

# NORTH EAST BUSINESS MIRROR

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## Air India to suspend Delhi-Washington flights amid fleet shortfall, other factors

**New Delhi:** Tata Group-owned Air India on Monday said it is suspending its services between Delhi and Washington, D.C., effective from September 1, 2025, due to a combination of operational factors. The airline, which has been facing a myriad of issues since the fatal Boeing 787 crash in Ahmedabad on June 12, said the move is to “ensure the reliability and integrity of Air India’s overall route network”

In a statement, the airline said the suspension is pri-

marily driven by the planned shortfall in Air India’s fleet, as the airline commenced retrofitting 26 of its Boeing 787-8 aircraft last month. “This extensive retrofit programme, aimed at significantly enhancing customer experience, necessitates a prolonged unavailability of multiple aircraft at any given time until at least the end of 2026. That, coupled with the continued closure of airspace over Pakistan, impacts the airline’s longhaul operations, leading to longer flight routings and



increased operational complexity,” the airline said.

Customers with Air India bookings to or from Wash-

ington, D.C. beyond September 1, 2025, will be contacted and offered alternative travel arrangements, including

rebooking on other flights or full refunds, as per their individual preferences. Meanwhile, Air India customers will continue to have the options of one-stop flights to Washington, D.C. via New York (JFK), Newark (EWR), Chicago, and San Francisco - with the airline’s interline partners, Alaska Airlines, United Airlines, and Delta Air Lines, “allowing customers to travel on a single itinerary with their baggage checked through to the final destination”.

## Stock market ends lower ahead of key inflation data, tariff concerns



**Mumbai:** The Indian benchmark indices ended lower on Tuesday as investors awaited the release of July inflation data from both domestic and the US sources amid tariff concerns. Sensex ended the session at 80,235.59, down 368.49 or 0.46 per cent. The 30-share index started the session in negative territory at 80,508.51 against last session’s closing of

80,604.08 as participants awaited the release of July inflation data from both domestic and US sources. The index remained range bound amid heavy volatility.

Nifty settled at 24,487.40, down 97.65 points or 0.40 per cent. Bajaj Finance, Trent, Hindustan Unilever, Eternal, HDFC bank, Bajaj FinServ, Bel, ICICI Bank, Kotak bank and Reliance were among the top losers from the Sensex basket. While Maruti Suzuki, Tech Mahindra, Mahindra and Mahindra, NTPC, Sun Pharma, Tata Steel and Titan settled higher.

Majority of sectoral indices felt pressure during the trading hours amid persistence selling. Nifty Fin Services dropped 270 points or 1.02 per cent, Nifty Bank fell 467.05 points or 0.84 per cent, and Nifty FMCG ended the session 275 points or 0.50 per cent lower.

## Trump says no tariffs on gold imports, extends China tariff deadline

**Washington:** US President Donald Trump has said his administration will not impose tariffs on gold imports, an announcement following days of speculation that gold bars might be subject to countryspecific duties. Trump issued a terse statement in a social media post, after speculation arose over the possibility of gold tariffs after a recent ruling by U.S. Customs and Border Protection that 1-kilogram and 100-ounce gold bullion bars from Switzerland would face duties. “Gold will not be Tariffed!,” Trump wrote on Truth Social, reports Yonhap news agency.

The two types of gold bars in question are used to back contracts on The Commodity Exchange, the key gold futures market, but they are also sold to jewellers or industrial consumers for manufacturing purposes. On Friday, the Swiss Association of Manufacturers and Traders in Precious Metals issued a statement against potential U.S. gold tariffs, saying that new duties, if imposed, may “negatively impact the international flow of physical gold.”

Moreover, Trump signed an executive order to extend the China tariff deadline by an additional 90 days. The order followed a non-committal answer by Trump to reporters as to whether he would extend the lower tariff rates a day after he urged Beijing to quadruple its purchases of US soybeans.

## MRF’s Q1 net profit declines 13 pc to 483 crore, revenue up 7 pc



**Mumbai:** MRF Limited’s net profit for the April-June quarter (Q1 FY26) stood at Rs 483.23 crore, down 13 per cent year-on-year (YoY), according to an exchange filing on Tuesday. The tyre manufacturer had posted a net profit of Rs 562.55 crore in the corresponding month a year ago (Q1 FY25). The company’s profit fell by over 2 per cent quarter-on-quarter (QoQ) as well as from Rs 497.85 crore in the preceding quarter (Q4 FY25).

However, revenue from operations for the quarter under review increased 7 per cent YoY to Rs 7,560.28 crore from Rs 7,077.84 crore and 8 per cent QoQ from Rs 6,943.84 crore.

EBITDA (earnings before interest, tax, depreciation, and amortisation) decreased 9 per cent from the previous quarter to Rs 1,034 crore, and the margin decreased by more than 200 basis points to 13.7 per cent from 16.1 per cent the previous year. At the same time, the tyre manufacturing giant’s total expenses for the Q1 FY26 stood at Rs 7,035 crore, up nearly 8 per cent from Rs 6,409 crore in the same quarter a year ago and Rs 6,410 crore in the preceding quarter.

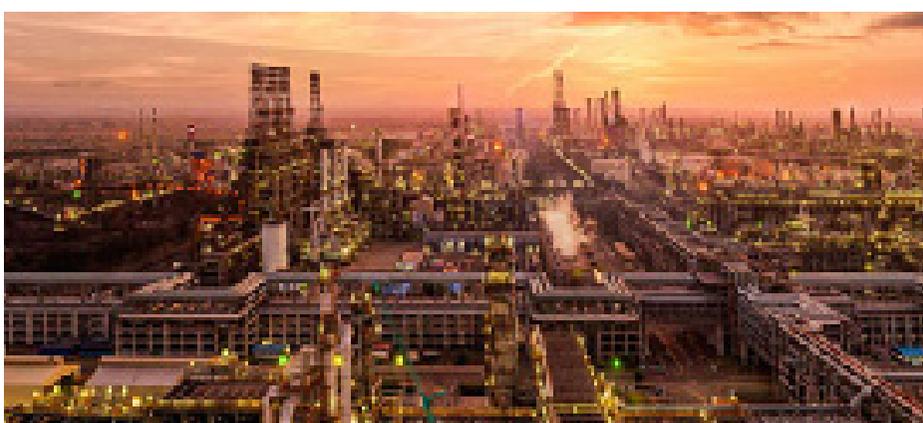
## Crackdown on Russian oil exports a big setback for Reliance, shares dip

**New Delhi:** US President Donald Trump’s crackdown on Russian oil exports has come as a major blow to Mukesh Ambani-led Reliance Industries Ltd. (RIL), which was a major importer of the cheap crude for processing at its giant oil refinery in Jamnagar on the Gujarat coast.

