

Keventer Agro gives Metro Dairy a facelift

EOI CORRESPONDENT

KOLKATA, OCT 9/-/ Keventer Agro Limited has unveiled a new visual identity for its flagship dairy business - Metro Dairy. Bringing in a fresh, modern look to appeal to the young consumers, Metro Dairy has roped in superstars Dev Adhikari and Raina Sen as brand ambassadors, who will be seen endorsing the entire range of its products including milk, curd and ice-cream.

Metro Dairy is a key business growth driver for Keventer Agro Limited, with close to 50% of the latter's total turnover of Rs. 800 crore coming in from the dairy business. With this refreshed visual

identity, Metro Dairy has doubled an aggressive growth strategy and plans to double its revenues in next 2 years.

Keventer Agro Limited is also strengthening its sales and distribution network to make Metro Dairy products available at 25,000 retail touchpoints. It is also exploring new markets in Bengal as well as neighboring states of Bihar, Jharkhand, Odisha and North East India. It is also investing substantially in product development for offering new variants for the consumers. Mayank Jalan, CMD, Keventer Agro said, "Metro Dairy has come a long way since its launch in 1996. We have earned the trust of our customers over the past two decades and we



thought that, post-merger, the time was apt to make the brand relevant to the younger consumers as well, while remaining true to the product promise. Equipped with a modern and energized look to appeal to the young Indian consumer, we hope to expand market share and become the number 1 dairy brand in Eastern India in next 2 years."

Benelli India announces upto 34% cost cuts

KOLKATA, OCT 9/-/ Benelli, a leading worldwide supplier of premium bikes, and Adishwar Auto Ride India-Mahavir Group, one of the leading automobile dealers in the country, which recently announced their strategic partnership to market products in India, have taken a progressive step by offering one-of-its-kind up to 34% cost reduction on after sales services to its existing and potential customers.

Benelli's announcement up to 34% cost reduction on service cost stems from their reassurance and confidence in the product quality and to satisfy the customers' needs. Through the nationwide campaign, the company has revised the service intervals from every 4000 kms or 4 months periodic service to 6000 kms or 6 months periodic service. With the change in service

schedule, the cost of servicing has dropped up to 34% and this benefit is offered to all existing customers owning Benelli bikes.

Benelli's focus on localising 25 to 30 percent of the components remains intact and is looking at vendor development initiatives and a huge expansion of supply chain management across the country. With India being the biggest market for two wheelers and also witnessing a steady growth of the super bike segment, Benelli has strong plans to make an indigenous bike in India on the lines of Make in India program.

Localisation of the product brings in the element reasonable and competitive pricing to the customers and also gives an opportunity to export the super bikes to few other countries in the future. (EOIC)

CenturyPly announces annual festive campaign

EOI CORRESPONDENT

KOLKATA, OCT 9/-/ CenturyPly is back with its annual award-winning campaign - CenturyPly Heroes 2018. The company which is involved in aggressive brand building and aims towards accelerating the shift of consumer choice from a commodity to a branded solution recognizes the indomitable spirit and workmanship of carpenters. CenturyPly Heroes was an initiative started in the year 2014 to pay tribute to the real heroes without whose contribution a large complex project like Durga Puja, would not be possible. This year, the company has decided to take the campaign national & reiterate their commitment towards the betterment of the carpenter community by recognizing their efforts and intense passion towards their work.

The organisation will invite people to watch, like, share a short film hashtagged #CPHeroeseon its Facebook page, CenturyPlyOfficial, and on its YouTube page, CenturyPly1986. The film has been shot by Audio Video who in turn roped in artists like Kharij Mukherjee, Biswajit Chakraborty, Dev Shankar Nath and others to act in the film. The short film will be promoted through CPIL Website, social media assets, YouTube & other publisher's site. Sanjay Agarwal, Managing Director said, "CenturyPly Heroes is very close to our heart. Every year our aim has been to touch lives and add warmth to these real heroes, especially during the festivals. The carpenters' are an integral part of our industry."

Honda launches all new CR-V in India



EOI CORRESPONDENT

KOLKATA/NEW DELHI, OCT 9/-/ Honda Cars India Ltd. (HCIL), today launched its luxurious 5th Generation All New Honda CR-V in the Indian market. This is the first time Honda CR-V is introduced with a Diesel engine option in India and the all new model will strengthen the company's presence in the premium SUV segment.

Developed as a Benchmark for next-generation SUVs, the All New CR-V is equipped with advanced powertrains in both Diesel and Petrol offering exceptional fuel efficiency

and fun-to-drive performance. The all-new Honda CR-V boasts a comprehensive range of advanced and luxurious features such as Panoramic Sunroof, LED DRLs & lighting system, segment-first Full Size Driver Information Interface and advanced standard safety equipment that takes SUV standards to the next level. Complemented by a bold, dynamic and sophisticated exterior styling that matches its luxurious and comfortable interior, the All-New CR-V aims to provide an exceptional driving performance and ride quality. Gaku Nakamishi, President & CEO, Honda Cars India said, "Today,

we launch the globally successful All-new 5th Generation Honda CR-V which has captured the imagination of SUV lovers across the world. Honda introduced the CR-V brand in India in 2003 as one of the first premium SUVs in the market. The All New CR-V distinctly offers Fun-to-Drive performance of an SUV and Driving comfort of a sedan which makes it a perfect Urban SUV. We strongly believe that the new CR-V has the potential to be a game changer in Premium SUV segment and we foresee a shift in consumer preference towards more luxurious and comfortable SUVs."

