

News*News and Updates from India Business***How Do You Do? Lenovo Asks India's Do-ers To Turn Their Big Ideas Into Reality**Posted on December 7, 2011 by [sinha](#)

World's #2 PC Maker Launches Online Platform to Bring Together Communities of Passionate Doers in India to Collaborate on Projects

Tagged [Consumer Electronics](#), [india news](#) | [Leave a comment](#)**Coffee Heads North In Consumption And Penetration**Posted on December 7, 2011 by [sinha](#)*New Delhi to host IICF 2012, the flagship event of the Coffee Industry*

December 7, 2011 /[India PRwire](#)/ -- Coffee, one of the most consumed beverages in the South of India, has made its presence felt in the NCR and other Northern states in India. The consumption of coffee in the non south regions have grown phenomenally with the northern states contributing to more than 50 per cent of the growth at the rate of 40 per cent YOY. Coffee consumption in India has increased from 70,000 tonnes in 2003 to 1,00,000 tonnes in 2009 of which more than 16,000 tonnes is contributed by the non conventional coffee drinking regions (North, West and East). To further accentuate its presence, the newly formed India Coffee Trust has chosen Delhi to be the venue for the next India International Coffee Festival (IICF) slated to be held in January 18-20, 2012. Highlighting the trends in the industry, Mr. Jawaid Akhtar, Chairman, Coffee Board said, "This strong trend in domestic market provides avenues for enterprise development through value addition while simultaneously contributing to creation of skill based job creation particularly in non-conventional coffee drinking areas on the consumer end. To facilitate Entrepreneurial Development, Board has been holding trainings on Coffee Roasting, Brewing etc. This vertical is complemented by providing support for setting up of the Roasting Units. The growth of demand is facilitated through promoting awareness of Coffee / consumption of pure Coffee through generic promotion campaigns. During 2010-11, Kaapi Shastra training was imparted to 215 participants through eight trainings at Bangalore, New Delhi, Mumbai, Jaipur and as a facilitator for the industry as a whole the Coffee Board of India provides all the technical and logistics support to this flagship event, India International Coffee Festival, being organized by the India Coffee Trust."

Announcing the launch of the India International Coffee Festival 2012, Mr. Anil Bhandari, President, India Coffee Trust & Member, Coffee Board of India said that the prestigious 3-day festival will host some of the most sought-after names in the coffee industry and will connect the entire coffee industry through a series of educative, business & networking and also festive events. "We felt it was the right time to spread the coffee footprint to North especially since the new cutting edge and affordable processes equipment are becoming increasingly available. There is an audible coffee buzz in the north and hence the reason to get the India International Coffee Festival 2012 to Delhi. The festival will be an opportunity for the industry to unveil outstanding coffees and blends apart from showcasing cutting edge products and services of every aspect of the coffee industry," he said.

The profile of participants will encompass Coffee marketers, Coffee producers & planters, Coffee exporters, Coffee retailers and roasters apart from retailing chains. Coffee has changed from being a traditional beverage consumed mainly in South India, to a youthful and trendy beverage with a national presence, consumed in several forms and

retail formats. Thanks to the visibility, interest and growing popularity coffee as a category mainly on account of increasing number of coffee bars and cafes. The main reason for the success of the cafés in India has been the significant shift in the demographics, increased urbanization and greater disposable income levels. Of the total coffee consumption, 57% is of Instant coffee while 43% is Roast and Ground (filter). Coffee consumption in non-south is overwhelmingly of instant coffee only. There is more potential in the non-south, where the occasional consumers are high in number. Converting them to regular coffee drinkers is an opportunity for growth. Between 2003 and 2009, there is a large reduction of non-drinkers but the proportion of occasional drinkers have increased. Thus the potential for growth lies with occasional drinkers and more so in North, East and West of India which are the potential growth segments. Workshops at the IICF 2012 will provide an interactive and interesting learning experience with focus on roasting, espresso-making and filter coffee brewing. Cooking with coffee will be conducted by experienced instructors. It will be an opportunity to train under the masters, get hands on experience and interact with the specialists. Modules have been designed to educate and train the participating coffee professionals to build their knowledge base and skill sets beneficial for the coffee business and professional development. Whether one is a coffee professional, an amateur, a connoisseur of coffee or even one who wants to experiment with coffee, the workshops at IICF 2012 will have something for everyone. The awards function will celebrate coffee by recognizing achievers in all segments of the coffee sector, be it cafes, coffee growing, roasting or creating that perfect cup. This will include individuals and institutions that have set higher benchmarks and standards in the various facets of the coffee industry. The Coffee Board and this industry not only aims to spread the consumption of coffee but also to develop the supporting ancillaries to grow and support this industry.

Source: Press release distribution via India PRwire

Notes to Editor

Background Information

The Coffee Board of India has more than a 70 year history of domestic coffee promotion. At one time it operated more than 20 India Coffee Houses (restaurants) and around 50 India Coffee Depots (powder distributing outlets) all over the country. However this effort has been very largely whittled down over the past 3 decades due to more focus on exports rather than domestic promotion. However in the last two decades, the increasing global coffee surpluses have caused severe price declines and in 2000 a total collapse in coffee prices. This caused serious unemployment and economic dislocation in more than 60 countries that produce coffee. Out of this deep depression came the realization to both the industry and the govt that only a vibrant domestic consumer base would shield and stabilize the industry in the long run. It was with this in mind that the coffee board, UPASI and a few other stakeholders in the industry came together in 2002 to begin an effort to increase domestic coffee consumption by attracting global players into the Indian market. The chosen vehicle for that effort was the India International Coffee Festival (IICF). To conduct this event, the Coffee Board and the constituents of the coffee industry created the IICF Steering Committee Chaired by the Chairman of the Coffee Board and populated by a cross section of the industry.

The first three IICF events held in 2002, 2007 and 2009 were held in Bangalore and attracted widespread interest in India and abroad. These years also saw a significant growth of the retail coffee industry. A case in point is Café Coffee Day. In 2002 there were approximately 31 Cafes in India. Today there are over 1200 Cafes in India and abroad. In addition to exponential expansion of chains like CCD and Barista, other chains like Costa's and Nespresso have entered India. This is apart from hundreds of standalone coffee Cafes that have spawned the

country. In addition to growth of Cafes and the Café lifestyle we have seen a spurt in the growth of instant coffees and to a lesser extent Roast and Ground filter coffee. It is to accelerate this growth that the newly created India Coffee Trust comprising all the major coffee interests, decided to hold the next Festival in New Delhi. The International Conference at IICF 2012 will be all about in depth discussions on the latest trends in coffee market & retailing in India, on the cutting edge developments in coffee technology relevant to the Indian scenario with papers and demonstrations by world renowned experts and much more.

For more information, please contact:

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Tagged [Beverages](#), [Food](#), [india news](#) | [Leave a comment](#)

Tata Sky ushers in a new DTH chapter with Video on Demand

Posted on [December 7, 2011](#) by [sinha](#)

Tata Sky's Video on Demand services will include 'Catch Up TV' and VoD Movie Library. Catch Up TV is a service that allows its Tata Sky+ HD subscribers to watch their favourite TV show even after the original broadcast without the need to record.