The setback is also reflected in the decline in prices of Reliance shares in recent days after Trump stepped up his rhetoric against the purchase of Russian oil by India. In the last 30 days, the blue-

chip stock fell nearly 7 per cent. At 2.38 p.m. on Tuesday, the scrip was trading at Rs 1,380, down 0.40 per cent. The RIL share price has crashed around 11 per cent from its 52-week high of Rs 1,551.

According to a report in the Financial Times, Mukesh Ambani-led Reliance was one of the biggest gainers of Russian crude purchases. The report cites Amrita Sen, director of research at data and analysis consultancy Energy Aspects, as saying that private Indian



refiners like Reliance had gained even more than government-owned competitors,

such as Indian Oil and Bharat Petroleum, because they exported more of their oil prod-

ucts. Sen pegs the gains of Reliance Industries through the purchase of cheap Rus-

sian oil at around \$6 billion.

The US previously did not object to oil imports from Russia, as long as they were priced below the \$60-a-barrel price cap fixed by the G7 countries to limit Russia’s earnings. These purchases also helped to keep more crude flowing into the market and prices from spinning out of control. Petroleum Minister Hardeep Singh Puri has pointed out that India’s purchases of Russian crude oil have helped to bring down global energy prices to stable levels.

# Godrej Industries brings RakshaBandhanto the office with ‘Work Sibling’ campaign

**Guwahati:** Godrej Industries Group (GIG) has launched a light-hearted campaign this RakshaBandhan celebrating “work siblings” — colleagues who playfully tease, support, and share the camaraderie of real siblings. With changing family structures and more millennials choosing to have only one child, the traditional sibling bond is becoming rarer. A 2023

YouGov-Mint-CPR survey revealed that 47% of urban millennials prefer just one child.

Through lifestyle platforms Godrej L’Affaire and Vikhroli-Cucina, the ‘Work Sibling – India’s New Badge of Workplace Bonding’ campaign includes a satirical digital film and interactive social media activity encouraging professionals to “adopt” their favourite col-

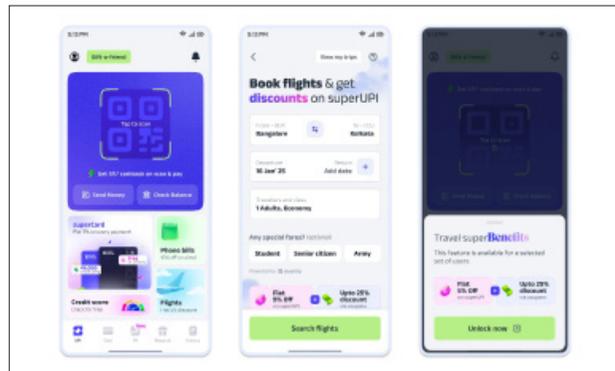
leagues as official work siblings. Participants can tag colleagues, share stories, and send personalised e-Rakhi cards.

In Guwahati, where corporate offices and start-ups are steadily expanding, the idea resonates strongly with young professionals. Many working in the city’s growing IT hubs and retail management sectors say such campaigns boost work-

place morale and mirror the close-knit market culture of the city, where collaboration often goes beyond formal roles.

Commenting on the initiative, SujitPatil, Chief Communication Officer, GIG, said the campaign is about “celebrating everyday bonds that make workplaces feel more human” and fostering a sense of belonging among teams nationwide.

# super.money takes off with ‘FLIGHTS’; bets big on Gen Z travel surge via UPI



**Guwahati:** UPI-first platform super.money has launched ‘FLIGHTS’—a travel booking feature tailored for Gen Z users. Partnering with Cleartrip, the company now allows users to book domestic flights using UPI and earn an additional 5% reward on top of existing offers, making it one of the most rewarding flight-booking platforms in India.

The launch reflects super.money’s ambition to transform UPI from a basic payment tool into a value-driven commerce experience. By removing the need for credit cards while maintaining benefits, the app directly caters to Gen Z’s preference for instant, debt-free, and digital transactions.

According to Cleartrip, Gen

Z travellers now lead in UPI usage, conducting 10% more transactions than any other age group. Their growing inclination towards solo travel, comfort, and convenience aligns with this feature’s reward-rich offering.

In Guwahati, where younger travellers are increasingly opting for weekend getaways and budget-friendly flights, super.money’s entry into travel is expected to resonate strongly. Travel agents report a rise in UPI-based bookings, and this integration is likely to further boost digital travel adoption in the Northeast.

With UPI accounting for 85% of India’s digital transactions, FLIGHTS positions super.money as a pioneer in reshaping how India travels and pays.

## PMI urges G2G collaboration to curb \$1.65 billion illicit tobacco trade in India

**Aizawl:** Philip Morris International (PMI) has called for intensified government-to-government (G2G) dialogues with source and transit countries to combat the surging illicit tobacco trade, which drains India’s economy by an estimated \$1.65 billion annually. Addressing the ASIA Security Conference & Exhibition 2025 in New Delhi, Rodney Van Dooren, Head - Illicit Trade Prevention at PMI, emphasized that 25% of India’s tobacco market is illicit, resulting in the loss of around 12,000 jobs each year.

Van Dooren highlighted the role of transnational smuggling routes, with Cambodia named as a key source and ASEAN nations such as Vietnam and Malaysia acting as transit points. He called for a multi-pronged strategy involving stronger manufacturing and export controls, robust tracking systems, and expanded regional cooperation.

Aizawl have witnessed a worrying influx of counterfeit cigarettes that are cheaper and evade taxes, hitting small vendors and depriving the state of crucial revenue. Traders report a steady decline in legal tobacco product sales, sparking concerns over long-term business viability.

