

Honor launches Honor 9i

Bolstering its product portfolio in the Indian market, Honor, Huawei's e-brand for digital natives, today unveiled the Honor 9i smartphone. Redefining what premium smartphones are capable of, the new smartphone delivers incredible features and functionality including an intuitive and powerful 4-camera set up; a crisp and vibrant FullView FHD+ display and a sleek, industrial design. On October 14th when Honor 9i sale kicked off, consumers can look forward to some exciting offers. Commenting on the launch, Peter Zhai, President Huawei India Consumer Business Group said "Today is an extremely important day for us in our India journey so far. We are thrilled to launch a phone which can be termed a global first, as the Honor 9i is the only phone so far to boast of two dual cameras and FullView FHD+ display. As frontrunners in bringing breakthrough technology as well as great features at attractive prices, we remain committed to bringing best-in-class devices and services to our users in India." P. Sanjeev, Vice President Sales, Huawei India Consumer Business Group said, "Honor is Huawei's global e-brand. In India, it is a pioneer in dual camera phones over the last 3 years. Our team has spent extensive time studying what consumers in this segment prefer and we have worked to raise the bar each and every time, creating industry's new bench marks. Today with the launch of Honor 9i, we have ushered in 4-camera technology which is widely acclaimed for its excellent selfies and low light photography capabilities. We view Honor 9i as a never-before opportunity for consumers who wish to experience an outstanding product". Commenting on the exclusive launch, Ajay Yadav, VP - Smartphones, Flipkart said "At Flipkart, we constantly strive to redefine the smartphone experience by offering customers outstanding devices that are equipped with innovative technology and are high on performance. The exclusive launch of the new Honor 9i marks an important milestone in our journey with the brand. We are confident that through Flipkart's wide reach and seamless affordability levers, coupled with the Huawei's superior technology and design, the new phone will disrupt the market and excite customers, reinforcing the strong belief they have in Flipkart, as their preferred online retailer and the undisputed leader in the online smartphones market."



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Century LED's 'Magik' launched 'Save Energy' campaign

Century LED took up the responsibility to create an awareness of how to conserve energy during Durga Puja. As a conscious corporate citizen, MAGIK adopted the mantra of 'Save Energy' in order to play a greater role to support a better and healthier environment for all initiated their new Durga Puja campaign 'Save Energy'. As part of this 'Save energy' campaign, this puja, Century LED under the brand name of MAGIK had associ-



ated with Rajdanga (Kasba) & Sealdah Athletic Club. Other than creating awareness among the mass on energy conservation through use of LED lights, MAGIK lit up the skies of these two Puja pandals with 500 balloons. On the auspicious evenings of 'MahaSashti' and 'MahaSaptami'. To educate the mass, around 500 'MAGIK' lit balloons were blown up released by representatives from the Puja committees to show their commitment towards saving energy. Anirudh Kajaria, Business Head, Century LED, said, "Being energy efficient, is a long time commitment for Century LED, and keeping up with the good thought, we would take up the initiative to create pandals with LED lights, in order to make it more bright and safe."

Distilled Spirits Council, US hosts august whisky experience

The Distilled Spirits Council of the United States, hosted the 'Great American Whiskey Experience', a one-of-a-kind tasting session at the Bodega Catina Y Bar in Kolkata. The event was designed to showcase the mixability and versatility of American Whiskeys so that participants could compare classic American cocktails, such as the Man-

hattan and Old Fashioned, with American Whiskeys and Rye Whiskeys, respectively. "American Whiskeys are in great demand around the world, with India as an important gateway and trendsetter for other key growth markets in the Asia-Pacific region," said Keith Sunderlal, the Council's India representative. "This event is aimed to showcase

the heritage and flavors of American Whiskeys and share them with our discerning consumers. The response to American Whiskeys in India has been terrific and we are optimistic about further growth." He further added, "Global U.S. spirits exports exceeded USD \$1.4 billion in 2016, and have been on an upward trajectory thanks to increased popularity, stepped

up trade promotion programmes and implementation of market opening trade agreements. Uniquely American, Bourbon and Tennessee Whiskey products are the leading categories of U.S. spirits exports, accounting for over USD \$1 billion in exports in 2016. U.S. whiskey exports to India in 2016 totaled over USD \$4.8 million with a growth of 13.30%."

The event, supported by the U.S. Department of Agriculture, featured a presentation on the history and unique production process of American Whiskeys. A short five-minute video about the American Whiskey Trail was played, which took the audience on an educational journey to many of the major brand home places and introduced top master distillers.

Printed and published by T Durga Rao on behalf of Ashish Laha and printed at Echo Printing Press, Dollygunj, Port Blair 744 103 and published at 97/2, M G Road, Middle Point, Port Blair 744 101. Editor: Samir Dey* (*Responsible for selection of news under the PRB Act.)

