

# NORTH EAST BUSINESS MIRROR

Vol.No. 02 ■ Issue - 33 ■ North East Business Mirror ■ Sunday, 01 December, 2024

■ Edition - Guwahati

■ Pages - 4 ■ Price ₹ 3

## Autopsy report reveals 10-month old suffered bullet injury, eyeballs missing

**Imphal:** The autopsy reports of the remaining five victims of the tragic Jiribam incident have revealed harrowing details of brutal injuries, multiple bullet wounds, and severe trauma. Among the six hostages killed, Laishram Lamnganba, a 10-month-old infant, suffered a bullet injury to the left knee and had both eyeballs missing. The infant's autopsy also detailed multiple lacerations and blunt force injuries, including fractures to the skull and right shoulder. Lamnganba's aunt, Telem Thoibi (31), sustained three gunshot wounds to the chest and one to the abdomen. Her skull was crushed with a blunt object, causing severe fractures and loss of brain matter. Both of her forearms were severely damaged, and her eyes were dislodged from their sockets. Thoibi's 8-year-old daughter, Telem Thajamanbi Devi, also died from a fatal bullet wound. It is to be mentioned here that the autopsy report of three out of six Jiribam hostages killed by alleged Hmar Kuki-Zo militants were already released by the Silchar Medical College and Hospital (SMCH) in Assam. The autopsy reports also included details of two senior citizens killed during the attack on November 11 by suspected Kuki militants. Maibam Kesho Meitei (72) suffered blunt trauma, burns, and missing body parts, while Laishram Baren Meitei (64) was found severely charred. The attack occurred at Borobekra police station in Jiribam, which housed a relief camp. The militants killed two civilians and



engaged in a gunfight with CRPF personnel, who retaliated and neutralized 11 attackers. The bodies of the 6 people, including 3 children who were reportedly abducted by Kuki-Zo-Hmar militants, were found floating in the Barak river. The barbaric killings have reignited tensions in Manipur, with protests demanding justice for the victims and justice for victims. The government has suspended internet services to prevent the spread of misinformation and maintain public order. In a recent development, authorities have re-registered the case with NIA and launched a fresh investigation into the Jiribam incident. Meanwhile, the public continues to call for accountability and justice for the atrocities committed. This tragic event marks another grim chapter in Manipur's ongoing conflict, emphasizing the urgent need for peace and reconciliation in the region.

## Shriram Finance Ltd. launches an inspiring new brand campaign titled '#TogetherWeSoar'

**Mumbai:** Shriram Finance Ltd., the flagship company of the Shriram Group and one of India's leading financial services providers, has launched an inspiring new brand campaign titled '#TogetherWeSoar'. This campaign reflects Shriram Finance's commitment to partner with aspiring India, highlighting the power of connection and unity. Today, many Indians are embracing the 'So, what?' philosophy, reflecting the aspiration to overcome any challenges in their journey to success. This campaign aims to celebrate this spirit and depict partnership as a means to soar ahead, with a slice from Rahul Dravid's own life. The message is clear: "Together, we soar. By building strong relationships with our customers, we help them step into their power and achieve their dreams." Cricket legend Rahul Dravid features as the brand ambassador, embodying the values of teamwork and resilience that Shriram Finance also stands for. His presence re-



inforces the brand's commitment to nurturing partnerships that inspire growth. Elizabeth Venkataraman, Executive Director of Marketing at Shriram Finance, shared insights about the campaign: "Our creative approach, tailored in seven languages, allows us to connect deeply with diverse audiences across the nation."

## CM Pema Khandu envisions Arunachal as global tourism destination

**Itanagar:** Chief Minister Pema Khandu outlined a transformative vision for Arunachal Pradesh's tourism sector, emphasizing sustainable development and global positioning at the inaugural ceremony of the 12th International Tourism Mart (ITM) held in Kaziranga on Wednesday. Speaking at the event, Khandu highlighted the state's aim to become a premier global destination by showcasing its rich natural beauty, vibrant cultural heritage, and diverse adventure opportunities. He lauded the ITM as a critical platform for connecting stakeholders, fostering partnerships, and spotlighting the unique tourism offerings of the Northeast. "Such events strengthen unity among Northeastern states, helping us promote the region as a cohesive tourism destination," Khandu said, underlining the significance of collaboration in boosting the tourism ecosystem. Detailing his vision, Khandu said Arunachal Pradesh is focusing on sustainable and eco-friendly tourism. The state plans to enhance infrastructure, improve connectivity, and develop iconic treks, trails, and cultural festivals to attract both domestic and international travellers. "The goal is not just to increase tourism numbers but to create a lasting impact that boosts the