Globally, illicit tobacco results in \$40–50 billion in tax losses. PMI’s five-pronged strategy—research, partnerships, awareness, supply chain protection, and collaboration—aims to close enforcement gaps and promote compliance.

## Nissan rolls out all-black Magnite KURO Special Edition at Rs 8.30 lakh

**Guwahati:** Nissan Motor India has launched the New Magnite KURO Special Edition, an all-black, feature-rich variant of its popular compact SUV, priced from ₹8.30 lakh (ex-showroom, Delhi). Bookings are now open at all Nissan dealerships and online via the company’s official website for just ₹11,000.

Inspired by the Japanese word for “black,” the KURO Special Edition showcases a bold all-black exterior and interior, complemented by premium design touches such as Signature Black LED headlamps with LightSaber Turn Indicators, a Sable Black wireless charger, Advanced Driver Assist Display, and a Premium i-Key with Walk Away Lock and Approach Unlock. Nissan has also introduced an all-new Metallic Grey colour to its Magnite line-up.

Guwahati’s automobile sector has responded positively to the launch, with dealers reporting rising inquiries and early bookings. The black-themed design has resonated well with



younger customers in the city, where compact SUVs dominate urban mobility preferences. Industry observers believe the new variant’s bold aesthetics and value-driven pricing could drive strong traction in Tier-2 markets like Guwahati.

The made-in-India Magnite continues to win trust globally, having secured a 5-star GNCAP rating for overall passenger safety across India and South Africa.

## Vi launches REDX Family Plan with unlimited data, international roaming & premium OTT perks

**Guwahati:** Vodafone Idea (Vi) has unveiled its new REDX Family Plan, marking a significant expansion of its flagship REDX postpaid offering. Designed for today’s hyper-connected families, the plan is the first of its kind in India to offer unlimited 4G and 5G data, international roaming, and equal premium benefits to both primary and secondary members.

At a starting price of ₹1601 per month for two members, the REDX Family Plan includes bundled access to Netflix, Amazon Prime, JioCinema, SonyLIV, and a six-month subscription to Swiggy One. It also features four complimentary airport lounge accesses, an annual 7-day international roaming pack worth ₹2,999, and 25% off a second roaming pack.

Unlike traditional family plans, Vi breaks the industry norm by offering truly unlimited data to all family members—without any quota limitations—along with unlimited calls, 3,000 monthly SMS, and device security with a one-year Norton subscription.

In Guwahati, a key telecom market in Northeast India, the REDX Family Plan is expected to appeal to data-intensive households and urban professionals who prioritize seamless connectivity and OTT entertainment. With growing demand for all-in-one digital solutions, the plan could give Vi a competitive edge in the city’s premium postpaid segment.



## Center Fresh-YouGov report reveals Indians overthink Pizza more than politics

**Shillong:** A new report by Center fresh and YouGov has uncovered a startling trend among Indians—overthinking dominates their daily lives, even in the most mundane moments. Titled the India Overthinking Report, the study found that 81% of Indians overthink for more than three hours a day, with one in four calling it a constant habit.

The report highlights a curious national mindset: 63% of Indians say deciding on food is more stressful than choosing a political leader, with 61% admitting they spend more time pondering a food order than national elections. This indecisiveness extends to digital life too, with nearly 32% fretting over whether an emoji might come off as “too much.”

In Shillong, this pattern holds strong among students and young professionals. Local eateries report customers often take longer to finalize orders, and cafes see young patrons agonizing over the ‘perfect’ social media post, echoing national concerns around self-image and digital anxiety.

Interestingly, 42% of respondents panic when a boss replies with just “Ok,” and one-third now turn to Google or ChatGPT for emotional clarity. “Overthinking has be-



come everyday clutter,” said Gunjan Khetan of Perfetti Van Melle India, urging Indians to “Dimaag Pe Rakho Lagaam.”

## Killing Cockroaches Wrongly Could Be Killing Your Health Too

By Dr Mukesh Sanklecha, Consultant Paediatrician, Bombay Hospital Institute of Medical Sciences

You may not see them often, but they're there — hiding behind kitchen cabinets, under the sink, or crawling out at night. Cockroaches are more than just unsightly pests; they are silent carriers of disease and potential threats to your family's health. In a hurry to get rid of them, we often end up doing more harm than good. But here's the catch is that the wrong way to kill a cockroach can be more harmful than the pest itself.

Scientific studies show they can transmit harmful pathogens like *E. coli*, *Salmonella*, and *Staphylococcus aureus*. When we squash them, especially with bare hands, feet, or household tools, we risk spreading these bacteria across floors and walls. The visible cockroaches we kill are only the tip of the infestation. The hidden colonies and eggs remain untouched and repopulate in days.

To deal with them, some people end up using unregulated cheap products leading to allergic reactions and health problems. Others rely on alternatives like incense sticks marketed as cockroach or pest repellents but far from safe. Studies have revealed that such incense sticks release harmful carcinogenic substances. In small or poorly ventilated homes, this smoke can pose serious health risks, especially for children and the elderly.

Cockroach-killing chanks have long been touted as a simple solution, but they tend to be ineffective against roaches. Their use requires drawing lines across multiple surfaces, creating visible marks that are messy and unhygienic. Chalk sticks can easily break during application, and the powdery residue often come in contact with hands, increasing the risk of accidental transfer to food preparation areas.

Then there are the widely used home remedies like lemon, bay leaves, and kerosene-soaked cotton balls. While these



■ *This Festive Season, Don't Just Clean — Protect Your Health by Eliminating Cockroaches the Right Way*  
 ■ *A Clean Home Isn't Enough: Why You Must Tackle Cockroaches the Right Way This Festive Season*

might smell strong, there's little scientific evidence proving these methods are truly effective. In fact, using such fixes can sometimes cause pests to retreat deeper into hidden corners of the home.