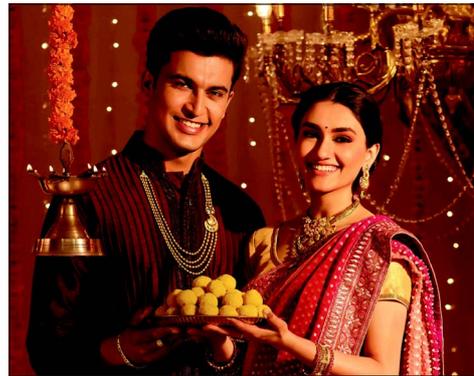
Diwali gala with Reliance Jewels

Ushering in this festive and Diwali season, Reliance Jewels has geared up with a range of special Diwali Dhamaka offers to celebrate the festival of lights. Bringing with it a power packed offering of the most beautifully ornate jewellery available, Reliance Jewels has made sure it is the one stop destination for all your needs.

The incredibly attractive discounts of 100% off and up to 50% off on making charges for diamond and gold jewellery respectively are also sure to be a hit with customers! Reliance Jewels is also offering a 5% flat discount on its Solitaire collection for the trend-setter women. With oxidised

silver lock necklaces being the must-have of 2017, the bumper 25% concession on the MRP for silver Jewellery is no less than a benediction for the Indian fashionista can be availed till 22nd October, 2017. Customers who want to invest in gold and silver coins can also avail a 50% markdown on making charges for coins weighing 10 gm and above. For SBI card users, the 5% cash back from 7th October to 17th October, 2017 is yet another reason to rejoice. Customers with Reliance One Card can also earn 2x points on gold and diamond jewellery.

Reliance Jewels is also bringing an offer to make shopping for Bhai Dooj gifts an absolute breeze, since gold bracelets and studded rings are in



vogue for men this season. Highlighting the brand's variety of designs, Sunil Nayak, CEO, Reliance Jewels said, "Festivals in India are incomplete without jewellery and sweets, and that is exactly why Reliance Jewels is going all out to bring its customers a range of sweet festive offers, in celebration of this mammoth festival that echoes in the hearts of every Indian, our wide range of Indo-Western, traditional and contemporary designs are not only unique and highly coveted, but also, of the highest quality and craftsmanship. As such, it is designed specifically to suit everyone's taste and accentuate every person's style."

October: Every KFC bucket will help feed a hungry child

As part of its anti-hunger initiative, addHOPE, KFC India is celebrating October as the month of addHOPE and pledged to contribute up to INR 5* from the sale of every bucket through the month of October 2017. This contribution will be made from sale of buckets across its 300+ stores in the country and website. addHOPE is KFC's initiative that aims at creating awareness and raising funds to provide meals for underprivileged children. Through beneficiaries like India Food Banking Network (IFBN), SMILE Foundation and Response Net (Delhi & Gurgaon FoodBanking Network) KFC India aims to provide 20 million meals to underprivileged children by 2020. Since its inception in India last year, KFC has successfully provided over 5 million meals. The program

feeds 14,000+ underprivileged children, across India every single day. Rahul Shinde, Managing Director, KFC India said, "Hunger is a critical issue that our country faces and we can make a difference through our collective efforts. The unfortunate reality is that millions of children don't have access to food, and suffer from diet related illness. These children are unable to grow, thrive and reach their full potential. As a food company, it is our privilege and responsibility to help fight hunger. Continuing our efforts in this direction, we will contribute upto Rs 5* from the sale of every bucket through the month of October. Through this and contributions from our customers, we are today feeding 14,000+ under privileged children every day, and hope to reach our goal of 20 million meals by 2020."



Need find time for social service: Kothari

Romen Duttta

There is a saying that a man of work is never defeated. Making this saying true is Sushil Kothari. He has risen to the pinnacle of an empire by the dint of his hard work. His father, a successful businessman, Satyanarayan Kothari came from Rajasthan and settled down in Habra. Sushil was born in Purulia district in 1963 and leads his professional and personal life on the instructions of his father. He spoke to The Echo of India. The excerpts:

EOI: Where did you do your schooling?

SK: I used to live in Purulia at my grandmother's house. I studied till Class VIII there and then moved over to Kolkata and joined Maheshwari Vidyalaya in Class IX and later passed his B->Com from Bhowanipur College. He feels and advocates that each and every person should be educated.

EOI: When did you join the business world?

SK: I was inclined towards business right from the beginning and joined when I was still in Class IX, and lent a help-



ing hand to my father. I got my business inspiration from my father and followed his instruction in each step. I could never think of doing a salaried job.

EOI: How did you start your business life?

SK: I was attached to our family business from the beginning, our family business, our whole family was involved in it. I started Contact Express Service, a courier company in 1992.

EOI: How much are you involved in social service?

SK: I was involved in serving the society since my school days that was carried on through college days too. Then I used to serve the society with a help of others like Sri Sri Siddhi Vinayak Bhakta Mandal, Nagrik Sangh, Maheshwar Sabha, Rajasthan Vikas Parishad, Burrabazar Kalyan Samity, Kashi Prayag Banga Parishad, Apno Rajasthan Burrabazar among others. Whenever somebody faces a crisis, be he of any social status, I am ever ready to come to their aid.

EOI: What are your plans for the future?

SK: I want to expand the business I have started extensively and have different plans for the future. I want to join social service fully and help the needy in every way possible.