economy, preserves cultural identity, and protects the environment for generations to come. Initiatives like homestays, skill development, and community empowerment are central to this vision," he said. Arunachal Pradesh, which shares international borders with Myanmar, Tibet, and Bhutan, also sees strategic opportunities for tourism development in collaboration with the Indian Army under the Vibrant Village Programme (VVP). This partnership aims to transform border villages into sustainable tourism hubs while enhancing infrastructure and community livelihood. Khandu noted Arunachal Pradesh's unparalleled offerings for adventure enthusiasts, including trekking, rafting, and exploring pristine landscapes. The state has seen a remarkable 205% growth in tourist footfall over the last decade, reflecting its expanding appeal. "We remain committed to promoting sustainable tourism and empowering local communities to ensure responsible tourism practices," Khandu emphasized. He also invited adventure tour operators to attend the 16th Annual Conference of the Adventure Tour Operators Association of India (ATOAI) in Tawang from December 3 to 8, showcasing the state's dedication to



promoting adventure tourism. Expressing gratitude to Union Tourism Minister Gajendra Singh Shekhawat and Prime Minister Narendra Modi for prioritizing tourism in the Northeast, Khandu assured investors, tour operators, and influencers of the state's commitment to providing a supportive environment for innovative tourism ventures. The event was inaugurated by Union Tourism Minister Shekhawat, in the presence of Assam Chief Minister Himanta Biswa Sarma and Khandu, along with Arunachal Tourism Minister P.D. Sona, Advisor Mopi Mihi, and 39th Mebo MLA Oken Tayeng, who is a member of the National Tourism Advisory Council.

## NESFB's merger with slice sparks innovation, strengthens northeast banking landscape



**Guwahati:** North East Small Finance Bank (NESFB) has merged with slice, marking a significant milestone in the region's financial ecosystem. Completed on October 27, 2024, this merger combines NESFB's deep regional presence with slice's innovative technology, creating a new force in banking that is poised to drive financial inclusion and digital transformation in Northeast India.

With a strong Capital to Risk-weighted Assets Ratio (CRAR) of 23.5% and a net worth of ₹920 crores, NESFB is positioned for rapid growth and scalability. The bank's improved financial health is also re-

flected in the reduction of its Net Non-Performing Assets (NNPA) to 4.6%, showcasing its commitment to financial discipline and robust risk management.

This merger brings an exciting opportunity for innovation in banking. NESFB's adoption of slice's tech-driven solutions will empower local consumers with seamless digital banking experiences, offering easy access to essential financial products. As the demand for accessible and inclusive banking rises, NESFB is set to redefine financial services in the Northeast, making banking more efficient, transparent, and inclusive for communities across the region.



## Soch announces the grand opening of its first-ever store in Guwahati



**Guwahati:** Soch, India's leading evening and occasion wear brand, is thrilled to announce the grand opening of its first-ever store in Guwahati, marking its debut in Assam. This new store offers Soch an exciting opportunity to extend its signature blend of elegance and tradition to a wider audience. The Guwahati store proudly showcases the recently launched Festive collection and the Wedding wardrobe collection, a stunning mix of contemporary elegance and traditional craftsmanship. Spanning over 1150 square feet, the new Soch store in Guwahati offers an immersive shopping experience for its customers. As part of its

strategic expansion, Soch is excited to establish its presence in the northeastern region, following its widespread popularity across the rest of India. Commenting on the opening of the new store, Vinay Chatlani, CEO and Co-founder of Soch Apparels Pvt Ltd, said, "Soch's strong foundation of customer trust and a wide range of exquisite ethnic wear positions us well to expand into the promising Guwahati market." With over 175 exclusive stores across 70 cities, Soch ensures accessibility for a broad customer base. Store Address: Ground Floor, Deka Premises, Below Federal Bank, GS Road, Guwahati, Assam - 781005.

## Dr. Reddy's launches Toripalimab in India: A breakthrough in Cancer care

**Guwahati:** Dr. Reddy's Laboratories Ltd. has announced the launch of Toripalimab, branded as Zytorvi®, in India, marking a significant milestone in oncology treatment. Approved by global regulators like the USFDA, EMA, and DCGI, Toripalimab is the first immuno-oncology drug for recurrent or metastatic nasopharyngeal carcinoma (RM-NPC). It offers a 48% reduction in the risk of disease progression or death when combined with standard chemotherapy.