The Smarter, Safer Solution

The most effective, hygienic, and medically sound solutions are also the least flashy. Gel baits are widely regarded as the most effective, hygienic, and sustainable solution. Backed by science, these gels contain active ingredients like Fipronil that go beyond visible pests. A 2020 report in the International Journal of Pest Management found that gel baits led to a 95% reduction in infestations within just two weeks of application. On consumption of the gel, cockroaches go back to their nest and die, resulting in the elimination of other cockroaches that get in contact with them. Ultimately, wiping out nests from within. Hit Anti Roach Gel is a one such well-re-

garded, DIY pest-control gel formulation, particularly effective when used as directed—placing tiny gel dots in dry, crawl-prone areas. Applied discreetly behind appliances, under sinks, or in cracks and crevices, they offer long-term protection without the danger of traditional methods. Gel baits usually have a long-lasting effect, ensuring there are no cockroaches in the house for up to 45 days.

For more severe infestations, professional pest control services using Integrated Pest Management (IPM) practices are highly recommended. Endorsed by bodies like the World Health Organization and India's Central Insecticides Board, IPM combines sanitation, environmental modifications, and responsible pesticide use. This science-led approach targets pest behavior and lifecycle rather than just spraying everything in sight.

Over-the-counter sprays offer a quick fix for eliminating visible cockroaches, knocking them down on contact. This is effective for immediate relief and should be followed as regular practice. Dustbin, near the gas cylinder, kitchen sink, cabinets and under the fridge are some of the places where cockroaches generally hide. Spray it on these places and keep cockroaches at bay.

Ultimately, how we deal with cockroaches reflects how well we understand our home environment. Instead of turning to unsafe, unscientific methods, we need to embrace informed, effective strategies. True pest control isn't just about eliminating cockroaches, it's about doing it right, for the right reasons. So, the next time you spot a cockroach, pause. Because killing one the wrong way might just be making your home more toxic than the pest itself.

- By Dr Mukesh Sanklecha, Consultant Paediatrician, Bombay Hospital Institute of Medical Sciences.

## Vi Business to deploy 12 million smart meters, boosts India's digital energy future

Guwahati: Vi Business, the enterprise arm of Vodafone Idea Limited, has announced a bold initiative to connect 12 million smart meters across India over the next three years. This large-scale deployment places Vi Business at the heart of India's digital energy transformation, aligning with the goals of the India Smart Grid Mission.

The initiative will drive innovation in Advanced Metering Infrastructure (AMI) and IoT solutions, helping Distribution Companies (DISCOMs) reduce Aggregate Technical & Commercial (AT&C) losses and offer consumers real-time energy usage data. Central to this effort is Vi's IoT Smart Central platform, enabling secure, scalable connectivity for millions of meters.

Vi Business brings over five years of smart metering expertise and has pioneered innovations such as the IoT Lab for pre-deployment testing. Its end-to-end onboarding processes, telco-grade protocols, and data protection frameworks aim to ensure reliable rollouts nationwide.

In Guwahati, where power distribution efficiency is critical to urban expansion, industry stakeholders welcomed the move. The deployment of smart meters is expected to optimize billing accuracy and reduce energy theft, offering a transformative push to Assam's power infrastructure and digital adoption.

"We aim to enhance efficiency and consumer experience across India," said Arvind Nevatia, Chief Enterprise Business Officer, Vi.



## Tata AIA Life boosts digital learning in Nagaland with smart classrooms and CSR push



Kohima: Tata AIA Life Insurance has launched a transformative CSR initiative introducing smart classrooms in seven government schools in Dimapur. The three-year programme (2024-2026) is set to benefit over 3,267 students, aiming to enhance learning through digital infrastructure, localized content, and trained educators.

The initiative follows the ASER 2024 report which highlighted that only 32.6% of Nagaland's schools have computer facilities, with limited usage. Tata AIA's intervention includes smart classrooms with interactive audio-visual tools, teacher training workshops for 168 educators, and customized e-learning modules in partnership with Teachmint Edutech. The program also promises essential hardware and connectivity, targeting

increased attendance, better academic outcomes, and enhanced digital engagement.

Kristyl Bhesania, CHRO of Tata AIA, said the initiative reflects the Group's core mission to improve lives. "We are committed to meaningful community development that extends beyond insurance solutions."

In Kohima, where education and tech integration have long been stagnant, this CSR initiative is viewed as a timely boost. Local educators and families anticipate a ripple effect, with hopes that similar models will extend to Kohima's government schools, accelerating digital literacy across the capital.

Tata AIA also supports a state-backed insurance scheme covering low-income families, underlining its broader social responsibility in Nagaland.

## Tata Tea Premium blends art and AI in Independence Day campaign 'Desh Ka Garv – Pradesh Ki Kala'

Guwahati: Tata Tea Premium, the flagship brand from Tata Consumer Products, has launched the 2025 edition of its much-awaited Independence Day campaign, 'Desh Ka Garv – Pradesh Ki Kala', celebrating India's diverse regional art forms through hand-painted artisanal kettles.

In collaboration with Kaushalam, a platform preserving Indian folk art, the brand has unveiled a limited-edition kettle collection inspired by iconic art styles like Warli, Gond, Madhubani, Sanjhi, Kalighat, Phulkari, and Pattachitra. Each kettle, a cultural artefact, features region-specific motifs—from Punjab's vibrant dhols to Uttar Pradesh's serene ghats—designed to preserve and promote India's rich artistic traditions.

The campaign also features a visually captivating AI-generated brand film, voiced by singer Piyush Mishra, showcasing regional dance forms like Kathak



and Odissi in a never-seen-before digital format.

The Desh Ka Garv collection is available exclusively at [www.IndiakiChai.com](http://www.IndiakiChai.com), with all proceeds supporting women's training at Indian Army Skill Development Centres.

In Guwahati, the initiative has struck a

chord with consumers who value local identity and craftsmanship. Retailers report increased interest in culturally themed products, and tea lovers in Assam—a region steeped in tea heritage—have welcomed this blend of tradition and modernity as a meaningful tribute to the nation's spirit.

## Nissan introduces India's first 10-year extended warranty for 5-star rated Magnite



**Guwahati:** Nissan Motor India has unveiled a segment-first 10-Year Extended Warranty Plan for the New Nissan Magnite, recently awarded a Global NCAP 5-star rating for adult occupant safety. Available only for vehicles with a 3-year standard warranty, the plan offers coverage for up to 10 years or 2 lakh kilometres at just 22 paise/km or INR 12/day.