SER freight earning

KOLKATA, OCT 9/-/

During the first half of the current financial year i.e. April-September of 2018-19, South Eastern Railway has earned Rs. 6007.17 crore from originating freight traffic which is Rs. 348.59 crore more than the corresponding period of last year i.e. 2017-18 thus registering a growth of 6.16%.

This growth in freight earnings has been possible due to increase in freight loading during the above period. South Eastern Railway's total freight loading during April-September of the current financial year has been 75.06 million tonnes as against 73.56 million tonnes loaded during the corresponding period of last year recording a growth of 2.04%.

There has been a massive growth of 50% in Coal loading during April-September of the current financial year in comparison to the corresponding period of last year. The major components of freight loading during the above period were 16.45 million tonnes of Coal, 39.52 million tonnes of Iron Ore, 7.56 million tonnes of Pig-Iron & Finished Steel, 5.46 million tonnes of Cement etc. (EOIC)

Dividend cut from oil cos unlikely; divestment target to be met: FinMin

NEW DELHI, OCT 9 /-/

The finance ministry Tuesday said it does not expect a cut in dividend from oil marketing companies despite these retailers absorbing Re 1 per litre from last week. Economic Affairs Secretary in a tweet said there is no plan for reduction in subsidy and divestment target will also be met. He was reacting to reports of reduction of dividend from oil marketing companies, subsidies cut, lesser disinvestment revenue etc during this fiscal from the Budget estimates. "This is completely fabricated. Nothing of this is true at all," he tweeted.

As far as disinvestment is concerned, the 80,000 crore set for the current financial year. In the Budget for 2018-19, Finance Minister Arun

Jaitley said the Department of Investment and Public Asset Management (DIPAM) will move forward to bring in more exchange traded fund (ETF), including launching a debt fund. Also three insurance companies National Insurance, United Assurance and Oriental Insurance will be merged to create a single entity, which would be listed on the bourses, he had said.

With regard to hit on state-owned fuel retailer for absorbing Re 1 per litre of petrol and diesel prices, industry sources said the move will bring down their profit by Rs 9,000 crore on an annualised basis. For the remainder of the ongoing fiscal, it would be Rs 4,500 crore, with IOC's share being roughly half and the rest is split equally between HPCL and BPCL. Almost half of the fuel price is

made up of taxes. The Centre, prior to the excise duty cut, levied a total of Rs 19.48 per litre of excise duty on petrol and Rs 15.33 per litre on diesel. On top of this, states levy value-added tax (VAT). The hike in duties in 2014-16 had led to excise collections from petro goods rising from Rs 99,194 crore in 2014-15 to Rs 2,29,019 crore in 2017-18. States saw their VAT revenue rise from Rs 1,37,157 crore in 2014-15 to Rs 1,84,091 crore in 2017-18.

Petrol and diesel prices were cut by a minimum Rs 2.50 on October 5 when the government's cut in excise duty of Rs 1.50 per litre and state-owned fuel retailers providing a Re 1 per litre subsidy came into effect. In BJP-ruled states, the reduction was higher as they matched the cut with a similar reduction local sales tax or VAT. (PTI)



'Skylark', located at 149, Block B, Laketown is a Flower Boutique. Its formal inauguration was done by a host of dignitaries, including MLA Sujit Bose, Councillor Manas Ranjan Roy & others recently at the boutique premises. Rupali Dey, Owner of 'Skylark', remarked that all the items available here, like flowers, flower pots, shopkeepers are hand-made. Hence this flower boutique is a centre for artistic expressions as well as providing livelihood and promoting self-made artists and artisans-EOI Photo

Lockheed Martin, Tata to hold suppliers' meet in India

WASHINGTON, OCT 9 /-/

Lockheed Martin and Tata will jointly host a suppliers' meet in India to provide unmatched opportunities for Indian companies to establish new business ties with the F-16 fighter jets' maker and other industry leaders, the American aerospace giant announced on Tuesday. Such a move from Maryland-based Lockheed Martin comes as part of its broader proposed F-16 partnership with India to produce F-16s exclusively in India for the Indian Air Force and export customers. Last year, Lockheed Martin and Tata Advanced Systems Limited announced their intention to join hands to produce the F-16 Block 70 in India if the aircraft is selected by the Indian Air Force. Last

month, it entered into an agreement with Tata Advanced Systems Limited (TASL) for the production of the wings of Lockheed Martin's F-16 fighter jets.

