign securities, or debt instruments. It is suitable for investors aiming for long-term wealth growth through equity exposure. The scheme offers direct and regular plans with a minimum investment of Rs. 500.

## Godrej Industries hosts inaugural 'National Chemistry Day' summit, drive innovation and sustainability

**Guwahati:** Godrej Industries Group (GIG) celebrated the first edition of its 'National Chemistry Day' Summit today, bringing together leaders from academia and industry to explore transformative trends and technologies in the chemical sector. This event, spearheaded by Godrej Chemicals and Astec LifeSciences, aimed to highlight how India's chemical industry can adapt and thrive in a rapidly evolving global landscape.

India's chemical industry, contributing 7% to the nation's GDP and ranking sixth globally, plays a pivotal role in various sectors. The summit focused on addressing current challenges and opportunities through dynamic panel discussions. Nadir Godrej, Chairman and Managing Director of Godrej Industries Limited, emphasized the need for a collaborative approach to drive progress and sustainability, stating, "Through this summit, we aim to foster a cross-pollination of ideas that will advance chemistry and support sustainable development."

The event featured notable discussions led by Anurag Roy, CEO of Astec LifeSciences Limited, on India's potential to become a hub for Contract Development and Manufacturing Organizations (CDMOs), and Vishal Sharma, Executive Director and CEO



of Godrej Industries Chemicals, on green chemistry trends. Both panels underscored the importance of investing in R&D and adopting eco-friendly practices to enhance India's global position in chemical innovation.

From a market perspective, Guwahati is witnessing increased interest in sustainable chemical solutions, driven by local industry players who are keen on adopting green practices and innovative technologies showcased at the summit. This growing trend reflects a broader shift towards sustainability across the chemical sector, aligning with national and global goals for environmental stewardship.

The summit saw participation from key figures like Balram Singh Yadav of Godrej Agrovet Limited, Dr. Ashish Lele of CSIR-National Chemical Laboratory, and Dr. Amit Pratap from the Institute of Chemical Technology, further cementing GIG's commitment to leading the charge in sustainable chemical practices.

## Tata Tea Premium launches regional campaign celebrating local pride

**Guwahati:** Tata Tea Premium has unveiled the latest phase of its hyperlocal marketing strategy with the release of three new state-specific commercials, each celebrating the unique cultural essence of Uttar Pradesh, Punjab, and Haryana. Crafted by Mullen Lintas, these films aim to resonate deeply with regional audiences by reflecting local values and traditions.

The Punjab commercial highlights the state's renowned generosity, depicting children using their lunch boxes as community kitchens to serve construction workers. This gesture underscores Punjab's tradition of 'sewa' and aligns with Tata Tea Premium's promise of "Vadde Dil Wali Punjab Ke Liye Vaddi Daanein Wali Chai."

In Uttar Pradesh, the film features a local hero who uses his influence to clear a path for an ambulance stuck in traffic, showcasing the 'Dumdar' spirit of the state. This narrative challenges stereotypes by associ-

ating the product with "Dumdar UP ke liye, Dumdar Chai."

Haryana's commercial celebrates fearless women from various walks of life, including a cricketer, a mother, and a policewoman. This film embodies the state's courageous ethos, mirroring Tata Tea Premium's commitment to "Aise hi kadak Haryana ke liye Tata Tea Premium ne banaya hai kadak chai."

Puneet Das, President - Packaged Beverages (India and South Asia) at Tata Consumer Products, emphasized the campaign's focus on regional pride and authenticity. "Our new films bring to life the cultural truths and tea preferences of each region, evoking a sense of local pride among consumers," he said.

Kishore Subramanian, President & CSO of Mullen Lintas, added that the campaign builds on previous successes by utilizing in-depth cultural research to accurately represent the spirit of Punjab, UP, and Haryana.

## TKM announce the re-opening of bookings for the Innova Hycross ZX & ZX (O) models



**Shillong:** Toyota Kirloskar Motor (TKM) has announced the re-opening of bookings for the Innova Hycross ZX & ZX (O) models, effective 1st August 2024. Since its launch (Nov 2022), the Innova Hycross has received overwhelming customer response, appreciated for its proportions & poise of an SUV with the spaciousness of an MPV. The versatile Innova Hycross, available in both self-charging strong hybrid electric variant [SHEV] as well as gasoline variant, is celebrated for its glamor quotient, advanced technology, comfort, safety features and a thrill to drive.

Mr. Sabari Manohar – Vice President, Sales-Service-Used Car Business - Toyota Kirloskar Motor, said, "We are thrilled to announce the re-opening of booking for top-end grades of the Innova Hycross, ZX and ZX (O), effective August 1st, 2024. This reflects our commitment to provide access to our varied product choices to cater to the customer desires."