This launch positions India as the



third country globally, after China and the U.S., to access this next-generation PD-1 inhibitor. "Toripalimab is a revolutionary step in addressing the unmet needs of NPC patients in India, particularly in regions with high disease prevalence," said M.V. Ramana, CEO

of Branded Markets. This launch aligns with Dr. Reddy's focus on expanding its innovative oncology portfolio while ensuring access to advanced treatments in emerging markets, meeting its goal of serving over 1.5 billion patients by 2030.

## HMD Fusion revolutionizes smartphones with customizable "Smart Outfits" – launches at special price of ₹15,999

**Shillong:** HMD has introduced the highly anticipated HMD Fusion, a smartphone that offers an unparalleled customizable experience, combining cutting-edge technology with user-centric innovation. With its transformative "Smart Outfits," the HMD Fusion not only delivers high-end photography and performance but also adapts to your lifestyle needs with ease.

The HMD Fusion is powered by a robust 108MP dual main camera and a 50MP

selfie camera, ensuring exceptional photo quality with features like Night Mode 3.0 and Flash Shot 2.0. What truly sets the device apart is its ability to change functionality through attachable "outfits"—the Gaming Outfit, Flashy Outfit, and Casual Outfit. Each outfit brings a unique set of features, such as enhanced gaming controls or customizable LED lighting for selfies, using specialized smart pins that transform both the hardware and software.



Designed for sustainabil-

ity, the Fusion features a Gen 2 reparability design, allowing easy repairs of components like the display and battery. Powered by the Snapdragon® 4 Gen 2 processor, 8GB RAM, and up to 256GB storage, the device ensures smooth multitasking and performance. Available at an exclusive launch price of ₹15,999 on Amazon, the HMD Fusion offers a blend of style, performance, and sustainability. The sale starts on November 29 at 12:01 PM.

## Assam's fight against child marriage gains momentum with nationwide campaign

**Guwahati:** The Bal VivahMukt Bharat campaign has garnered remarkable support across Assam, with thousands participating in programs led by the Just Rights for Children (JRC) alliance. Spanning 28 districts and 3,900 villages, the campaign engaged stakeholders from police officers to child marriage survivors in marches, awareness drives, and pledges to combat the practice. The JRC alliance, a collective of over 250 NGOs, has prevented over 2.5 lakh child marriages nationwide, including significant interventions in Assam.

The state, where 31.8% of women aged 20-24 were married before 18, remains a key focus area for the campaign, which aims to change societal norms and improve

workforce participation among women. In Guwahati, the campaign found a strong base, with bustling markets and schools amplifying its message. Retailers, local leaders, and residents collaborated to highlight the economic repercussions of child marriage, which limits girls' educational and professional opportunities. This urban engagement underscored the city's role as a hub for social and economic progress in Assam.

Launched by Union Minister Annpurna Devi, the campaign is expected to reach 25 crore citizens nationwide. With a dedicated reporting portal and grassroots outreach, Assam is set to strengthen its resolve to end child marriage, driving both social reform and economic growth.

## Godrej Vikhroli Cucina and FBAI host the India Food & Beverage Awards 2024 at Seven Rivers

**Guwahati:** Godrej Vikhroli Cucina, a brand-agnostic food and lifestyle platform by Godrej Industries Group (GIG), in partnership with the Food Bloggers Association of India (FBAI), has proudly hosted the India Food & Beverage Awards 2024 (IFBA) at Seven Rivers, Taj Holiday Village, Goa. Celebrating India's diverse food ecosystem, the IFBA continues to honour individuals and entities whose exceptional work has shaped and redefined the food and culinary industry. The 2024 IFBA recognized talent across 11 main categories, encompassing 33 sub-categories, including Facebook, Instagram, Blog, YouTube, Media, Hospitality, Public Voting, FBAI Star, Industry Support, Education, PR Agency, and Contribution to the Hospitality and Culinary Industry. A total of 155 winners were honoured at this year's ceremony, representing an exciting cross-section of India's thriving food and beverage industry.