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Celebrate love this weekend with Diti platinum jewellery

Posted on [December 6, 2011](#) by [sinha](#)

Remind her she is one in a million with a gift that is just as rare, platinum 20 % off on platinum jewellery and surprise gifts at Diti store in Pune

December 7, 2011 /[India PRwire](#)/ -- Diti brings across the perfect occasion to have a fun and romantic weekend with your loved one in Pune. Experience the latest collection of Diti platinum jewellery in a way never done before. Get 20% off on every piece of platinum jewellery you purchase at the Diti counter at Inorbit Mall & Central Mall 2 in Pune over the weekend. And that is not all there are exciting gift vouchers and special activities and games for couples in store as well.

So go all out this weekend and make the woman of your dream feel truly special with platinum occasions from Diti.

Diti platinum jewellery price range starts from Rs. 7000 onwards.

Platinum is one of the most pure and rarest metals on earth - 30 times rarer than gold. Platinum's unequalled durability, density and resistance to wear makes it the most secure, protective metal for settings, which means your diamond will be protected for a lifetime of wear. It is also an excellent 'store of value' and definitely appreciates with time, therefore offering a good opportunity for investment.

On 10th December and 11th December, 2011 offer available at - Lifestyle, **Inorbit Mall Pvt. Ltd.**, Survey No.35, Ador Plot, Opp. CTR Factory, Vadgaon Sheri, Pune

On 17th December and 18th December, 2011 offer available at Just In Vogue, **Pune Central Mall 256**, Concord Towers, Boat Club Road, Sangamwadi, Bund Garden, Pune

Platinum Guild India Quality Assurance Programme

In order to assure consumers of the purity of platinum jewellery, Platinum Guild India Pvt. Ltd. has appointed Underwriters Laboratories (UL Inc, USA) to audit and monitor its Quality Assurance Scheme. Under this scheme, all authentic platinum jewellery in India comes with a Quality Assurance Card and bears the purity hallmark of "Pt 950" stamped inside the piece. This also serves as an assurance of a 'buy back' programme.

Source: Press release distribution via India PRwire

Notes to Editor

About Diti

Diti, a collection that redefines its meaning 'bond'. Inspired by 'Mother Nature' to which every human is bound. Every piece of Diti precious jewellery is bonding traditions with contemporary style, aiming to bring out your individuality. With Diti, a part of Shrenuj & Co, we continue these relations constantly depicting new trends and living up to the objective of "Customer Satisfaction". Ever since its foundation almost 100 years ago, Shrenuj is truly committed to its fundamentals objective of 'Customer Satisfaction'. Impeccable quality, innovative designing and fine craftsmanship makes Shrenuj a name to reckon with the international diamond and jewellery trade. Shrenuj proudly calls itself as one of the Authorized manufacturers of Platinum Jewellery conferred upon by the Platinum Guild International (PGI). The group has also been presented with many Awards for excellence in the sales and promotion of Platinum.

About Platinum Guild International

Founded in the year 1975, Platinum Guild International (PGI) is dedicated to promoting platinum jewellery to the consumers and the jewellery trade worldwide. Headquartered in London, PGI has offices in each of the world's major jewellery markets - China, Japan, Germany, India, Italy, UK and the USA. Mr. James Courage is the worldwide CEO for Platinum Guild International.

Platinum Guild International set up its India Office in September 2000, with head office in Mumbai and branch office in Chennai. Platinum Guild India runs a comprehensive marketing programme to build desire for platinum jewellery in India. It provides platinum Retail Sales Training and conducts a unique Quality Assurance programme to ensure quality and purity of platinum jewellery amongst consumers and trade.

For further details log on to: www.preciousplatinum.in

For more information, please contact:

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Tagged [India news](#), [Retail](#) | [Leave a comment](#)

Kalki Koechlin & Anurag Kashyap unveil ORRA Platinum Collection 'Duets' in Delhi

Posted on December 6, 2011 by [sinha](#)

Celebration of true love with Platinum Love Bands

December 7, 2011 /[India PRwire](#)/ -- Actress Kalki Koechlin and director husband Anurag Kashyap today unveiled an exquisite collection of Platinum Love Bands at the ORRA Store in the capital city. The platinum collection 'DUETS' are a testament of true love and rightly symbolizes a memorable occasion for the celebrity couple as they celebrate their very special Platinum Day of Love.

Platinum Day of Love is an extremely personal and momentous date in a couple's journey of love. And it needn't be the wedding day or the engagement. It's never planned. It is when you realize that you are truly in love and meant for each other. Needless to say this moment is accompanied by a feeling that cannot be described in words. True love is special and hence such a significant milestone deserves to be celebrated with the rarest of precious metals, platinum.

Speaking on the occasion, **Kalki Koechlin & Anurag Kashyap** said, "*It was the most special day of our life when we realized true love for each other and decided to tie the knot. Platinum is one such metal which just brightens the celebration of true love. We instantly thought of Platinum Love Bands to mark this special day in our lives. The sheer magnificence and remarkable qualities of the metal is beyond any expression and is a perfect fit when your love also crosses the boundary of verbal explanation.*"

The ORRA boutique has a very international look and feel, the interior layout and lighting of the store highlights the jewellery on display. With the onset of the wedding season, India's leading jewellery retail chain chose to introduce its 'DUETS' collection of platinum couple rings. The collection includes a set of HIS and HER rings crafted from the finest platinum and diamonds. These beautifully crafted wedding bands in pure platinum are elaborately designed and set with the finest Belgian diamonds. Each of these complementary rings bears half an engraving, which reveals completely once they are held together.

Mr. Vijay Jain, CEO, ORRA says "*Orra Platinum Collection is a set of His and Her which are specially crafted keeping in mind the sophistication that the buyers are looking for these days. The rare and eternal platinum set with precious Belgian diamonds is perfect for the occasion to celebrate true love. The collection signifies an unending love which is rare, true and lasts a lifetime just like the timeless metal platinum.*"

Found in very few places around the world, platinum is 30 times rarer than gold and a treasure from the heavens. The first meteorite that showered on earth two billion years ago is the way platinum entered our world. Since time immemorial, this naturally white metal with its moonlike luminescence has symbolized love. It touches its wearer - and not only her skin, evoking emotions of feeling special and in love. That's what makes this metal just so perfect to celebrate your Platinum Day of Love.

Platinum has been known to be favoured by royalty and celebrities the world over. Amongst the international celebrity couples, Elizabeth Taylor and Richard Burton, Beyonce and Jay-Z, Heidi Klum and Seal even Katie Holmes and Tom Cruise are a few who have expressed their love through platinum rings.

ORRA's Duet collection of platinum couple bands are priced from Rs. 68000 onwards and are available at all 33 ORRA boutiques across the country.

Source: Press release distribution via India PRwire

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Tagged [Fashion](#), [india news](#) | [Leave a comment](#)

Enjoy authentic Rajasthani cuisine at Hotel Sahara Star NAMAK & AAFREIN host the Rajasthani Food festival

Posted on [December 6, 2011](#) by [sinha](#)

This December Hotel Sahara Star invites you to experience the novelty of Rajasthani delicacies combined with an authentic blend of exquisite flavours at the Rajasthani Food Festival starting from 6th December to 25th December, 2011 hosted at NAMAK and Aafrein.

