

JK Spices & Food Products launches new products range

EOIC CORRESPONDENT

KOLKATA, JUNE 31/-- JK Masale announced the launch of its new range of products in presence of the star cast of the upcoming Bengali movie "CRISS CROSS". On this occasion 10 new products like Biryani Masala, Kitchen King, Tadka Masala, Jaljira Powder, Tea Masala, Aloo Dum Masala, Chilli Flakes, Oregano, Poha, Turmeric Jar (500gm) were launched by the star cast of CrissCross and the Directors of JK Spices & Products.

Bhagchand Jain, Chairman, JK Spices & Food Products speaking on this historic occasion said "We are happy to announce our tie up with the upcoming Bengali movie 'CRISS CROSS'. Last year we associated with film Posto and it was a great success. Film is a best medium to reach out to masses. JK Masale is a household name in eastern India

Optimus Infracom launches BlackBerry KEY2

EOIC CORRESPONDENT

KOLKATA, JULY 31/--Optimus Infracom Limited unveiled the new keyboard-based handset for the India market, the BlackBerry KEY2.

Hardip Singh, Executive Director, Optimus Infracom Ltd. says, "In the wake of current data breaches across the globe and here in India, consumers are increasingly concerned about the safety of their information, especially on mobile. The BlackBerry KEY2 is an answer to that! Not only does it come with the best security and privacy enhancement features, but also accurate and comfortable typing on an intelligent keyboard. The smartphone also offers the best multitasking experience for those that want to get things done. With its elegant, premium design, we are positive that our customers are going to love this powerful and stylish smartphone." Alex Thurber, SVP and GM of Mobility Solutions at BlackBerry adds, "We have been perfecting our approach to mobile security for decades, and are excited that the BlackBerry KEY2 is being made locally in India by Optimus, designed for security from the inside out with the iconic productivity features that BlackBerry smartphones are so well known for (EOIC)

Godrej Appliances passes full benefit of 10% GST reduction to consumers

EOIC CORRESPONDENT

KOLKATA, MUMBAI, JULY 31/-- Prices of Godrej Appliances' refrigerators, washing machines, microwave ovens and chest freezers will be reduced today, in response to the recent downward revision of GST rates on these appliances from 28-18%. Godrej Appliances, one of India's leading players in the Home Appliances segment, will be passing on the full benefit of the 10% reduction in GST with immediate effect providing an increased impetus to the upcoming festive sales.

Kamal Nandi, Business Head and EVP said, "We welcome the decision by the GST



and West Bengal in particular and film Crisscross story is based on the household problems in women's life's. Ashok Jain, Director, JK Masale, said, we are just following what our founder Shri Dhanna Lal Jain always believed and followed - quality & innovation. So we have kept the traditions of manufacturing best quality Masale, also adding new products from time to time. This tradition will be passed onto the next generation. Since last year our product export has increased by 10%. This year our major focus is in exports and we are planning to participate in lot of international trade shows to enhance our international presence. We are constantly participating in trade shows at places like Mumbai, Delhi, Jaipur, Assam, Bangalore, Kolkata, Ahmedabad, Singapore and Bangkok.

Godrej Interio launches new franchisee store in Kolkata

EOIC CORRESPONDENT

KOLKATA, JULY 31/-- Godrej Interio opened a new franchisee outlet in Kolkata. Spread across sprawling 5100 sq. ft, this state-of-the-art store was launched by celebrated actor, Rituparna Sengupta, in the august presence of Anil Sain Mathur, Chief Operating Officer, Godrej Interio. With the new store, the retail brand aims to strengthen presence in the West Bengal and eastern markets.

Expressing her excitement on inaugurating the new Godrej Interio store in Kolkata, Rituparna Sengupta said, "I am extremely delighted to be present at the launch of this new store. As an individual who travels excessively and leads a hectic lifestyle, I am aware that finding furniture that suits my style, is often a daunting task. One needs to invest considerable time and effort to find aesthetically designed



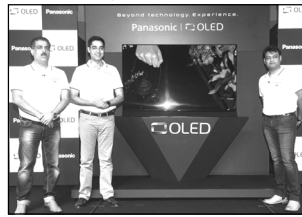
furniture that is built with the utmost quality standards. Godrej Interio is well-known for offering a complete range of home furniture best suited for Indian homes and meeting international standards. I love their customer service approach. It comes to selling since it helps to make the decision-making process much easier and consumers end up taking home products as per their lifestyle needs. They have excellent after-sales service which ensures a hassle free customer experience even post-purchase. Godrej Interio has opened a new store in my own city." Speaking on the importance of Kolkata market, Anil Mathur, Chief Operating Officer, Godrej Interio, said, "Kolkata is a lively metropolis and remains one of our most