One of the most anticipated



moments of the evening was the launch of STTEM 2.0, India's Frozen Snacks Report by Godrej Yummiez, unveiled by Mr. Sujit Patil, Chief Communications Officer, Corporate Brand & Communications, Godrej Industries Group, along with Chef Sanjyot Keer, Chef Sabyasachi Gorai, and Kalyan Karmakar. Speaking on the launch, Abhay Pamerkar, CEO of Godrej Foods Ltd said, "I am excited to present the second edition of the Indian Frozen Snack Report, which explores the evolving snacking culture in India." Reflecting on the awards, Sujit Patil, Chief Communications Officer, Corporate Brand and

Communications, Godrej Industries Group, said, "Vikhroli Cucina stands as a testament to our commitment to nurturing an inclusive and innovative food community. We're thrilled with our longstanding partnership with the FBAI recognizing the outstanding talent and creativity that defines India's culinary landscape. Honouring these accomplishments drives our shared mission to celebrate and elevate culinary excellence, connecting diverse cultures and flavours from across the country. Congratulations to all the winners for bringing new dimensions to India's food scene, one inspired dish at a time."

## Toyota Urban Cruiser Hyryder crosses 1 lakh sales mark in India

**Bangalore:** Toyota Kirloskar Motor (TKM) has announced a significant milestone, with the Urban Cruiser Hyryder surpassing 1,00,000-unit sales in India. Launched in July 2022, the B-SUV has gained immense popularity, reflecting Indian consumers' growing preference for hybrid technology. Equipped with Toyota's Self-Charging Hybrid Electric (SHEV) system, Neo Drive, and CNG powertrains, the Hyryder combines cutting-edge technology with eco-friendly performance. The SHEV variant delivers a class-leading mileage of 27.97 km/l\*, while the Neo Drive variant offers an optional All-Wheel Drive (AWD) system, catering to both city drivers and adventurers. The Hyryder has garnered a strong customer base due to its exceptional fuel efficiency and versatility. The city's mix of urban and hilly landscapes makes the Neo Drive AWD particularly appealing for daily commuters and those exploring nearby tourist destinations. "This milestone underscores Toyota's commitment to innovation and sustainability. The Hyryder is paving the way for a new era of SUVs in India," said Sabari Manohar, Vice President, Sales-Service-Used Car Business, TKM.



## Durex's The Birds and Bees Talk takes a step forward with Asia's first Consent Café at Hornbill Festival 2024

**Kohima:** Reckitt's Durex brand, through its The Birds and Bees Talk (TBBT) initiative, is making a significant impact at the 25th Hornbill Festival in Kohima, Nagaland, by launching Asia's first-ever Consent Café. Set to open from December 1 to 10, the Café aims to drive critical conversations on consent, inclusion, and healthy relationships, responding to the rising concerns over gender-based violence in India. By blending light, music, and

interactive art, the Café will create a unique environment for festivalgoers to engage in these important topics. The launch will be officiated by Shri TemjenImna Along, Nagaland's Tourism Minister. In addition to the Consent Café, the festival will feature the TBBT Music Carnival, AI-driven educational tools like a WhatsApp chatbot, and a painting competition focused on inclusion and equity. The Durex TBBT Arena, the largest health pavilion at the

festival, will provide valuable life skills sessions. For businesses, TBBT's initiative provides an opportunity to engage with the youthful, socially-conscious market of Northeast India. As demand for progressive educational programs grows, this initiative offers brands the chance to align themselves with socially responsible causes. This type of community-driven engagement is increasingly important in attracting the next generation of consumers.

## Tata AIA Life Insurance app crosses 1 million downloads mark



**Guwahati:** Tata AIA Life Insurance has announced a significant milestone as its mobile app crosses 1 million downloads, reflecting growing consumer trust in its innovative digital solutions. The app has received an impressive rating of 4.7 on Android and 4.6 on iOS, thanks to its intuitive interface and wide array of services. This achievement highlights Tata AIA's commitment to providing customer-centric solutions, allowing users to manage their life insurance policies effortlessly.

The app offers more than 60 services, including premium payments, claim tracking, policy management, and real-time customer service. A standout feature is the availability of instant loans, alongside health and wellness services such as virtual consultations and emotional wellness support. These offerings enhance the overall user experience, making life insurance management simpler and more accessible.