December 7, 2011 /[India PRwire](#)/ -- This December Hotel Sahara Star invites you to experience the novelty of Rajasthani delicacies combined with an authentic blend of exquisite flavours at the Rajasthani Food Festival starting from 6th December to 25th December, 2011 hosted at NAMAK and Aafrein.

Rajasthani cooking influenced by both the war-like lifestyles of its inhabitants and the availability of ingredients in this arid region. Scarcities of water and fresh green vegetables have affected the style of cooking. Food that could last for several days and could be eaten without heating was preferred. Normally Rajasthani cuisine is considered as a cuisine of Vegetarians, however Non-Vegetarian food is equally popular amongst the natives and used to be the main part of the Royal families. Rajputs were always known to enjoy a hearty hunt (shikar) and the royal chefs (Khansamas) would delicately cook the day's capture and incorporate the dish into the night menu.

Chef Vishal & Motilal Maharaj from Aamby Valley City will create an all new menu for this food festival, which celebrates the regal culture and salutes the heritage of the state of the Rajputs and Rajwadas. For a gourmet treat savor the authentic vegetarian dishes Mirch khilma achaar, Paneer laung lathika , Gatthe ka saag and for the non vegetarians the menu will have Junglee kukkda hare lehsoon, Safed maas and many more rich and flavourful dishes. End your meal with delicious Malai ghewar and much more!!!

Explore the true Rajasthani culture and traditional recipes created by the culinary experts and indulge in a sumptuous fare at the Rajasthani Food Festival at Namak and Aafrein from 6th Dec to 25th Dec 2011.

Live Entertainment of soulful instrumental Music at Namak and Gazals at Aafrein along with colourful performances by a Rajasthani folk artist will enthrall you throughout your meal.

NAMAK is open from 12:30 pm to 2:45pm and 7 pm to 12 am.

AAFREIN is open from 7pm to 1am

Source: Press release distribution via India PRwire

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Tagged [Beverages](#), [Food](#), [india news](#) | [Leave a comment](#)

Celio* announces its irresistible Christmas offer!!!

Posted on [December 6, 2011](#) by [sinha](#)

Spruce up your wardrobe and avail exciting X'mas discounts till 26th December

December 7, 2011 /[India PRwire](#)/ -- Celio* the leading international menswear brand gives you yet another reason to rejoice and celebrate the holiday season in style as it announces its most sought after Christmas offer on trendy and chic apparel and accessories. Offer lasts till 26th December; the exciting Christmas offer is your gateway to redefine your style quotient that too at attractive prices!!

Set the style mantra this season with **CELIO's Rouge and Club** collections available at your nearest store at striking offers and spruce up your wardrobe with the right mix of stylish jackets, chic cardigans, cool denims, classy polo-shirts, trendy t-shirts and much more!

Christmas Offer Details* -

- **Buy 2 and get 20% off**
- **Buy 3 and get 30% off**

Head to your nearest CELIO*store and grab an ensemble that is sure to make heads turn!!

*Terms and & Conditions Apply

Available at:

- Store No- F-5A, Block No-34/14-B, PALLADIUM MALL, Phoenix Mills Compound, 462, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013
- Infinity Mall-2, Store No- Ground Floor-o14, Podium Level, Unique Commercial Center, Near Goregaon, Sports Club, Link Rd, Malad-West,
- Shop No-G-33Inorbit Malls (India) Pvt. Ltd., Plot no 39/1, Sector 30A,Vashi, Navi Mumbai - 400705
- Growel Mall, Ground floor, shop no.-09, Akurli Road, Kandivli (East)
- Shop no.-02.Ground Floor. R-City Mall, LBS Marg,Ghatkopar (W),Mumbai- 86

Christmas offer also available at the New CELIO Stores in Mumbai -

- Linking Road, Santacruz West, Mumbai 54
- Phoenix Market City, Kurla

Source: Press release distribution via India PRwire

Notes to Editor

About CELIO*

Founded in 1985, the brand imposes itself as the leader brand in the masculine ready-to-wear segment in France. The brand is present in France and internationally in around 1000 stores among 70 countries.

Celio*, specialists of sportswear and casual wear, propose a manly fashion, cool, sensual and urban. Its refined style is a combination of style, charm and seduction, a perfect fit for the urban man. Celio range offers quality, variety of models, of colours and cut.

For further information on Celio* please visit: www.celio.com

For more information, please contact:**Divya Dulani** (Senior Management Associate) (M) 9820181558Tagged [Fashion](#), [india news](#) | [Leave a comment](#)**Crocodile International unveils its exclusive 2011-12 Autum/Winter collections**Posted on [December 6, 2011](#) by [sinha](#)

Crocodile International, a complete wardrobe solution for men has now come out with exclusive range of winter collection clothes to keep their customers warm. The highlight of the season includes Knits, Denims and neck Ties for men's.

December 7, 2011 /[India PRwire](#)/ -- The winter collections are moving forward with introduction of classic styles updated with practical designs giving a reinvented form. Styles are sleek & cherished with rich colors for the winter. Deep reds & frosty spruce adds life to the knit range combined with fine jacquards, mercerized & special fabrics. Casual knits play with figurative prints, color blocking & tonal stripes. They make great combination with Crocodile denims. Introducing a mini range of Flat knits of selective styles from V- neck to closed turtle necks in trendy stripes & classic cable designs.

Crocodile winter collection is available at exclusive stores at TN - Coimbatore/ Chennai / Salem / Pondicherry and Madurai, AP - Himyat Nagar / Thirumalgiri / Vanasthalipuram, North - Gurgaon / Karnaal / Rhotak, East - Siliguri and Karnataka - Jaya nagar / Shangli / Hubli / Bangalore and other MBO's. In Bangalore, Currently Crocodile is present in Central / Brand factory / Coupon / Metro and an exclusive Store at Jayanagar. Price range of this collection is between 350 to 1895.

Source: Press release distribution via India PRwire

Notes to Editor

With a mission to make style easy, Crocodile International has come a long way since its inception in 1947. Based out of Singapore it is an international clothing brand founded by Dato Dr Tan Hian Tsin. With a vision to be the foremost fashion lifestyle provider in Asia, it soon gained popularity in South East Asian countries. It has its presence in 24 countries with over 110 product lines and 2000 exclusive stores. It now aims to provide total men's wardrobe solutions and is looking at bringing its premium line of knits and woven's and sportswear apart from the regular casual line.

For more information, please contact:**Aaron Sam** (Account Executive) (L) 04442317333, (M) 9686100143Tagged [Fashion](#), [india news](#) | [Leave a comment](#)**Winning Entry of Infibeam Advent Contest to Go on Air; NID Alumni Impress the Jury with Animated Ad**Posted on [December 6, 2011](#) by [sinha](#)

Infibeam.com (<http://www.infibeam.com/>) today declared the results of the Advent Contest. The advertisement contest attracted hundreds of entries from different parts of the country. Swarup Deb and Anuj Kumar, both

NID Ahmedabad alumni made an animated video on a mythological theme which was selected as the winning entry. <http://www.infibeam.com/static/advent.html>

December 7, 2011 /[India PRwire](#)/ -- Infibeam today announced the results of the 'Advent Contest', its advertisement making contest launched in November 2011. Animators Swarup Deb and Anuj Kumar won the first prize of Rs. 3 Lacs and a chance to go on National TV with their advertisements.