Designed for family needs, the feature-laden Innova Hycross is a vehicle for every occasion, offering glamor, toughness, comfort, safety, and advanced technology. Drawing inspiration from Toyota's rich global SUV heritage, the Innova Hycross boasts a muscular and tough design with ample space, providing flexible and comfortable seating for all. This versatile vehicle is perfect for families wanting a car that can handle rough roads while delivering a seamless, fatigue-free drive. Customers can make their bookings online on [www.toyotabharat.com](http://www.toyotabharat.com) or also visit their nearest Toyota dealership.



## Suryakumar Yadav Embraces Leadership Over Captaincy in Thrilling Series Win



**Pallekele:** In his debut series as the full-time T20I captain, Suryakumar Yadav is setting a new tone for leadership, emphasizing team cohesion and mutual respect over traditional captaincy roles. His leadership was on full display as India clinched a nail-biting Super Over victory against Sri Lanka, defending a modest total of 137.

Suryakumar's performance in the series, where he not only shone with the bat but also took crucial wickets in the Super Over, earned him the 'Player of The Series' award. However, it's his approach to leadership that's capturing attention.

"I don't want to be the captain, I want to be the leader," Suryakumar stated during the post-match presentation. This sentiment reflects his desire to foster a supportive and united team environment, rather than just leading from the front.

He praised his teammates for their resilience, especially in low-scoring games, which he believes are as crucial as high-scoring affairs. "The amount of skill and self-confidence they possess makes my job easy. The positivity and care for each

other is unbelievable," he remarked, appreciating the team's spirit and mutual support.

Suryakumar highlighted a critical moment in the match when India was struggling at 48 for 5. It was then that the character of his team shone through, turning a challenging situation into a defendable score. "I told them if we put our heart in, we could pull it off, and we did," he reflected on the team's comeback.

On the other side, Sri Lanka's captain Charith Asalanka expressed disappointment, particularly with the middle-order's performance throughout the series. "Very bad shot selection," Asalanka commented, suggesting that strategic mistakes cost them crucial moments in the game. He remains hopeful, however, that the team will improve in the upcoming ODIs.

Suryakumar's approach to leadership marks a significant shift in the dynamic within the team, focusing on empowerment and collective responsibility. This strategy not only enhances team morale but also instills a greater sense of accountability and unity among the players, setting a new paradigm in sports leadership.

## With temperatures soaring in Paris Olympics, Sports Ministry ensures 40 ACs for Indian athletes

**New Delhi:** Indian athletes battling the soaring temperatures and lack of cooling in their rooms in the Paris Olympic Games Village have been provided with 40 portable air conditioners by the country's sports ministry to make their stay comfortable.

The air-conditioners were sent to the Games village after discussions with the Indian Olympic Association and the Indian Embassy in France, according to sources in the ministry.

"Taking into consideration the issues faced by athletes at the Olympic Games village because of the temperature and humidity in Paris, the Ministry of Sports decided to provide 40 ACs in the Games Village rooms where the Indian athletes are staying," the source told PTI on conditions of anonymity.

"Consequent to the decision, the Indian Embassy in France purchased the ACs and delivered them to Games Village," the source added. Temperatures have soared in both Paris and Chateauroux, the two main Olympic Games venues.

In the men's 50m rifle 3-positions event, all the eight finalists, including India's bronze-winner Swapnil Kusale, were seen sweating profusely at the Chateauroux shooting range. PTI

## IPL Owners Split on Mega Auction and Impact Player Rule; BCCI to Decide

**Mumbai:** The future of the Indian Premier League's player regulations, including the contentious mega auction and the impact player rule, was robustly debated at a meeting between IPL team owners and the Board of Control for Cricket in India (BCCI) in Mumbai on Wednesday. Jay Shah, the BCCI Secretary, hosted the assembly at BCCI headquarters, discussing potential changes ahead of the IPL's 18th edition next year. "We organized a constructive dialogue on subjects pertaining to the upcoming season. Owners provided feedback on player regulations and commercial aspects such as merchandising and licensing," Shah remarked.

The gathering saw a divergence in opinions, particularly over the proposal to restrict teams to retaining a maximum of five players with the addition of one Right to Match (RTM) card. The RTM allows teams to match the final bid for a player from their previous squad.

High-profile attendees included Shah Rukh Khan (Kolkata Knight Riders), Kavya Maran (Sunrisers Hyderabad), and Ness

Wadia (Punjab Kings), among others. The meeting, however, did not yield a consensus, prompting Shah to note that the BCCI would soon make decisions on the discussed points.

Wadia and Khan had a spirited exchange over whether the mega auction should proceed. Meanwhile, Parth Jindal of Delhi Capitals revealed the absence of a unified stance on player retention. "Views on the number of players to retain varied widely. Some want as many as ten, others prefer fewer," Jindal explained.

Additionally, Jindal highlighted a surprising debate over whether the IPL should have an auction at all. "It evens the playing field and is essential for the competitive spirit of the IPL," he argued, advocating for the continuation of the auction system.