In Guwahati, the app has gained traction with consumers who value the convenience of handling insurance matters digitally, reflecting a wider trend in the region's growing shift towards online solutions. The seamless functionality of the app aligns with the market's increasing demand for efficient, user-friendly digital tools, making it a preferred choice among consumers. Tata AIA's focus on digitization, backed by a robust 97% Straight Through Processing ratio, ensures superior customer service, contributing to the company's continued leadership in the digital insurance space.

## Royal Enfield launches Goan Classic 350, celebrating Goa's moto-culture

**Imphal:** Royal Enfield has unveiled the Goan Classic 350, a motorcycle inspired by the free-spirited moto-culture of 1970s and 1980s Goa. The bobber-style bike features a 349cc engine, unique color options like Shack Black and Rave Red, and modern technologies including a navigation pod and USB charging port. Siddhartha Lal, Managing Director of Eicher Motors, described the motorcycle as a tribute to freedom and individuality, while CEO B Govindarajan emphasized its fusion of classic design and mod-

ern engineering. The launch also includes a collaborative clothing collection with Rafu'D, drawing inspiration from Goa's hippie counterculture. Launched in Goa at Motoverse, the motorcycle is available in four vibrant single and dual-toned colourways priced at Rs 2,35,000 and Rs 2,38,000 respectively. The Goan Classic 350 is designed to offer a relaxed riding experience with its ergonomic design, single or dual seat configuration, and accessories that capture the essence of Goa's laid-back lifestyle.

## Ekart reports 8X growth in Supply Chain Operations

**Guwahati:** Ekart, a leading 4PL supply chain company, has announced a remarkable 8X growth over the past three years, significantly transforming the logistics sector in India. The company's advanced technology and operational excellence have empowered brands and retailers to meet rising consumer demand efficiently.

With a daily capacity of over 6 million shipments, Ekart's last-mile network covers 98% of Indian postal codes and is supported by more than 50 million cubic feet of warehousing and a fleet of 7,000 trucks. This robust infrastructure has led to a 30% increase in Day-2 deliveries and a 40% expansion in zonal coverage for e-commerce brands.

Ekart has also diversified its offerings, recently launching document delivery solutions for financial institutions, enhancing its logistics capabilities across sectors. Chief Business Officer Mani Bhushan emphasized that the company's growth reflects its commitment to creating value for brands and consumers, focusing on efficiency and scalability.

As a key logistics partner for major brands during the festive season, Ekart's end-to-end services, including last-mile deliveries and truckload movements, have helped optimize supply chain strategies and improve conversion rates for its partners. With over a decade of expertise, Ekart continues to drive innovation in India's logistics landscape.

## AllcargoGati launches fastest direct air express to Imphal and Varanasi

**Imphal:** AllcargoGati Limited has introduced its fastest direct delivery services via air to Imphal and Varanasi from key metro cities, including Mumbai, Delhi, Ahmedabad, Bengaluru, Hyderabad, Pune, Chennai, and Kolkata. This initiative, part of the company's Air Express Service, aims to provide swift connectivity and efficient logistics solutions, addressing the evolving needs of businesses across India.

The service connects to 34 commercial airports nationwide, ensuring next-day delivery and multiple cut-off options for time-sensitive shipments. Designed for businesses of all sizes, the logistics solutions cater to diverse industries and promote operational efficiency. The new Air Express service is poised to significantly benefit Imphal's

business landscape, facilitating faster movement of goods from metro hubs. This improved connectivity is expected to bolster trade in Imphal's vibrant market, enabling local enterprises to access broader supply chains and meet demand for quicker product deliveries. Commenting on the expansion, Uday Sharma, Chief Commercial Officer, said, "This service empowers Indian businesses to optimize operations and scale competitively." Sandeep Kulkarni, Chief Operating Officer, added, "Our focus is on enabling businesses to expand their reach with reliable and efficient logistics." AllcargoGati's move strengthens its commitment to offering tailored, high-speed logistics solutions, aligning with its goal of nationwide connectivity and operational excellence.

## Hotel Polo Towers Shillong launches 'Tring Tring' – A vintagedining and cocktailbarexperience



**Shillong:** Hotel Polo Towers Shillong has officially unveiled its latest offering, Tring Tring, an all-day dining and cocktail bar designed to transport guests to the golden era of the 90s. Opening today, the 3,200-square-foot venue combines vintage charm with modern luxury, aiming to become a hub for locals and tourists alike. The space accommodates 150 guests, offering private booths, a lively bar, and a serene verandah overlooking Shillong's scenic mountains. Vintage telephone booths and rotary dial phones add to the retro vibe, making it an Instagram-worthy destination. For intimate

gatherings, private dining spaces with a nostalgic twist promise unforgettable moments. Tring Tring's menu blends local flavors with global classics, featuring innovative cocktails such as Taste of Shillong, The Landline, and 0364. Culinary highlights include Crispy Goat Cheese Salad, Pistachio Basil Pasta, and Grilled Fish with Caper Butter Sauce.