Customers can choose from flexible packages — including 3+7, 3+4, 3+3, 3+2, and 3+1 years — with comprehensive protection for seven years and engine-transmission coverage for the 8th, 9th and 10th years. The plan can be financed through Nissan Finance and ensures cashless repairs at authorised service centres nationwide, with unlimited claims.

In Guwahati, observers say the extended warranty could boost Magnite's appeal among safety-conscious buyers, particularly urban families and intercity commuters. With rising demand for vehicles combining strong safety credentials and long-term cost predictability, the Magnite's 5-star rating and decade-long protection offer a compelling proposition in Assam's growing B-SUV segment.

Saurabh Vatsa, MD, Nissan Motor India, said the initiative reflects the company's commitment to delivering "worry-free ownership for a decade" backed by Japanese engineering, robust reliability and premium craftsmanship.

## Advanced traumacare at Amrita Hospital highlights economic impact of health care access in Northeast

**Shillong:** The remarkable recovery of 33-year-old Pinku Mani Talukdar from Guwahati at Amrita Hospital, Faridabad, after 18 complex reconstructive surgeries, underscores the critical demand for advanced health-care infrastructure in Northeast India. Pinku's life-threatening injuries, sustained after being dragged by a speeding truck, required urgent, specialised care unavailable locally. Following initial stabilisation in Guwahati and multiple hospital refusals in Delhi, Amrita Hospital's rapid response saved her leg and life.



From Shillong's commercial quarters, business leaders emphasize the economic ripple effects of inadequate regional healthcare. Market traders highlight that patients often incur substantial costs traveling to metros for treatment, leading to lost income and increased financial strain on families. This recurring challenge underscores the urgent need for investment in regional medical facilities to boost healthcare accessibility, reduce economic disruptions, and stimulate local markets.

Pinku's journey reflects not only a medical success but also a call to action for stakeholders to prioritize healthcare investments in the Northeast, fostering economic resilience and better health outcomes across the region.

## From Diet to Data: Managing Blood Sugar with Technology

**Guwahati:** Imagine a world where our favourite comfort foods - pizza, burgers, desserts—miraculously turn into health foods! But until the day a slice of cheesy pizza becomes as wholesome as a bowl of steamed broccoli, people need to be mindful especially those managing diabetes and make informed decisions about what ends up on their plate. Diabetes specific nutrition isn't a one-size-fits-all. The Indian Council of Medical Research-National Institute of Nutrition dietary guidelines emphasize the need for diverse dietary options for individuals based on cultural and regional aspects. Food can affect everyone's glucose levels differently- whether it's a bowl of rice or a bag of chips. Unlike traditional finger pricks or occasional HbA1c tests, Continuous Glucose Monitoring (CGM) devices provide automatic glucose readings every minute on the phone without having to scan every time. One can activate alarms when they hit a high or low glucose level, enabling people to respond before it becomes a serious issue.

Dr Samiran Das, DM Endo, Nemcare Super Speciality Hospital, Guwahati, said, "Foods with rapidly digestible carbohydrates can trigger a sudden surge of glucose into the bloodstream after eating, causing a spike in your blood sugar levels. From continuous glucose monitoring (CGM) devices that provide updates about real-time impact of food on glucose levels, to food-tracking apps

that make it easier to count carbs, technology is helping people live better with diabetes. These tools can also share data with your doctors or caregivers—especially helpful when rain, illness, or a packed schedule makes in-person visits tricky." Dr. Vivek Iyer Head, Medical Affairs, South Asia, Abbott, said, "With smart tech and mindful nutrition working together, it becomes easier to navigate everyday choices. Whether you are meal planning for the week, tweaking your favorite recipe, or grabbing a snack on the go, tools like CGMs make it easier to manage blood sugar. It alerts you the minute your glucose readings are outside your target range, thus providing you better control on how diabetes affects you." Here's how you can plan your meals better: 1) Watch Your Carbs Closely: Counting carbs in every part of your meal is essential. 2) Smarter Sugar Swaps: You don't have to give up sweetness—just choose better substitutes. 3) Use Tech to Stay on Track: CGMs provide real-time glucose readings updated on your phone every minute, predictive alerts, and trend data—letting you see how specific foods impact your blood sugar. 4) Snack Smart: Opt for nutrient-dense options like fresh fruit, raw veggies, nuts, boiled eggs, light popcorn, or a small peanut butter and banana combo. 5) Healthy choices when dining out: Eating out can be enjoyable, but restaurant meals often come with large portions and hidden carbs that challenge blood sugar control.

## Pet Parenting Finds a New Home in Small-Town India

Attributed to Nitin Jain, Chief Operating Officer, Godrej Pet Care (maker of Godrej Ninja pet food for dogs)

There's a quiet but powerful shift happening across India—pet parenting is no longer just a metro trend. From everyday walks to monthly vet visits, smaller towns are embracing pets as family, with rising affection and growing spending to match.

Just five years ago, metros like Mumbai, Delhi, and Bengaluru accounted for nearly 60% of India's pet care demand. Today, that figure has dropped to 45%, with Tier 2 and Tier 3 cities now driving nearly half of all demand. This reflects how deeply pet companionship is being woven into the fabric of families across India.

**What's Driving This Boom in Smaller Towns?**

The rise of remote and hybrid work has allowed many to return to their hometowns or move to quieter cities. With more space at home, less stressful routines, and family support, people are

finding it easier and more joyful to welcome a pet into their lives.

Importantly, a younger, well-informed, digitally native generation is leading this change. They turn to online communities and digital platforms for advice, products, and support, while exploring new categories like toys, clothing, and accessories, which were once considered optional but are now part of the regular pet care basket.

Further, as corporates set up HQs and enable work-from-home in Tier 2 cities, dual-income households in these regions are prioritising quality packaged pet food and healthcare, deepening the bond between people and their pets.

**Pet Spending is Rising Sharply**

Interestingly, many of these new pet parents are first-timers. The share of first-time pet parents is growing much faster in Tier 2 and Tier 3 cities than in metros. While metros are shifting to-



wards smaller dog breeds due to compact living spaces, smaller towns continue to prefer medium-sized breeds, reflecting lifestyle differences.