The Advent Contest attracted hundreds of submissions from different parts of the country. Speaking on this occasion, Manu Midha, VP, Strategy said, "We received an overwhelming response to the contest both from students and professionals. We were really impressed by the quality of advertisements that came in. Choosing one of them was indeed a tough call. Finally we went with the most innovative of all of them."

He added, "Swarup and team have done a really good job with the Ganesha advertisement. It will indeed be hard for anyone to say that these are a part of a contest entry. We look forward to having many more contests in future. This is one way of getting closer to our customers."

Delighted to have been chosen as the winners, Swaroop Deb, said, "We are overwhelmed on getting selected as the winners. We have been working on similar ideas for a while and Infibeam Advent Contest came at the right time for us to showcase our skills. We tried to keep the animation contemporary while taking characters from Hindu mythology. We feel that many people would relate to such an advertisement. It really feels great that the work we have done would be viewed by people across the country."

Infibeam would be airing the advertisements soon on National television. The advertisement can be viewed here -

<http://www.infibeam.com/static/advent.html>

Source: Press release distribution via India PRwire

Notes to Editor

About Infibeam.com

Infibeam.com is India's leading eCommerce platform with a selection of more than 120 Lac products across books, media, lifestyle, gifts, electronics and automobiles. Infibeam.com is known for its innovative navigation, lowest prices, free shipping and dedicated customer service.

Infibeam.com also offers its web-store technology and associated infrastructure as a service to well-known brands and retailers such as Crossword, NDTV, K Sera Sera, Hidesign, TTK Prestige etc.

Infibeam recently launched Builabazaar.com a Do-it-yourself e-commerce platform for merchants and sellers. It provides the necessary e-commerce technology, payment and data infrastructure to create a store within minutes.

Infibeam.com was founded in 2007 by a group of ex-Amazon employees with expertise in e-commerce and technology. Headquartered in Ahmedabad, Infibeam has 350 employees based out of offices in Bangalore, Delhi, Kolkata and Mumbai. The leadership team consists of MIT, IIM and IIT graduates amongst others with more than 100 years of combined experience in Retail and eCommerce.

For any queries please write to us at pr@infibeam.net

For more information, please contact:**Naresh Koshti** (SEO Executive) (L) 079-40260260Tagged [india news](#), [Internet Technology](#) | [Leave a comment](#)**Get Gorgeous with the new range of Lingerie at Yebhi.com**Posted on [December 6, 2011](#) by [sinha](#)

Yebhi.com, a lifestyle online portal, with a vast array of products including Shoes, Clothing, Mobiles, Jewellery, Bags, Sunglasses, Watches and Accessories, now adds another range to its clothing category for women, whole new collection sexy lingerie.

December 7, 2011 /[India PRwire](#)/ -- Yebhi.com, a lifestyle online portal, with a vast array of products including Shoes, Clothing, Mobiles, Jewellery, Bags, Sunglasses, Watches and Accessories, now adds another range to its clothing category for women, whole new collection sexy lingerie

Yebhi.com is now all set to set you on a shopping spree, presenting the best range of branded lingerie, comprising of **Enamor, Bwitch, Amante, Pretty secrets, Lovable, Maiden beauty, Piccion, Blue nixie etc** to let you get gorgeous from inside and gives you the confidence of being in shape.

Enjoy the exclusivity and the perfect fit with the extravagant range, and admire your body curve with Yebhi.com.

Source: Press release distribution via India PRwire

Notes to Editor**About Yebhi.com**

Bigshoebazaar India Pvt.ltd, incepted in 2009, Yebhi.com is its online franchisee. Yebhi.com is a one stop shop for all lifestyle products and provides latest and quality product offerings to its customers dealing in Shoes, apparels, Bags, Mobiles, Cameras, Sunglasses, Watches accessories and many more Lifestyle products. One of the most significant differentiators of Yebhi.com is its standardized quality deliverables, which has been enhancing the credibility of the overall Indian E-commerce eco system over and over. Being South Asia's largest multi brand fashion e-store Yebhi.com is the only shopping brand that Buys First and Sells Later. It stores bulk purchases of the latest lifestyle products and ensures a comprehensive three step stringent quality check process before taking the products to the customers.

Yebhi.com is a rich mix of quality and variety and possesses a strong association with over 150 prominent brands like Puma, Reebok, Rockport, Woodland and Karigari among others

For more information, please contact:**Heena Kapoor** (Sr. Account Executive) (M) 8860898280Tagged [Fashion](#), [india news](#) | [Leave a comment](#)

Kung Fu Panda 2 – The Wildly Funny Smash Hit Hailed By Critics And Audiences Alike Packs A Punch With Exclusive New Features Out Now On Reliance Home Video & Games

Posted on [December 6, 2011](#) by [sinha](#)

One of the top films of the year worldwide, KUNG FU PANDA 2, DreamWorks Animation SKG, Inc.'s spectacular follow up to the Academy Award®-nominated original, earned more than \$650 million at the global box office, delighting viewers of all ages with its engaging story that is both hilarious and full of heart. Combining non-stop action, beautiful storytelling and stunning animation, the "winning sequel" (USA Today) makes its highly-anticipated Blu-ray™ and DVD debut, released by Reliance Home Video & Games.

Tagged [Entertainment](#), [india news](#) | [Leave a comment](#)

International Conference on Recent Advances in Electronics & Computer Engineering at Eternal University, Baru Sahib,HP

Posted on [December 6, 2011](#) by [sinha](#)

Eternal University, Baru Sahib after creating toppers in the state; is bringing top international brains to a common platform at the International Conference on Recent Advances in Electronics And Computer Engineering on 17 & 18 Dec 2011

Tagged [education](#), [india news](#) | [Leave a comment](#)

'The Dirty Picture' releases in 1066 UFO digital theatres in Hindi, Telugu and Tamil

Posted on [December 6, 2011](#) by [sinha](#)

Balaji Telefilms' 'The Dirty Picture', One of the most eagerly awaited films of this year, releases in 1066 UFO digital theatres. The Vidya Balan starrer is this week's biggest release on the UFO Moviez network.

December 7, 2011 /[India PRwire](#)/ -- One of the most eagerly awaited films of this year, Balaji Telefilms' 'The Dirty Picture' (Hindi) releases in 1066 UFO digital theatres today. The Vidya Balan starrer is this week's biggest release on the UFO Moviez network, with the Hindi version in 996 UFO digital theatres, the Telugu version in 43 UFO digital theatres and the Tamil version in 27 UFO digital theatres. This week's other Hindi release 'I Am Singh' screens in 181 UFO digital theatres (in Hindi and Punjabi). Last week's 'Desi Boyz' is currently screening in 292 UFO digital theatres. Ranbir Kapoor's 'Rockstar' continues to screen in 25 UFO digital theatres in its fourth week while 'Ra.One' (2D) occupies 7 UFO digital theatres in its sixth week.