Deval Tibrewalla, CEO and Director of Hotel Polo Towers Group, stated, "Tring Tring celebrates Shillong's cultural legacy while redefining modern luxury. We invite everyone to experience its unique charm."



## Vi achieves milestone in connectivity with 'Be Someone's We' campaign

**Mumbai:** Leading telco Vi has achieved a major milestone in its 'Be Someone's We' campaign by successfully adding 100 towers every hour as part of its network expansion across India. Following a successful FPO earlier this year, Vi's rapid infrastructure rollout underscores its commitment to high-speed connectivity.

The campaign emphasizes fostering connections, highlighted through two relatable TV commercials that showcase Vi's network strength in diverse settings, including challenging terrains where connectivity is often

poor.

CMO Avneesh Khosla stated, "Be Someone's We' highlights the power of connections, and our tower expansion ensures people can stay connected with loved ones." Ogilvy's ECD Rohit Dubey added that integrating the promise of 100 towers into the brand's philosophy was crucial for the campaign's emotional impact. The campaign launched during the Border-Gavaskar Trophy on November 22, reaching audiences through various channels, including TV and digital platforms.

## Godrej Jersey Milk Report: Over half of Indian consumers rank milk quality as top priority

**Guwahati:** More than half of Indian (54%) consumers have ranked quality of milk as a top priority while purchasing milk. Leading to the National Milk Day on November 26, Godrej Jersey's Milk Report also revealed that Indians are ready to increase milk consumption if they are assured of milk quality and safety. Titled 'Bottoms Up...India Says Cheers to Milk!' the comprehensive study covering consumer re-

sponses from Delhi, Lucknow, Mumbai, Pune, Hyderabad, Chennai, Bangalore, and Kolkata provides valuable insights into evolving consumer preferences and industry trends. Commenting on the findings, Bhupendra Suri, CEO, Godrej Jersey, said, "During the survey we found that consumers milk purchasing and consumption preference is dependent on hygienic sourcing and processing coupled with packag-

ing and assurance of no adulteration." The survey found that hygiene was a key factor while purchasing the milk for the consumers based out of Pune and Chennai (31% each), followed by Bangalore (30%) and Hyderabad (28%). When it came to unadulteration of milk as an important aspect for purchase, consumers from Mumbai and Pune (33% each) followed by Bangalore (29%) and Delhi (28%).

## Union Minister Giriraj Singh unveils state-of-the-art training centre in Begusarai, Bihar

**Guwahati:** In a first-of-its-kind initiative, Hon'ble Union Minister of Textiles, Shri Giriraj Singh, has inaugurated a Jeevika Didi Training Cum Production Centre for Skill Training and Production in Begusarai, Bihar. This state-of-the-art facility empowers village women to transform raw fabric into globally marketable prod-

ucts, bridging traditional craftsmanship with modern design and marketing techniques. The Center, developed in partnership with the National Skill Development Corporation (NSDC) and its five Sector Skill Councils (SSCs) and NIFT Patna, aims to uplift women-led Self-Help Groups (SHGs) by providing them with key skills,

tools, and resources to thrive as successful entrepreneurs in the apparel and textile sectors. Gracing the occasion as a chief guest, Shri Giriraj Singh said, "The transformative role of women in shaping India's progress is remarkable, and I deeply value the contribution of Jeevika Didi in it." Sharing his vision, Shri Ved Mani Tiwari, COO (Offi-

ciating CEO), NSDC & MD, NSDC International, said, "The Jeevika Didi Training Centre marks a significant milestone in empowering rural women and advancing India's vision of inclusive growth." The centre's training programs will cover five key sectors: apparel, textiles, gems and jewelry, handicrafts, and management.