Panasonic forays into OLED TV range

EOIC CORRESPONDENT

KOLKATA, JULY 31/-- Offering a superior viewing experience through advanced technology, Panasonic India, a leader in technological innovation, today announced its entry in the OLED TV segment. Tuned and used in Hollywood, the new premium range of OLED TV goes a step further by offering technology that translates into features and benefits that are unbeatable. It aims at giving users the best possible picture quality and colour accuracy, showing movies in the way the filmmaker intended. The new OLED line up comes in 55 inch FZ950 series and 65-inch FZ1000 series with starting price of Rs. 2,99,000. In addition, Panasonic also launched 11 models of 4K LED TV priced at Rs 65,000 onwards.

Panasonic OLED TVs are an experimental haven for consumers with advanced features and technology, delivering pictures of the way they are created to be seen. Equipped with Hexa Chroma Drive Pro, the TV reproduces the colours of



real life using professional colour processing technology. For most dynamic contrast, it boasts an Absolute Black Filter, which ensures the purest and most accurate black levels by absorbing ambient light in order to eliminate reflections. Boosting brightness and picture quality, the Super Bright Panel Plus injects more brightness into pictures, while the HDR10 provides unprecedented picture quality on all displays with brightness, color and contrast automatically optimized for each scene. Additionally, the Ultra Fine Tuning technology reveals unimaginable nuance in

advances, which will in turn put us at the cusp of revolutionising the technological ecosystem. With the introduction of our first-ever OLED line of TVs, we seek to cement our position as a technology company with a vision for the future and provide an enhanced cinematic experience."

Neeraj Bahl, Associate Director - Business Group Head, Consumer Electronic, Panasonic India, "With the introduction of our new line of OLED televisions, we have now entered into a new dawn of technological supremacy. These new OLED TVs are the 'Choice of Hollywood', which means that the consumers can own the very TVs, which are used to create the shows and movies that they love.

We are also working closely with Hollywood giant Deluxe, to ensure that the technical accuracy of the award winning TV's matches the filmmaker's creative intent. With the introduction of our 2018 line-up of TV's, we are looking at disseminating amplified cinematic experience to our consumers.

Grundfos Forum now open through virtual conference

EOIC CORRESPONDENT

KOLKATA, JULY 31/-- Water, environment and sustainability professionals from all over the world will have the opportunity to learn more about the future of water solutions, as leading pump manufacturer Grundfos opens up its global customer forum to the world.

A first for the event, the Grundfos Forum 2018 will be broadcasting from Suzhou, China through a virtual conference. This will give professionals from all over the world the opportunity to hear from world-class engineers, government leaders, consultants, academics and other key decision-makers about ways to move and manage the world's water better, under this year's theme of 'Intelligent Connectivity'.

The virtual conference will broadcast live on 15 and 16 August, and on Demand from 17 August to 14 October. In addition to the access to talks, events and breakout sessions, participants will also get to have their voice heard - they will get to take part in the Forum's Interactive Spaces, interact with Forum participants, and chat with experts while exploring the Exhibition Area. To encourage greater engagement, online participants will also be automatically enrolled into the Leaderboard Challenge, where points are gained through participation.

LAVA launches Z61

EOIC CORRESPONDENT

KOLKATA, JULY 31/--LAVA International Limited announced the launch of LAVA Z61. Z61 carries forward the legacy of LAVA's Z series smartphones with its stylish design and flagship camera features. The new Z61 offers 'Sharp Click' technology allowing users to capture even the smallest details; providing unprecedented photography experience. Powered with 8MP autofocus rear camera, 5MP front camera (with Screen and LED flash) and an improved Bokeh Mode, Z61



provides a high-end camera experience to its proud owners. Targeted at consumers looking for a premium smartphone, Z61 is an 8.9-inch screen smartphone with best-in-class design, 1GB RAM, 16GB ROM, 3000mAh battery priced at Rs. 5750/- . This phone will be available in more than 80,000 retail outlets in Black and Gold color options. Z61 variant with 3GB RAM will be launched in August, 2018. Gaurav Nigam, Head - Product, said, "We, at LAVA, believe that the smallest details can make a big difference. Our new smartphone, Z61, is a testimony to that. It is a perfect amalgamation of great looks and impeccable performance combined with unparalleled camera experience. With its Sharp Click Technology, Z61 is designed to capture the most alluring, high-definition pictures and the HD+ screen allows users to consume videos in superb quality."