Telugu film 'Bezawaada' releases in 119 UFO digital theatres this week. 'Sri Rama Rajyam', in its third week, screens in 67 UFO digital theatres. Tamil release 'Poraali' screens in 75 UFO digital theatres. 'Mayakkam Enna', a Tamil film in its second week, is currently screening in 60 UFO digital theatres.

Source: Press release distribution via India PRwire

Notes to Editor

About UFO Moviez India Ltd.

UFO Moviez, the world's largest satellite delivered digital cinema network, has revolutionized the way films are distributed and exhibited throughout India. Presently, UFO has a base of 2,762 digital screens (145 3D Screens), spread in 1300 cities in 28 states of India. Out of these,, around 350 screens are in multiplexes (which constitutes

over 30% of the multiplex population in the country) and the balance are single screen theatres. UFO has so far released more than 3,900 films in 29 languages and has conducted more than 8.7 million shows till date.

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Tagged [Film & Motion Picture](#), [india news](#) | [Leave a comment](#)

RIL to hit data services market with 4G technology on Rs. 3500 tablet

Posted on [December 6, 2011](#) by [sinha](#)

Mukesh Ambani led Reliance Industries Limited (RIL), India's largest private sector company by market valuation, is planning to alter the course of data services market altogether

Tagged [india news](#), [Telecommunications](#) | Comments Off

Deutsche Post DHL champions education through Teach for India partnership

Posted on [December 6, 2011](#) by [sinha](#)

As part of ongoing efforts to foster equal access to education worldwide, Deutsche Post DHL, the world's leading logistics company has partnered with Teach for India (TFI), a non-profit organization aimed at raising literacy levels and to eliminate education inequality in the country.

December 7, 2011 /[India PRwire](#)/ -- As part of ongoing efforts to foster equal access to education worldwide, Deutsche Post DHL, the world's leading logistics company has partnered with Teach for India (TFI), a non-profit organization aimed at raising literacy levels and to eliminate education inequality in the country. The Deutsche Post DHL-TFI partnership, which started in November 2010, has since benefitted over 100 schools in Mumbai, Pune and Delhi, with plans for expansion into Hyderabad and Chennai in 2012.

"For many children across the world, access to education sadly remains a distant hope. At Deutsche Post DHL, we believe in the value of education and the impact that it can have in the communities that we operate in. As a leading international logistics company, we hope that by taking concrete steps in supporting individuals in their development and expanding their personal skills, we can empower children in India for a better future," said Christoph Remund, Chief Executive Officer, DHL Global Forwarding India.

The partnership is central to Deutsche Post DHL's GoTeach program, one of three Corporate Responsibility programs towards fulfilling the company's motto of Living Responsibility. With the GoTeach program, Deutsche Post DHL works with partners in the field of education and aspires that one day, all children will have the opportunity to attain an excellent education.

Since the kick-off in November 2010, Deutsche Post DHL has organized donation drives for used computers and laptops as well as stationery items to facilitate classroom learning for the students. Led by the employees in India, the team collected 180 computers and 90 laptops, which are used to equip the students with basic computer skills. Fifty boxes of stationery items and €3,000 in cash, which was used to purchase additional stationery for the students, were also distributed to the students in June, in time for the commencement of the new academic year.

In addition to benefiting the vast number of students in India's low-income communities, the partnership with TFI also helps strengthen our talent pipeline through mentoring and identifying suitable individuals for

internships and careers within the Deutsche Post DHL network. To equip the teachers with soft skills suitable for their teaching stints as well as their subsequent professional careers with corporations, a four-day Leadership Development Program that covered topics such as transformational leadership, managing conflict and change management was also organized.

As an extension of the partnership, the team in India rolled out the Deutsche Post DHL Global Volunteer Day in the TFI schools in Mumbai, Pune and Delhi. To give the students a break from their classroom routine, 'Redraw India', a drawing competition for 2,500 students from the primary levels was organized. In Delhi, the team also organized a 'Cleanliness Drive' where our colleagues swept and cleaned the schools; and conducted sessions on 'Keeping our Environment Clean' where the team shared with the students the importance of planting trees, keeping their surroundings clean, and conservation of our environment.

"Our partnership with Deutsche Post DHL has bolstered our efforts to eliminate educational inequality in India. The Fellows and our students from low-income communities have benefited tremendously from the various meaningful activities that not only enhance the classroom environment but also the personal development of each individual," said Shaheen Mistri, CEO, Teach For India.

The TFI program has received strong support from employees and to date, over 800 volunteers have participated in various activities organized for the Deutsche Post-TFI partnership.

Today, six million primary school age Indian children never even enroll in school. Of those in school, 30 per cent drop out before getting a primary education. On average, 25 per cent of teachers in government schools are absent on any given day. Of those teachers that attend school, only 50 per cent are likely to be teaching at any given time. TFI attracts young graduates, trains them to become full time teachers, who then work in lower income schools to bring about long-term transformation on the educational system.

Source: Press release distribution via India PRwire

Notes to Editor

DHL - The Logistics company for the world

DHL is the global market leader in the logistics industry and "The Logistics company for the world". DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 275,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 51 billion Euros in 2010.

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Tagged [Environmental Services](#), [india news](#) | Comments Off

Sophos Brings Industry-First Complete Endpoint Protection

Posted on December 6, 2011 by sinha

Fully integrated patch assessment, comprehensive web protection & filtering and encryption for the new threat environment

December 7, 2011 /[India PRwire](#)/ -- According to industry estimates, as many as 90 percent of successful attacks are against vulnerabilities in which a patch already exists. Despite this statistic, many computers do not have the latest security patches installed, putting organizations at serious risk from a variety of malware threats. Patches are time-consuming to track and administer, and it is often difficult to see which computers actually have critical patches installed correctly. Without this visibility, IT managers have no simple method of identifying computers most at risk.

Sophos Patch Assessment identifies, prioritizes and scans for critical threat-related security patches. With the backing of SophosLabs, IT and security departments now know which threats a patch prevents, from the most critical to the least critical. Sophos Patch Assessment also enables scanning for Microsoft and third-party patches from vendors such as Adobe, Apple, Citrix, Microsoft, Skype and others. This is particularly important as the majority of today's patches are not from Microsoft.

Web Protection and Filtering That Follows the User Everywhere

Security vendors are now combining reputation-based data with URL filtering to stop users from accessing sites known to be infected, or sites that repeatedly host malware or other unwanted content. Reputation-based URL filtering that performs real-time lookups against the security vendor's database is especially effective at blocking the thousands of new malware sites, search engine optimization (SEO) poisoning attacks and hijacked trusted sites that pop up daily.

Sophos Web filtering makes it easy to set a smart surfing policy for the top 14 most inappropriate site categories from within the Endpoint Enterprise Console. With Sophos Web Filtering, users are protected from these sites wherever they go, with no additional software or infrastructure required. Sophos Web Filtering enables better performance for users, as scanning is done locally, not back to a box in the datacenter, thereby reducing the number of boxes needed to manage web usage.

In a recent poll conducted on Naked Security asking if companies should block access to websites containing offensive content, more than 77 percent of the 4,600 respondents felt these sites should be blocked.