## Godrej Professional launches Godrej Professional Spotlight—an initiative offering hair stylists

**Guwahati:** India has a vast, talented community of hair stylists, yet access to national platforms and advanced skill-building remains limited. To bridge this gap, Godrej Professional, the professional hair care brand under Godrej Consumer Products Limited (GCPL), has launched Godrej Professional Spotlight—an initiative offering hair stylists a national stage to showcase their creativity. This program will recognize three talented hair stylists and give a boost to their professional aspirations with a funding of up to INR 5 lakhs.

From all entries, 30 hair stylists will be shortlisted and flown to Mumbai for the Godrej Professional Spotlight grand finale in December, where they will showcase their curated looks in a grand hair show. Commenting on the initiative, Abhinav Grandhi, General Manager, Godrej Consumer Products Limited (GCPL), said, "With over 6 million salons, India's salon industry is one of the fastest-growing sectors, yet it lacks platforms to truly showcase talented hair stylists." "As the salon industry in India continues to experience remarkable growth, driven by increasing consumer aspirations, the importance of skill development for professionals is paramount," added Monica Bahl, CEO, Beauty & Wellness Sector Skill Council (B&WSSC).

## DSP Mutual Fund launches Business Cycle Fund for timely sectoral allocations

**Mumbai:** DSP Mutual Fund has announced the launch of its DSP Business Cycle Fund, an open-ended equity fund designed to help investors capitalize on business cycles by dynamically allocating assets to high-growth industries. The fund will invest across large, mid, and small-cap stocks, focusing on sectors with improving fundamentals and attractive valuations. The investment strategy revolves around a framework-driven approach that allows active sector allocation during upcycles, while also implementing risk management tactics such as cash calls and portfolio hedging through put options and arbitrage opportunities. With the flexibility to invest up to 10% in Real Estate Investment Trusts (REITs) and Infrastructure Investment Trusts (InvITs), the fund offers an unconstrained investment approach that targets industries at the bottom of their cycle, poised for significant growth. Charanjit Singh, Fund Manager at DSP Mutual Fund, said, "Timing entry and exit into sectors can be tricky for investors, but the DSP Business Cycle Fund is built to navigate these cycles with precision." The New Fund Offer (NFO) opens on November 27, 2024, and closes on December 11, 2024. The DSP Business Cycle Fund is expected to attract investors looking for flexibility and active sectoral allocations to boost returns, as the region increasingly embraces sophisticated investment opportunities.

## NIF Global brings the exclusive and the exciting Fashion Series by New York and London experts



**Guwahati:** NEW York Institute of Fashion—NIF Global has brought the exclusive and the exciting Fashion Series by New York and London experts, providing its students across India with unprecedented exposure. This month-long series, running from 14th November to 14th December 2024, bridges cultural and creative capitals, empowering students to experience global expertise right in their own classrooms. A New Era of Global Fashion Education at New York Institute of Fashion has redefined fashion education, merging New York's design expertise, London's forward-thinking innovation, and India's rich creativity.

At the Guwahati, students engaged directly with New York and London experts who have influenced global fashion trends, learning valuable insights and skills tailored to help them excel in the global arena.

The Centre Director Adv Chinki Agarwal of Guwahati shared thoughts on this exclusive fashion series: "At the Guwahati we're dedicated to nurturing talent that shines beyond borders." New York Institute of Fashion - NIF Global is a premier institute for design education, known for its innovative approach to fashion design, interior design, management, and beauty education.

## Air India Express hits 51 destinations, expands to Bangkok, Dimapur and Patna

**Guwahati/Dimapur:** Air India Express has crossed a significant milestone, expanding its network to 51 destinations across India, the Middle East, and Southeast Asia. The airline will launch direct flights connecting Pune and Surat to Bangkok starting December 20, 2024. With introductory Xpress Lite fares starting at ₹6,500 for Pune-Bangkok and ₹7,500 for Surat-Bangkok, Air India Express aims to tap into the growing demand for travel between India and Thailand. These new routes also mark a strategic push to enhance connectivity from emerging economic hubs in India. Further expanding its domestic presence, Air India Express

will introduce direct flights to Dimapur and Patna. Beginning January 2025, Dimapur will benefit from daily flights to Guwahati, a crucial hub for northeast India, while Patna will gain daily connections to Bengaluru and Hyderabad. These moves are part of the airline's strategy to strengthen regional links and foster economic growth. In Dimapur, this expansion is expected to provide essential connectivity to larger metropolitan cities, benefiting both business travelers and tourists. The new services will create valuable one-stop connections to major cities like Delhi, ensuring improved access to national and international destinations for this rapidly growing market.