Morepen Labs' bags twin USFDA approvals

KOLKATA/NEW DELHI, JULY 31/-- Morepen Laboratories Ltd. has received US FDA (United States Food and Drug Administration) approvals for both its bulk drugs manufacturing facilities situated in Himachal Pradesh. The first approval for the manufacture of bulk drug, "Atorvastatin Calcium", a Cholesterol reducing drug, the Masulkhanna facility has recently got the nod for manufacturing an anti-asthma bulk drug "Montelukast Sodium" for export to the US market. Sushil Suri, Chairman and Managing Director, Morepen Laboratories Ltd, said, "History has repeated itself with the company once again securing twin USFDA approvals, without any adverse remarks from the US regulator. With this development in place, the company is set to expand its foothold in the combined Rs. 7,000 crore US market for Atorvastatin and Montelukast. (EOIC)

Weather Report

	MinTemp.	MaxTemp.	Weather
Gangtok			
01-Aug-2018	18.0	20.0	Generally cloudy sky with a few spells of rain or thundershowers
02-Aug-2018	18.0	21.0	Generally cloudy sky with a few spells of rain or thundershowers
03-Aug-2018	18.0	21.0	Generally cloudy sky with a few spells of rain or thundershowers
04-Aug-2018	18.0	21.0	Generally cloudy sky with a few spells of rain or thundershowers
05-Aug-2018	18.0	22.0	Rain or Thundershowers
06-Aug-2018	18.0	22.0	Rain or Thundershowers
Gyalshing			
01-Aug-2018	18.0	22.0	Generally cloudy sky with a few spells of rain or thundershowers
02-Aug-2018	18.0	24.0	Generally cloudy sky with one or two spells of rain or thundershowers
03-Aug-2018	18.0	25.0	Generally cloudy sky with one or two spells of rain or thundershowers
04-Aug-2018	18.0	25.0	Generally cloudy sky with one or two spells of rain or thundershowers
05-Aug-2018	18.0	25.0	Rain or Thundershowers
06-Aug-2018	19.0	26.0	Rain or Thundershowers
Mangan			
01-Aug-2018	20.0	27.0	Generally cloudy sky with a few spells of rain or thundershowers
02-Aug-2018	20.0	28.0	Generally cloudy sky with a few spells of rain or thundershowers
03-Aug-2018	20.0	29.0	Generally cloudy sky with one or two spells of rain or thundershowers
04-Aug-2018	20.0	29.0	Generally cloudy sky with one or two spells of rain or thundershowers
05-Aug-2018	20.0	29.0	Rain or Thundershowers
06-Aug-2018	20.0	29.0	Rain or Thundershowers
Namchi			
01-Aug-2018	19.0	23.0	Generally cloudy sky with a few spells of rain or thundershowers
02-Aug-2018	19.0	24.0	Generally cloudy sky with one or two spells of rain or thundershowers
03-Aug-2018	19.0	25.0	Generally cloudy sky with one or two spells of rain or thundershowers
04-Aug-2018	19.0	25.0	Generally cloudy sky with one or two spells of rain or thundershowers
05-Aug-2018	20.0	26.0	Rain or Thundershowers
06-Aug-2018	20.0	26.0	Rain or Thundershowers
Tadong			
01-Aug-2018	20.0	26.0	Generally cloudy sky with a few spells of rain or thundershowers
02-Aug-2018	20.0	27.0	Generally cloudy sky with a few spells of rain or thundershowers
03-Aug-2018	20.0	28.0	Generally cloudy sky with one or two spells of rain or thundershowers
04-Aug-2018	21.0	28.0	Generally cloudy sky with one or two spells of rain or thundershowers
05-Aug-2018	21.0	29.0	Rain or Thundershowers
06-Aug-2018	21.0	29.0	Rain or Thundershowers
Darjeeling			
01-Aug-2018	14.0	18.0	Generally cloudy sky with Heavy rain
02-Aug-2018	15.0	19.0	Generally cloudy sky with one or two spells of rain or thundershowers
03-Aug-2018	15.0	19.0	Generally cloudy sky with one or two spells of rain or thundershowers
04-Aug-2018	15.0	19.0	Generally cloudy sky with one or two spells of rain or thundershowers
05-Aug-2018	15.0	20.0	Partly cloudy sky with possibility of rain or Thunderstorm
06-Aug-2018	15.0	20.0	Partly cloudy sky with possibility of rain or Thunderstorm

Source: IMD

important markets since his residents have always had a fondness for designer and modular home furniture. Godrej Interio has a strong foothold in West Bengal market owing to its huge brand recall and significant customer base in the region. The market contributed

nearly Rs. 200 crores to our overall revenues last year. Owing to its favourable location and our strong brand recognition, we are certain that this store will further expand our reach, bringing in more patrons into the rapidly expanding Godrej Interio family"