And they're not just adopting pets; they're spending on them too. According to recent industry insights, pet parents in India now spend approximately ₹50,000 annually on pet care, accounting for 5–8% of household income. This growing spend reflects the

premiumisation of the category, driven by a desire for healthier, more convenient, and specialised products for pets. With premium packaged food, accessories, and treats, monthly spends often rise significantly for many pet parents across Tier 1 and Tier 2 cities.

India's pet care market is set to reach \$2.5 billion by FY27-28, doubling in just few years. But this growth isn't just about numbers. It represents the deepening bond between people and their pets across India's diverse towns and cities.

As more people discover the comfort and joy of having a furry friend around, it is clear that pet parenting is no longer a trend limited to big cities—it is a lifestyle that is here to stay and is growing rapidly in the heart of India.

- *Attributed to Nitin Jain, Chief Operating Officer, Godrej Pet Care (maker of Godrej Ninja pet food for dogs).*

## Royal Enfield launches Hunter 350 in new Graphite Grey variant at Rs 1.76 lakh

**Shillong:** Royal Enfield has expanded its popular Hunter 350 lineup with the launch of a new Graphite Grey colourway, priced at ₹1,76,750. This addition brings the roadster's total colour options to seven, with the new variant joining the mid-range segment alongside Rio White and Dapper Grey.

Inspired by urban street culture,

the Graphite Grey features a matte finish with neon yellow accents, offering a bold yet understated style. The model benefits from recent upgrades, including improved ground clearance, enhanced seat comfort, a slip-assist clutch, LED headlamps, tripper pod, and type-C USB charging. Powered by a 349cc J-series engine, it promises spirited



performance and reliability.

In Shillong, motorcycle enthusiasts have shown growing interest in mid-size, stylish roadsters that balance performance with affordability. Local dealers expect the Graphite Grey Hunter 350 to attract young riders who value unique styling and modern features without losing the retro charm.

With the city's hilly roads and vibrant café culture, the model's agility and comfort could make it a strong choice for urban commuting and weekend rides.

Bookings for the new Hunter 350 Graphite Grey are now open at Royal Enfield dealerships, through the Royal Enfield app, and on the company's website.

## Ankita Lokhande & Vicky Jain celebrate Raksha Bhandhan with their 'Laughter Chef 2' family

**Mumbai:** This year, Raksha Bhandhan turned out to be a little more special for the popular television couple - Ankita Lokhande and Vicky Jain, as they celebrated the special day not just with their real family, but also with their "Laughter Chef 2" family. Along with this, sister Varsha Jain, 'Laughter Chef 2' host Bharti Singh, and fellow contestants, Janant Zubair and Reem Sameer also tied Rakhi to Vicky this year. Ankita was also seen tying Rakhi to her brothers. Revealing why the festival is so close to her heart, Ankita wrote on her official Instagram handle: "For us, Raksha Bandhan isn't just



about a thread, it's about the promise we've kept all our lives...to love and protect each other, no matter what." The 'Pavitra Rishta' actress also uploaded some beautiful photographs from the Raksha

Bandhan celebration 2025 at their home. "Here's a little glimpse into how we celebrated this beautiful bond that means the world to us with the people we call our home.. #happyrakshabandhan,"

Ankita added. Reem reacted to the post with two red heart emojis.

In another update, Ankita and Vicky shared on social media that their house help's daughter and her friend had gone missing. Saloni and Neha are believed to have disappeared on July 31 around 10 AM near Mumbai's Vakola area. Without wasting any time, the couple sought help, sharing images of the girls, along with details of the FIR filed at Malvani Police Station on the internet. However, Ankita and Vicky later updated the netizens, revealing that both the girls had been found safe.

## 'O Kanha Re' is Shreya Ghoshal's musical tribute to Lord Krishna

**Mumbai:** The National Award-winning playback singer Shreya Ghoshal has released her new track 'O Kanha Re' ahead of Janmashtami. The song is a musical tribute to the bond between a gopi and her beloved, mischievous Kanha.

The lyrics have been furnished by Saaveri Verma and the song has been composed by Shreyas Puranik. The song features Gopi's tender complaints woven with affection, devotion, and divine mischief coming alive in a beautiful expression of love and longing through Shreya's deeply emotive voice.

Talking about the song, Shreya said, "I have been working on many film, non-film, and independent music, and I felt the urge to make a devotional song and reconnect spiritually. As there are so many songs for every festival and every form of God".

She further mentioned, "I have specially created this one for Radha Krishna on Janmashtami. I wish to offer my tribute, as a Pushpaanjali through my music and voice, placing a musical flower at His feet to feel truly complete. Krishna is God. But he is also a profound philosopher, beautifully embodied by Radha. To me, Krishna is the epitome of



love, where love itself becomes devotion, a metaphor that soothes my soul and fills me with new energy every day".

For her, this project is a heartfelt blend of her musical journey and her evolving role as a mother sharing the stories of Krishna not just with the world, but with her own child. Rooted in folk tradition yet infused with a gentle, modern charm, 'O Kanha Re' is a delicate blend between longing and love, surrender and mischief, bhakti and beauty.

This Janmashtami, let's fill this vast canvas with creativity, dance, sing, and celebrate the eternal love of Radha and Krishna, for Krishna belongs to us all", she added.

While the audio of the song has been released, the music video will be unveiled later in the day on Tuesday. The song is available to stream across all major platforms.

## Nyrraa M Banerjee's Hong Kong getaway is all about 'food & furry friends'

**Mumbai:** Actress Nyrraa M Banerjee is currently enjoying a much-needed break from her hectic work schedule in Hong Kong. Her latest getaway has turned out to be a perfect blend of culinary adventures and wildlife encounters. From exploring local markets to checking out local eateries, Nyrraa's social media feed has been shelling wonderlust goals. Her feed includes everything from sizzling dim sum platters to quirky street snacks.

Shedding further light on her latest getaway, Nyrraa shared: "Walking through the vibrant streets of Hong Kong, I found so much beauty in every corner—from the morning bustle to the serene harbor." She added that what truly moved her were the gentle souls she encountered in Hong Kong—street dogs napping in the shade, curious birds perched on temple walls.

## 'Quiet but inspiring strength': Shruti Haasan on playing Preeti in 'Coolie'

**Chennai:** Shruti Haasan, who stars alongside Rajinikanth and Nagarjuna in the highly anticipated film 'Coolie', has opened up about her role as Preeti — a character she describes as quite different from herself, yet deeply relatable in many ways.