Another contentious topic was the impact player rule, which allows teams to make in-game substitutions. Opinions were mixed, with some owners believing it could undermine the development of all-rounders within Indian cricket. The impact player rule, Jindal



noted, has its detractors. "I prefer the game traditional, 11 versus 11. The rule might restrict the role of all-rounders, which isn't beneficial for developing cricket talent in India," he stated.

The discussions also covered the availability of overseas players, with Wadia expressing hope that any decisions made would benefit all IPL stakeholders, including fans and players. As the IPL evolves, these discussions at the highest levels signify a critical period of adaptation and decisionmaking for India's premier cricket league, with the BCCI set to finalize the regulations by the end of August.

## Rinku Singh Turns Surprise Bowling Hero in T20I Against Sri Lanka

**Pallekele:** Rinku Singh, primarily known for his batting, played an unexpected bowling role in the dramatic third T20 International against Sri Lanka. The young cricketer's unexpected stint as a bowler was pivotal as India tied the game, which eventually led to a thrilling Super Over victory.

During the critical phase of the match with Sri Lanka nearing their target of 138, Indian captain Suryakumar Yadav made a surprising decision to hand the ball to Rinku. With just 12 deliveries left and Sri Lanka needing nine runs, Rinku's over was gamechanging as he claimed two crucial wickets while conceding only three runs. Post-match, Rinku shared that the captain had prepped him for a possible bowling role during the series. "Surya bhai had asked me

to keep rehearsing my bowling, though I didn't expect to bowl in such a tight situation. It seems like it was God's plan," Rinku said in a post-match discussion. The decision to introduce Rinku at such a juncture was praised by teammate Washington Sundar, who himself played a key role in the Super Over. "It was a great decision by Surya to bring in Rinku. He's challenging to face in the nets, and he proved his mettle today," Sundar commented. Suryakumar, who also bowled a crucial over taking two wickets for five runs, was lauded for his strategic acumen. "For Surya, to bring himself into one of the most crunch situations, and almost win the game for the team was amazing," added Sundar, impressed by his captain's tactical bravery.

## Indian Badminton Aces Sindhu, Sen, and Prannoy Advance to PreQuarterfinals at Paris Olympics

**Paris:** Indian badminton showcased its depth as PV Sindhu, Lakshya Sen, and HS Prannoy advanced to the pre-quarterfinals at the Paris Olympics, demonstrating dominant performances in their respective matches on Wednesday.

Sindhu, pursuing an unprecedented third Olympic medal, breezed past Estonia's Kristin Kuuba with scores of 21-5, 21-10 in her final Group M match. This victory confirms her top position in the group and sets her up for a likely clash with China's He Bingjiao, a formidable opponent whom Sindhu has faced in high-stakes matches before, including during her bronze medal journey in Tokyo.

Lakshya Sen, who emerged victorious against the highly ranked Jonatan Christie from Indonesia with scores of 21-18, 21-12, displayed exceptional skill and strategic acumen. His win not only avenged previous losses but also highlighted his readiness for higher challenges. Sen's next match



is an all-Indian affair against Prannoy, promising a compelling showcase of India's top badminton talent.

HS Prannoy, who had a more challenging path, overcame Vietnam's Le Duc Phat 16-21, 21-11, 21-12. Despite losing the first set, Prannoy regained his form and decisively won the following two sets, showcasing his resilience and tactical prowess.

Speaking on their performances, Sen expressed satisfaction with his gameplay, emphasizing his preparation and mental fortitude leading up to the Games. Sindhu, reflecting on her matches, stressed the importance of maintaining focus and being prepared for the increasing challenges as the tournament progresses.

## Oh Sanguk Wins Second Gold, Defeats Szilagyi

**Paris:** South Korea's Oh Sanguk triumphed over Hungarian fencing legend Aron Szilagyi to secure his second gold medal at the Paris Olympics in the men's team saber event on Wednesday. Known as "Monster" by his admirers, Oh showcased formidable skill, leading his team to a 45-41 victory against a seasoned opponent.

In a gripping finale, Oh and Szilagyi were the concluding duelists, with South Korea ahead 40-33. Despite Szilagyi's valiant effort to bridge the gap by adding eight points, Oh's consistent performance ensured five crucial points, securing the gold for South Korea. This marks South Korea's consecutive team gold in this category, following their victory in the previous Olympics.

Celebrating his win, Oh gestured triumphantly towards his teammates, Park Sangwon, Gu Bongil, and Do Gyeongdong. Notably, alternate Do Gyeongdong played a pivotal role, contributing five consecutive points that propelled South Korea towards the win. This silver adds to Szilagyi's impressive tally, now totaling five Olympic medals, improving upon the team bronze from Tokyo 2021. Meanwhile, Oh's medal count includes three golds—one in individual and two in team events.