Encryption Made Simple

Full-disk encryption in Sophos Endpoint ensures that data stored on desktops and laptops is kept secure, enabling IT staff to encrypt workstations and see their status. Moreover, Sophos encryption is integrated into this latest version of Sophos Endpoint, without a separate deployment or console required, making it faster and easier to install full-disk encryption on computers in just six clicks.

According to Gartner's "Buyer's Guide to Endpoint Protection Platforms," December 15, 2010, "by combining multiple technologies into a single management framework, EPPs (endpoint protection platforms) have the promise of increasing security while also lowering complexity, cost and administrative overhead."

"We provide telecommunications, networking, construction, and project management services to companies around the world; and with more than 5,000 endpoints, it goes without saying that we have many people handling both sensitive and time-sensitive data on significant initiatives," said **Roger Dion, Corporate Director, Information Systems, Bell Technical Solutions.** "As a long-time Sophos customer, we're particularly excited about the web control and patch assessment features in their latest Endpoint solution. The ability to reduce management time while keeping all of our employees' machines secure is an incredible value proposition."

"We have received tremendous customer feedback on Sophos Endpoint 10, in particular, vulnerability assessment," said **Paul Prior, Managing Director, Foursys.** "Being able to add this important functionality (of patch assessment and remediation) across multiple vendors, especially Adobe, has really struck a chord among those concerned with network security. And to have it all under the existing Sophos console is very attractive."

"Our goal has always been to provide customers with complete security and protection everywhere-without complexity. The industry-first features within Sophos Endpoint 10 reaffirm that goal," said **Shaun Paice, Vice President, Product Management, Sophos.** "Sophos Endpoint 10 is the result of a close collaboration with our customers and partners-improved performance, client-side web protection, patch identification and prioritization, and integrated disk encryption management. It's easier than ever to find at-risk computers, manage alerts, set policies and clean up threats."

Related Photographs : [Click Here](#).

Source: Press release distribution via India PRwire

Notes to Editor

Company Information

More than 100 million users in 150 countries rely on Sophos as the best protection against complex threats and data loss. Sophos is committed to providing security and data protection solutions that are simple to manage, deploy and use and that deliver the industry's lowest TCO. Sophos offers award-winning encryption, endpoint security, web, email, and network access control solutions backed by SophosLabs-a global network of threat intelligence centers. With more than two decades of experience, Sophos is regarded as a leader in security and data protection by top analyst firms and has received many industry awards. Sophos is headquartered in Oxford, UK and Boston, US. [Know more](#)

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Pulsar enjoys a 'Decade of Dominance' Celebrates 10 years of Leadership in Performance segment

Posted on [December 6, 2011](#) by [sinha](#)

On November 2001 Bajaj Auto launched the Pulsar in two engine capacities: a powerful 180 cc engine generating 15 Ps of raw pulsating power and one with a hi-performance 150cc engine. The classic twin Pulsars made an immediate mark for themselves with distinctive muscular styling, standard front disc brakes, self start etc and went on to define performance biking in India for the next 10 years.

December 6, 2011 /[India PRwire](#)/ -- On November 2001 Bajaj Auto launched the Pulsar in two engine capacities: a powerful 180 cc engine generating 15 Ps of raw pulsating power and one with a hi-performance 150cc engine. The classic twin Pulsars made an immediate mark for themselves with distinctive muscular styling, standard front disc brakes, self start etc and went on to define performance biking in India for the next 10 years.

Indian bikers, starved of exciting powerful bikes made the Pulsar an instant hit. Ever since then the Pulsar has enjoyed 10 years of continuous leadership despite the best of what the competition could offer. The bike today has a portfolio starting from 135cc light-sports vehicle to 220cc Street-fighter model. The range today sells more than 61,000 unit's every-month in the domestic market with a dominant market share of 43%

To ensure that the Pulsars stayed ahead, Bajaj R & D constantly improved the design and performance even without the pressure of competition. In fact, for many years, the only benchmark for the upgraded Pulsar's was the earlier version itself. In October 2003 the revolutionary Digital Twin Spark Ignition technology - DTS-i was introduced. Many other firsts' like Nitrox suspension, Alloy Wheels, all Black theme, LED tail-lamps, Digital cockpit etc ensured that the Pulsars ran ahead of competition always.

Mr. K. Srinivas, President - Motorcycle Business, Bajaj Auto Ltd said, "Pulsar today celebrates a 'Decade of Dominance' with 10 years of leadership in the Indian market. The Pulsar range has received many accolades over the years and is probably the most celebrated bike in Indian Automobile history. These sporty iconic motorcycles have been a testimony to the company's engineering prowess and the vision of keeping the brand relevant with changing times. The next leap in technology and design would be showcased early next year"

Incidentally, Bajaj Auto today also achieved a landmark sale of 10 million units of motorcycles based on its patented DTS-i - 'Digital Twin Spark Ignition engine technology. This revolutionary technology was first introduced by the company on its Pulsar brand in 2003. The DTS-i engine has two sparks plugs, resulting in faster and more efficient combustion with almost no wastage of precious fuel. The end result is superior performance without any compromise on mileage.

The Indian Motorcycling world for the next decade now also promises to be defined by the next generation Pulsars.

Source: Press release distribution via India PRwire

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India Largest New Year Bash 2011

Posted on [December 5, 2011](#) by [sinha](#)

India's Biggest New Year Bash for 2011 only at EsselWorld & Water Kingdom. The New Year Bash will feature thrills & chills of rides & slides spread across 64 acres.

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HDFC Bank's 'Blood Donation Drive' Across India On December 9

Posted on [December 5, 2011](#) by [sinha](#)

HDFC Bank is organizing a nationwide Blood Donation Campaign on Friday, December 9, 2011. People in 521 Indian cities will be able to donate blood at over 679 designated centres from 0900 hrs to 1700 hrs in what is one of the nation's biggest single-day blood donation campaigns where individual donors, including many Bank executives, are expected to donate blood. The Bank has tied up with major hospitals and blood banks across these cities for technical assistance.

December 6, 2011 /[India PRwire](#)/ --

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This is HDFC Bank's fifth such annual blood donation camp. The Bank started this initiative in 2007 when over 4000 volunteers came forward for a national cause. Since then the camp has grown in size and stature. In the very first year, over 4000 units of blood were collected. Since then, the quantum of collection had jumped six-fold to touch over 25,500 units last year.

"Blood is precious. It feels good to know that every year more and more people are joining this noble cause. Every minute of every day, someone needs blood. That blood can only come from a volunteer donor, a person like you and me, makes it all the more precious. There is no substitute for your donation," said Mr. Bhavesh Zaveri, Country Head, Operations, HDFC Bank. "The problem is more acute in our country where the gap between demand and supply of blood is acute and growing. Please join us in our mission to maintain safe and stable blood supply by making your appointment to donate blood on Friday."

More details are available on www.hdfcbank.com. People desirous of donating blood can refer to the attached annexure for venue details.

Source: Press release distribution via India PRwire

Notes to Editor

About HDFC BANK

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 21 million customers across hundreds of Indian cities using multiple distribution channels including a pan-

India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 16 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of September 30, 2011, the Bank had a distribution network with 2,150 branches and 6,520 ATMs in 1,141 cities.