"I don't think Preeti is like me at all," Shruti admitted. "But I did connect with certain aspects of her. I believe many women will relate to those parts, and that's what I really liked about the character. Preeti is extremely responsible, extremely focused, and quite inspiring." For Shruti, the role offered an opportunity to portray a kind of quiet strength that is often overlooked but deeply impactful.

She believes Preeti represents women whose determination and sense of responsibility rarely make headlines, yet form the backbone of their personal and professional worlds.

Known for seamlessly blend-



ing commercial appeal with emotional depth, Shruti approaches Preeti with grounded authenticity. She credits the experience of working with industry icons Rajinikanth and Nagarjuna, under the direction of Lokesh Kanagaraj, as both professionally rewarding and personally enriching.

"Sharing screen space with such legends and being guided by Lokesh was an incredible learning experience," she said.

"It pushed me to explore new facets of my performance." In Coolie, Shruti Preeti adds a layer of emotional depth to the film's high-energy narrative, bringing inspiration and relatability to audiences while complementing the larger-than-life action and drama.

With her portrayal, Shruti aims to make Preeti a character who lingers in the audience's minds long after the credits roll.

## First look of Gouri Kishan, Aditya Madhavan's medical crime thriller 'Others' released

**Chennai:** Several film celebrities including ace director Venkat Prabhu and actors Aishwarya Rajesh, Arya, Andrea, Vani Bhojan were among those who released the first look of director Abin Hariharan's upcoming medical crime thriller 'Others', featuring actors Aditya Madhavan and Gouri Kishan in the lead. Venkat Prabhu, who took to his X timeline

to release the first look poster of Others on Monday, wrote, "Here is the first look of the new medical crime thriller in Tamil cinema — #Others! Join me in welcoming the young trailblazers making their mark in Tamil cinema! #GrandPictures @adityamadhav01 @Gourayy @NivinKartik @abin\_1980 @aravinndsingh @GhibranVai-bodha @teamaimpr".



Aishwarya Rajesh, who too released the first look poster of the film, took to her X timeline to write, "Here is the intriguing first look of #Others. An upright cop @adityamadhav01 to unmask a heinous medical crime? #GrandPictures @Gourayy @NivinKartik @abin\_1980 @aravinndsingh @GhibranVai-bodha @teamaimpr".

## Tiger Shroff faces invincible antagonist promising a deadlier fight in 'Baaghi 4' teaser

**Mumbai:** Bollywood actor Tiger Shroff is set to return to his popular character of Ronny with the upcoming film 'Baaghi 4'. The teaser of the film was unveiled on Monday, and it promises a Tiger's savage avatar of Ronny. The teaser tells that the 4th installment of the 'Baaghi' is going to be unhinged, unrelenting, and more ferocious than ever. The teaser tears through the screen with a brutality you can't look away from. The film also stars Harnaaz Sandhu, who was crowned



the Miss Universe in 2021, as the female lead. Fierce and fearless, she brings raw emotion and grit to the screen with intense action sequences that challenge stereotypes.

Joining her is the magnetic Sonam Bajwa, who steps into the Baaghi universe post 'Housefull 5'. Sonam is known for her captivating screen presence and effortless charm, Bajwa brings a refreshing mix of glamour and strength, proving she can hold her own in the middle of high-octane chaos and adrenaline-pumping combat. Senior Bollywood actor Sanjay Dutt delivers a spinechilling performance as a deranged antagonist. He is menacing, unfiltered, and terrifyingly unpredictable. His screen presence is monstrous, his madness contagious. This is Dutt like you've never seen him before completely unleashed.

## Erigaisi in second place, German GM Keymer leads after three rounds of Chennai chess



**Chennai:** Indian Grandmaster Arjun Erigaisi's strong performance continued in the Quantbox Chennai Grand Masters as he stayed in second place after three rounds of the prestigious chess tournament. Erigaisi, ranked world No. 5, defeated American GM Ray Robson to secure 2.5 points, staying close behind Germany's Vincent Keymer, who maintains his lead with a perfect score of 3 points after another victory, this time over Indian GM Karthikeyan Murali. The tournament, part of the round-robin competition in the Masters category, has already seen intense battles, with only six more rounds left to play. Keymer's consistent form has placed him firmly at the top, while Erigaisi has shown remarkable composure, keeping pace with the leader.

Another notable result from Round 3 was the comeback of Indian GM Vidit Gujrathi, who secured a vital win against countrymate Nihal Sarin. The victory was crucial for Gujrathi to stay in the mix. Meanwhile, American GM Awonder Liang earned his first victory of the tournament by stunning Dutch GM Jorden van Foreest, signaling his potential in the competition. In a surprising move, young Indian talent V Pranav impressed many by holding top seed Anish Giri to a draw. The result demonstrated Pranav's ability to compete with some of the world's best despite being one of the youngest players in the field.

# BCCI Not Rushing to Decide on KohliRohit's Future Ahead of T20 World Cup

**New Delhi:** With speculation swirling about the future of two of India's biggest cricketing icons, Virat Kohli and Rohit Sharma, the Board of Control for Cricket in India (BCCI) has made it clear that there is no rush to make decisions regarding the duo's involvement in the One Day International (ODI) format. Although both players are nearing the twilight of their careers, the immediate focus for the BCCI is on the upcoming T20 World Cup in February and ensuring that the Indian team is fully prepared for that challenge.

The ongoing discussions surrounding the future of Kohli and Rohit largely stem from their age, as both players will turn 39 and 40 by the time the

2027 ODI World Cup arrives. With 83 ODI centuries and over 25,000 runs between them, both are legends of the game, but their future participation in longform cricket, particularly the 50-over format, has become a topic of debate. "Obviously, if they (Rohit and Kohli) have something in mind, they would tell the BCCI brass like they did before the England Test tour. But from an Indian team's perspective, the next big assignment is the T20 World Cup in February and preparations before that. The immediate focus will be on sending the best team for the Asia Cup T20 tournament, hoping all players are fit and available," a source within the BCCI shared with PTI, on the condition of anonymity.