The current F-16 suppliers and prospective Indian industry partners are gathering at the event in Bangalore to discuss opportunities on the F-16 programme - the world's largest fighter aircraft ecosystem, a media release said. Prominent among them are GE, Terma, Honeywell, Fokker, Israeli Aerospace Industries, Elbit, UTC, Gamma, Eaton, Moog, Parker, and other global defence industry leaders. "The F-16 provides unmatched opportunities for Indian companies of all sizes including Micro, Small and Medium Enterprises and suppliers throughout India to establish

new business relationships with Lockheed Martin, Tata and other US and global industry leaders," said Vivek Lall, vice president of Strategy and Business Development for Lockheed Martin Aeronautics. "Exclusive F-16 production integrates Indian industry into a USD 165 billion fighter aircraft sustainment market," he said.

The suppliers' conference will provide a platform to Indian players in the industry to explore opportunities, share knowledge with other global suppliers in the F-16 fighter aircraft manufacturing ecosystem, said Sukaran Singh, CEO and Managing Director, Tata Advanced Systems. (PTI)

Weather Report			
	MinTemp.	MaxTemp.	Weather
Gangtok			
10-Oct, 2018	14.0	18.0	Generally cloudy sky with a few spells of rain or thundershowers
11-Oct, 2018	14.0	17.0	Generally cloudy sky with a few spells of rain or thundershowers
12-Oct, 2018	13.0	18.0	Partly cloudy sky with one or two spells of rain or thundershowers
13-Oct, 2018	13.0	19.0	Partly cloudy sky with one or two spells of rain or thundershowers
14-Oct, 2018	13.0	19.0	Partly cloudy sky with possibility of rain or Thunderstorm
15-Oct, 2018	13.0	19.0	Partly cloudy sky with possibility of rain or Thunderstorm
Gyalsingh			
10-Oct, 2018	13.0	21.0	Partly cloudy sky with one or two spells of rain or thundershowers
11-Oct, 2018	13.0	20.0	Generally cloudy sky with a few spells of rain or thundershowers
12-Oct, 2018	13.0	21.0	Partly cloudy sky with one or two spells of rain or thundershowers
13-Oct, 2018	13.0	22.0	Partly cloudy sky with possibility of development of thunder lightning
14-Oct, 2018	13.0	22.0	Partly cloudy sky with possibility of rain or Thunderstorm
15-Oct, 2018	13.0	22.0	Partly cloudy sky with possibility of rain or Thunderstorm
Mangan			
10-Oct, 2018	15.0	25.0	Generally cloudy sky with a few spells of rain or thundershowers
11-Oct, 2018	15.0	25.0	Generally cloudy sky with a few spells of rain or thundershowers
12-Oct, 2018	15.0	24.0	Partly cloudy sky with one or two spells of rain or thundershowers
13-Oct, 2018	15.0	24.0	Partly cloudy sky with one or two spells of rain or thundershowers
14-Oct, 2018	15.0	25.0	Partly cloudy sky with possibility of rain or Thunderstorm
15-Oct, 2018	15.0	25.0	Partly cloudy sky with possibility of rain or Thunderstorm
Namchi			
10-Oct, 2018	14.0	23.0	Partly cloudy sky with one or two spells of rain or thundershowers
11-Oct, 2018	14.0	23.0	Partly cloudy sky with one or two spells of rain or thundershowers
12-Oct, 2018	14.0	24.0	Partly cloudy sky with possibility of development of thunder lightning
13-Oct, 2018	14.0	25.0	Partly cloudy sky with possibility of development of thunder lightning
14-Oct, 2018	14.0	25.0	Partly cloudy sky with haze
15-Oct, 2018	14.0	25.0	Partly cloudy sky with haze
Tadong			
10-Oct, 2018	16.0	26.0	Partly cloudy sky with one or two spells of rain or thundershowers
11-Oct, 2018	16.0	24.0	Generally cloudy sky with a few spells of rain or thundershowers
12-Oct, 2018	15.0	25.0	Partly cloudy sky with one or two spells of rain or thundershowers
13-Oct, 2018	15.0	25.0	Partly cloudy sky with one or two spells of rain or thundershowers
14-Oct, 2018	15.0	15.0	Partly cloudy sky with possibility of rain or Thunderstorm
15-Oct, 2018	15.0	15.0	Partly cloudy sky with possibility of rain or Thunderstorm
Darjeeling			
10-Oct, 2018	9.0	19.0	Mainly Clear sky
11-Oct, 2018	10.0	19.0	Partly cloudy sky with possibility of moderate rain or Thunderstorm
12-Oct, 2018	9.0	18.0	Partly cloudy sky with possibility of moderate rain or Thunderstorm
13-Oct, 2018	10.0	18.0	Partly cloudy sky with possibility of moderate rain or Thunderstorm
14-Oct, 2018	10.0	18.0	Mainly Clear sky
15-Oct, 2018	10.0	18.0	Mainly Clear sky

Source: IMD