For the quarter ended September 30, 2011, the Bank's total income was INR 79.294 billion (`7,929.4 crore) as against INR 57.707 billion (`5,770.7 crore) for the quarter ended September 30, 2010. Net revenues (net interest income plus other income) were INR 41.562 billion (`4,156.2 crore) for the quarter ended September 30, 2011, as against INR 34.87 billion (`3,487.0 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2011, was INR 11.993 billion (`1,199.3 crore), up by 31.5% over the corresponding quarter ended September 30, 2010.

The Bank's total balance sheet size increased by **26.3%** to INR 3,157.46 billion (`315,746 crore) as of September 30, 2011. Total deposits were INR 2,306.76 billion (`230,676 crore) as of September 30, 2011.

Total income for the half year ended September 30, 2011 were INR 150.274 billion (`15,027.4 crore).

Leading Indian and international publications have recognized the bank for its performance and quality.

For more information please log on to: www.hdfcbank.com

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HDFC Bank and Vodafone India Launch Product for Financial Inclusion

Posted on [December 5, 2011](#) by [sinha](#)

The country's first-of-its-kind initiative will help millions of Indians to have access to banking and money transfer

December 6, 2011 /[India PRwire](#)/ -- Availability of banking and payment services to the entire population is essential for comprehensive economic growth and holistic development of the country. Don't you agree? Thus, in an effort to take banking to millions of unbanked Indians by leveraging deep penetration of mobile phones, HDFC Bank and Vodafone India launched HDFC Bank MobileBank Account with Vodafone m-paisaTM at Chomu, on the outskirts of Jaipur, in Rajasthan on the 26th of November, 2011.

This country's first-of-its-kind initiative was unveiled by RBI Deputy Governor, Dr. K.C. Chakrabarty, in the presence of HDFC Bank MD, Mr. Aditya Puri and Vodafone India Director - Business Operations, Mr. Sunil Sood.

"The partnership between HDFC Bank and Vodafone India is path-breaking as it leverages the Telco's significant distribution reach and provides customers the security of financial transactions offered by a bank," said Mr. Rahul Bhagat, Country Head - Retail Liabilities, Marketing & Direct Banking Channels, HDFC Bank. Through this arrangement, customers can now perform basic banking transactions on the mobile phone and even deposit and withdraw cash, at appointed Vodafone m-paisaTM outlets, without having to go to bank branches.

Mr. Bhagat reflected on the same, adding, "Importantly, all segments of society have demonstrated they are comfortable with using mobile phones. So, with HDFC Bank MobileBank Account and Vodafone m-paisaTM, anyone can open a savings account and transact at a bank-appointed outlet convenient to them, with the same sense of trust and security as if they were in a bank branch." To strengthen this initiative, HDFC Bank has a Board -approved plan to bring 10 million families under financial inclusion over a period of five years.

Source: Press release distribution via India PRwire

Notes to Editor

About HDFC Bank

HDFC Bank, the second largest private bank in India, is headquartered in Mumbai. As of September 30, 2011, the Bank had a distribution network with 2,150 branches and 6,520 ATMs in 1,141 cities. While Mr. C.M. Vasudev is the Chairman of the Bank, Mr. Aditya Puri, the Managing Director, with a professional banking career of over 25 years, has been with HDFC Bank since 1994.

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Broadridge Financial Solutions (India) Recognized as the Best Emerging Company by NASSCOM for Excellence in Gender Inclusivity

Posted on [December 5, 2011](#) by [sinha](#)

Broadridge Financial Solutions (India) Recognized as the Best Emerging Company by NASSCOM for Excellence in Gender Inclusivity ~ Receives accolade at the 6th NASSCOM Corporate Awards for Excellence in Diversity and Inclusion 2011 ~

December 5, 2011 /[India PRwire](#)/ -- Broadridge Financial Solutions (India) Private Limited, a subsidiary of Broadridge Financial Solutions, Inc. (NYSE:BR), today announced that it has been honored by the National Association of Software and Service Companies (NASSCOM) for Excellence in Gender Inclusivity in the Best Emerging Company category at **The 6th Annual NASSCOM Diversity and Inclusion Summit 2011 held in Bangalore on December 1, 2011**. This accomplishment recognizes Broadridge for creating an enabling, inclusive culture fostering associate engagement and development practices that have encouraged women associates to contribute to the success of the cause within the organization.

The NASSCOM Awards for Excellence in Gender Inclusivity honor companies in the Indian IT-BPO industry, which have implemented outstanding practices that promote gender empowerment and women leadership development. **NASSCOM Corporate Awards for Excellence in Diversity and Inclusion**, with a theme this

year of **Diversity and Inclusion Actions in the Workplace, recognized** efforts made by organizations through policies, procedures and technology to foster inclusion and innovative programmes which are targeted at strengthening inclusivity in the workplace.

Broadridge India believes that gender inclusivity in the work place enhances its creativity, productivity, and ability to manage change. To continue the endeavor of recognizing, increasing and bringing inclusivity alive in the organization, Broadridge has introduced several unique initiatives to encourage women to learn, adapt, and develop themselves and maintain and build a work-life balance.

Commenting on the award, **Mr. V Laxmikanth, Managing Director, Broadridge, India**, said, "*We are honored to receive this recognition from NASSCOM. At Broadridge, we believe in developing a strong and inclusive work culture for all our associates and gender inclusivity is very close to our hearts. I would like to dedicate this award to all the associates of Broadridge India who have contributed to sustain this work culture.*"

"It's humbling to be recognized by the industry for our best practices. It is our belief in inclusivity, and our passion and drive that has made the culture of inclusion a success. We are hopeful we will continue to see positive outcomes from our inclusivity initiatives and that they will contribute to the growth of the organization," said **Ms. Rajita Singh, Head of Human Resources, Broadridge India**.

The **NASSCOM Corporate Awards for Excellence in Diversity and Inclusion** are the only Corporate Awards in India that recognize and honor companies that have adopted and implemented policies and practices to promote inclusion and enable employees to contribute to the success of their enterprise at all levels in the organization. The Awards recognize that the "culture of inclusion" has become a business imperative. The recognition and visibility of the Awards are sought after by companies to enhance their positioning among the most desirable employers in India.

Source: Press release distribution via India PRwire

Notes to Editor

About Broadridge

Broadridge is a technology services company focused on global capital markets. Broadridge is the market leader enabling secure and accurate processing of information for communications and securities transactions among issuers, investors and financial intermediaries. Broadridge builds the infrastructure that underpins proxy services for over 90% of public companies and mutual funds in North America; processes more than \$4 trillion in fixed income and equity trades per day; and saves companies billions annually through its technology solutions. For more information about Broadridge, please visit www.broadridge.com.

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Tata Sky ushers in a new DTH chapter with Video on Demand

Posted on December 5, 2011 by [sinha](#)

After introducing a host of industry firsts, Tata Sky, the technology leader in the Indian DTH industry is all set to introduce yet another first with the launch of Video on Demand (VoD).