This pragmatic approach aligns with the BCCI's general philosophy of not rushing into decisions, especially given the emotional and fan-driven significance surrounding the two players. The board is well aware of their immense popularity and the delicate nature of any decision related to

their future in the Indian team. Both players were last seen in action during the 2023 Champions Trophy in Dubai, where Kohli scored a hundred in a successful chase against Pakistan during the group stage, and Rohit played a crucial role in the final. Since then, both have not played competitive

cricket, with their most recent action being the Indian Premier League (IPL) before taking some time off.

Though Kohli has been spotted training at a London facility, posting an Instagram story of his indoor nets session, and Rohit is back in Mumbai, there have been no firm discussions about their potential farewell matches or their participation in domestic tournaments like the Vijay Hazare Trophy. The BCCI has not yet confirmed any plans for a farewell game for the duo, despite some media reports suggesting such an offer might be made for the October 25 ODI against Australia in Sydney. According to sources, no formal talks have taken place on this front yet.

## Asian U22 Boxing C'ships: Ritika clinches heavyweight gold as India end with 13 medals

**Bangkok:** Ritika's gold in the women's 80+kg category capped off India's campaign at the Asian U19 & U22 Boxing Championships 2025 in Bangkok, where the team collected a total of 27 medals across both age groups. The dual championships, spread over 10 days, brought together the continent's best young talent in a competitive test for the next generation of boxers, where India finished second overall in the U19 standings and fourth in U22.

The U19 group will return home with a total of 14 medals, including three gold, seven silver and four bronze medals, scoring the most in terms of absolute medal count and were second behind Uzbekistan (seven) in golds. The U22 contingent also bagged four silver medals to conclude their campaign with a total of 13.

India had fielded a strong contingent of 40 boxers - 20 in each age group - with a perfect mix of proven champions and potential talents who have impressed in the domestic circuit. The players underlined India's growing stature as a Boxing powerhouse in Asia.

The day's sole gold came through Ritika in the women's 80+kg final, where she kept her composure under pressure to beat Kazakhstan's Assel Toktassyn. Facing a strong boxer, Ritika mixed caution with aggression to land some telling blows, bagging India's fourth gold of the U19 and U22 Asian Boxing Championships, which were



held simultaneously over the last 10 days.

In the morning session, Yatri Patel settled for a silver after losing to Khumorabonu Mamajonova of Uzbekistan in women's 57kg, while Priya's spirited fight against Yu Tian of China in the 60kg final ended in a narrow 2:3 loss. Later in the day, Neeraj went down against Shavkatjon Boltayev of Uzbekistan in the men's 75kg final. At the same time, Ishan Kataria lost to Khalimjon Mamasoliev of Uzbekistan in the 90+kg gold medal clash—both securing a silver.

India's overall medal haul across both age groups and genders underlined the strength and depth of its youth boxing programme. Earlier this year, the U-15 and U-17 squads had combined for 43 medals at the Asian Championships, with the U-15 contingent delivering the highest number of golds in the competition - 11 in total - led by the girls' team, who swept 10 of the 15 available gold medals and won every final they contested on the penultimate day.

## West Indies clinch first ODI series win over Pakistan since 1991

**Trinidad:** Shai Hope's unbeaten century and Jayden Seales' six-fer led West Indies to register their first series win over Pakistan since 1991 with an emphatic 202-run win the third and final ODI at the Brian Lara Cricket Stadium.

Hope led from the front with an unbeaten 120 to help the West Indies post 294/6 and pacer Seales collected six wickets in reply as Pakistan were bundled out for just 92 to ensure the home side registered a 2-1 series triumph for the first time since November 1991.

Hope's 18 century took him past former great Desmond Haynes (17) and into third place for the most ODI centuries by a West Indies men's player with only Chris Gayle (25) and Brian Lara (19) ahead of him. Pakistan opted to bowl first and drew the first blood within 15 balls as Naseem Shah dismissed Brandon King for five. Evin Lewis (37) and Keacy Carty (17) put on 47 runs for the second wicket before Abrar removed the former in 14th over.

Hope, who walked in to bat at no.4, struck his 18th ODI century as he remained unbeaten till the end keeping the West Indies innings intact. He shared 45-run and 64-run partnerships with Sherfane Rutherford (15) and Roston Chase (36), respectively.

Justin Greaves (43 not out) walked in to bat with West Indies 184-6 in 41.5 overs and shared a game-changing 110-run unbeaten century stand with skipper Hope. West Indies ransacked 119 runs off the last 10 overs hitting 11 fours and five sixes to reach the highest team total in the three-match series.

For Pakistan, Naseem and Abrar picked up two wickets each, while Saim and Nawaz claimed one wicket a piece.

Chasing 294, Pakistan skittled out for 92 in 29.2 overs. Seales' 6-18 in 7.2 overs - the third best bowling figures in ODIs for West Indies the best bowling figures against Pakistan in the format, included a sensational four-wicket new-ball burst as the visitors slid to 23-4 in 8.2 overs.

For the next 11.1 overs, Salman Ali Agha (30) and Hasan Nawaz (13) briefly steadied the ship but Gudakesh Motie got the latter stumped to open the floodgates. From 61-5 in 19.3 overs, Pakistan lost 5-31 in 10.1 overs.



## India's Suraj Narredu makes history with Shergar Cup 2025 win at Ascot

**New Delhi:** Suraj Narredu-led Team Asia has brought home the Shergar Cup 2025 trophy. From India to Ascot, Narredu delivered on his promise to leave a global mark. Alongside Japanese jockeys Ryusei Sakai and Mirai Iwata, he won two of six races and secured a crucial second place, snatching the win by just one

point ahead of Europe. Asia prevailed 68-67 over Europe, with Great Britain & Ireland third on 62 and the Rest of the World on 55. Hugh Bowman clinched the Silver Saddle as the leading jockey.

Trained by Dylan Cunha, Narredu piloted Fireblade at the prestigious Ascot Racecourse - winning Shergar Cup Stayers.



Sakai also scored aboard Prince

of India in the Shergar Cup Sprint. In a steadily driven two-mile event, the 40-year-old made his move early, keeping every opponent at bay by almost two lengths. "Being a debut team and winning today is icing on the cake. I know this is a new team, but I'm sure in the future they'll be a force to be reckoned with," he said.