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The star cast of 'Ladies vs Ricky Bahl' gets candid with BookMyShow.com team

Posted on [December 5, 2011](#) by [sinha](#)

During the recent music launch of the YRF next release 'Ladies vs Ricky Bahl', the leading stars Anushka Sharma and Ranveer Singh were seen getting candid with the team of Bookmyshow.com. BookMyShow.com, the largest entertainment ticketing website in India has partnered with Ladies vs Ricky Bahl for its online ticket sales & online promotions.

December 5, 2011 /[India PRwire](#)/ -- During the recent music launch of the YRF next release 'Ladies vs Ricky Bahl', the leading stars Anushka Sharma and Ranveer Singh were seen getting candid with the team of Bookmyshow.com. **BookMyShow.com**, the largest entertainment ticketing website in India has partnered with **Ladies vs Ricky Bahl** for its online ticket sales & online promotions.

Star cast duo apparently turned out to be great fans of BookMyShow.com .

When asked about Ricky Bahl's character in the movie, Ranveer said; "Ricky Bahl is a man who loves to con women, fool them and run away with their money."

The BookMyShow.com team asked Anushka Sharma, about her best co-star between Shahrukh, Shahid and Ranveer, Anushka replied with a big grin, "Shahrukh... Of course!". When asked to share her experience about the song 'Jazba' which was shot on railway platforms & streets of Mumbai, Anushka Sharma said, "I found the shoot to be fun & exciting because it spelt freedom and showcased the real essence of Mumbai as a city.'

Speaking on the association and the online marketing initiative, **Ashish Hemrajani, Founder-CEO of BookMyShow.com** said, "*BookMyShow.com partners with movies across genres. From comedy to romance to Sci-Fi to horror, the best in cinema is available on BookMyShow. This time we are offering Ladies vs Ricky Bahl to our viewers. Our partnership is not only limited to providing ticketing but we will also take care of online movie promotions. Apart from a robust online support, we are also focusing on in-store branding. We ensure to send out regular mailers to our customers keeping them posted to all the details of their favourite movies.*"

Ashish further added, "Anushka and Ranveer are very promising actors. Their last movie Band Baaja Baaraat was a blockbuster on BookMyShow.com. We are even expecting Ladies vs Ricky Bahl to be huge hit".

To book your tickets log on to www.bookmyshow.com

Plan opens - December 7th, 2011

<http://www.facebook.com/BookMyShowIN>

<https://twitter.com/bookmyshow>

Check out all "Ladies vs Ricky Bhal" videos on: www.youtube.com/yrf

Source: Press release distribution via India PRwire

Notes to Editor

Ladies vs Ricky Bhal revolves around the story of a con-man **Ricky Bhal**, who fools ladies and run away with their money. And then enters **Ishika Desai**, a young and ambitious girl. Who will win and who will lose?

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Tagged [Film & Motion Picture](#), [india news](#) | Comments Off

CII-ITC Sustainability Awards Ceremony 2011 – Recognising and Rewarding Excellence!!

Posted on December 5, 2011 by [sinha](#)

4 - 8pm, Friday, December 16, 2011 Stein Auditorium, India Habitat Centre, New Delhi

December 5, 2011 /[India PRwire](#)/ -- Know which companies serve you best by working responsibly on all fronts. Exercise your consumer choice, and be greener. Tailored to the Indian business environment, the CII-ITC Sustainability Awards rewards companies which have successfully introduced sustainability into their way of doing business.

In the last six years, over 400 organisations of various sizes and sectors have vied for the CII-ITC Sustainability Awards. Participants' triple bottom line performance is evaluated and top performers are identified through:

- A rigorous assessment process conducted by trained experts, both on ground and on paper.
- The appraisal of finalists by a distinguished jury, with prestigious international, corporate and government representation.

On **December 16**, a panel of high-level speakers will discuss the rewards of sustainability, and a series of awards will be bestowed upon the participants that demonstrate outstanding achievements in sustainability performance. In addition to four top levels of recognition, theme- and sector-specific recognitions will be presented.

Special guests will include Mr. **Y C Deveshwar**, Past President, CII, Chairman, CII-ITC Centre of Excellence for Sustainable Development Advisory Council, & Chairman, ITC Ltd; Mr. **Suresh P Prabhu**, Chairman of the CII-ITC Sustainability Awards Jury, & Chairperson, CEEW; CEOs and members of the Sustainability Awards Jury.

RSVP @

CII-ITC Centre of Excellence for Sustainable Development

(011) 4150-2308/-02/-01

sustainabilityawards@cii.in

Learn more about the Sustainability Awards. Follow us @

<http://www.facebook.com/ciicesd>

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Source: Press release distribution via India PRwire

Notes to Editor

About the CII-ITC Centre of Excellence for Sustainable Development

A pioneering effort by CII, the Centre of Excellence for Sustainable Development is the fountainhead of ideas and practices to promote sustainability in India. It enables businesses become sustainable, and channels the potential of Indian Industry to power India's agenda for inclusive growth and sustainable development.

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Tagged [Environmental Services](#), [india news](#) | Comments Off

HCL Technologies Wins Industry Award for Leadership in the Embedded/VLSI Industry Segment

Posted on [December 5, 2011](#) by [sinha](#)

HCL Technologies Ltd. (HCL), a leading global IT services provider, has been awarded the '2011 Leadership award' for the Best Electronic System Design Company in the Embedded systems and Very-Large-Scale Integration (VLSI) industry segment for the second consecutive year at the Silicon India-Mentor Graphics Leadership Awards.

December 5, 2011 /[India PRwire](#)/ -- HCL Technologies Ltd. (HCL), a leading global IT services provider, has been awarded the '2011 Leadership award' for the Best Electronic System Design Company in the Embedded systems and Very-Large-Scale Integration (VLSI) industry segment for the second consecutive year at the Silicon India-Mentor Graphics Leadership Awards. The jury comprising of eminent industry leaders is administered by Mentor Graphics and SiliconIndia.

HCL is a leader in VLSI design having worked on cutting edge technologies to deliver end-to-end chip design services. HCL's Engineering and R&D practice services companies in various industry verticals such as Aviation, Automotive and Manufacturing.

Mr G H Rao, Senior Corporate Vice President & Head - Engineering and R&D Services, HCL Technologies, said, " We are delighted to win the leadership award for the Embedded and VLSI industry for the second year in a row. This is yet another milestone in our journey as we continue our dominance in the Engineering services in India IT industry. There is tremendous opportunity for growth of the industry and we are excited about our contribution."

The SiliconIndia Mentor Graphics Leadership Awards for the Embedded/VLSI industry is an annual industry awards instituted for the VLSI/Embedded sector. Earlier in the year, HCL was named as Leader in Global R&D services market space by Zinnov, a leading management consultancy firm.

HCL has 35 years of Product Development heritage with focus on developing products for global customers by leveraging its embedded software, hardware, and systems engineering skills. HCL ERS has rich experience in developing safety-critical embedded products involving cutting-edge hardware, complex middleware, rich applications, and interactive GUI across multiple processor families and real-time operating systems. HCL's Engineering Out of the Box approach leverages its proprietary Industrialized Services and productized Solution Accelerators with relevant Domain Knowledge to provide business value to customers beyond Engineering Services in areas including Product and Platform Launch & Acceleration, Product Quality & Compliance, Value Engineering and Smart Products.

Source: Press release distribution via India PRwire

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