"Create a protective shield around yourself and cultivate an environment that constantly inspires you towards high ideals and a noble personality." – Mahasthavir Shanti Muni

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Jaipur | Sunday, April 19, 2026

Over 17.25 lakh 5-kg LPG cylinders sold since March 23: Govt

New Delhi | Agency

The government on Saturday said that more than 17.25 lakh 5-kg FTL cylinders have been sold since March 23, adding that since April 3, PSU oil marketing companies (OMCs) have organised more than 6,450 awareness camps for 5-kg FTL cylinders, wherein more than 90,000 such cylinders were sold. These 5-kg FTL cylinders are at the disposal of the state governments for supplying only to migrant labourers in their states with assistance from OMCs. Meanwhile, total commercial LPG allocation has been increased to about 70 percent of pre-crisis levels, including 10 percent reform-linked allocation. On April 17, 8,216 MT of commercial LPG (equivalent to more than 4.32 lakh 19-kg cylinders) was sold. A total of 1,58,583 MT commercial LPG has been sold since March 14. This includes more than 9,200 MT of Auto LPG, informed Petroleum Ministry. "Auto LPG sales were observed to have shifted from private to PSU OMCs. To meet the rising demand, the sale of auto LPG by the PSU OMCs has increased by 70 percent. The major increase has been observed in the States like Karnataka, Tamil Nadu, Telangana, Rajasthan and West Bengal, etc.," the ministry said. Twenty-two states/UTs are receiving additional commercial LPG allocation linked to PNG expansion reforms. Moreover, since March, more than 4.76 lakh PNG connections have been gasified. Further, more than 5.33 Lakh customers have been registered for new connections. Till April 17, more than 37,500 PNG consumers have surrendered their LPG connections, said the ministry.

Food prices may rise further

Weak monsoon and Middle East crisis emerge as key factors

Jaipur BR News Network
businessremedies.com

The India Meteorological Department has warned in its long-term monsoon outlook that the southwest monsoon in 2026 is likely to remain below normal. The department estimates that average rainfall across the country from June to September will be around 92% of the Long Period Average (LPA), which falls under the below-normal category. The LPA is about 87 cm, implying total rainfall may be 80 cm this year.

This forecast could pose a fresh challenge to inflation. Prices of food items are likely to rise as crops such as paddy, pulses, oilseeds, and vegetables are highly dependent on rainfall. A weak monsoon may impact sowing and output of kharif crops, directly affecting household consumption. At the same time, global instability linked to the Middle East, particularly the Iran crisis, is also adding to inflationary pressures. Prices of crude oil, fertilizers, and other commodities are already elevated. The IMD has stated that the primary reason behind this outlook is the impact of El Niño. Rising temperatures in the Pacific Ocean could lead to reduced rainfall during the latter half of the monsoon (August-September). However, the department noted that a positive Indian Ocean Dipole may provide some relief, though early-season deficiency could disrupt the crop cycle.

Forecasts often change

Weather department projections have changed in the past. For instance, in 2002 and 2009, the IMD had predicted higher rainfall, but actual rainfall turned out to be significantly lower. In 2002, rainfall across the country was 19% below average. Therefore, the 92% estimate for 2026 is not considered final. The IMD is expected to release an updated forecast by the end of May.

Impact of weak rainfall on food items

The monsoon is the lifeline of Indian agriculture. Kharif crops (June-September) such as rice, pulses, oilseeds (soybean, groundnut), and vegetables depend 50-60% on rainfall. Lower rainfall could lead to:

1. **Rice:** Lower production may push up prices.
2. **Pulses:** Higher imports may be required, which are already expensive.
3. **Oilseeds:** Edible oil prices (palm oil, soybean oil) may increase.
4. **Vegetables:** Supply chains of seasonal vegetables like tomato, onion, and potato may be disrupted.

In recent years, good rainfall helped keep food inflation under control. In March 2026, overall Consumer Price Index inflation stood at 3.4%, while food inflation was around 3.87-3.9%. However, experts warn that due to a weak monsoon and Middle East tensions, CPI inflation could rise to 4.5-5%.

Additional pressure from Middle East crisis

The Iran-Israel tensions are pushing up global commodity prices. Rising costs of crude oil, fertilizers, and feedstock have already increased agricultural input costs. Combined with a weak monsoon, this could impact rural income, FMCG demand, the auto sector, and the overall economy.

Cabinet approves 2% Dearness Allowance hike for Central government employees

New Delhi | Agency

The Union Cabinet, chaired by Prime Minister Narendra Modi, on Saturday approved a 2 percent increase in Dearness Allowance (DA) for central government employees effective from January 1, 2026, providing an increase in their take home pay.

The Cabinet okayed to release an additional instalment of DA to central government employees and Dearness Relief (DR) to pensioners, representing an increase of 2 percent over the existing rate of 58 percent of the basic pay/pension, to compensate against price rise. "The combined impact on the exchequer on account of an increase in both Dearness Allowance and Dearness Relief would be Rs. 6,791.24 crore per annum. This will benefit about 50.46 lakh Central Government employees and 68.27 lakh pensioners," said an official statement. This increase is in accordance with the accepted formula, which is based on the recommendations of the 7th Central Pay Commission. The decision offers a boost to salaries even as broader demands on pay restructuring gather momentum under the proposed 8th Pay Commission. Meanwhile, in a memorandum submitted to the government, the National Council-Joint Consultative Machinery (NC-JCM) has pitched for a significantly higher fitment factor of 3.83. If accepted, the proposal could sharply raise the minimum basic pay from Rs. 18,000 to around Rs. 69,000, marking a substantial revision in the overall pay structure.

The NC-JCM has proposed a steep uplift for minimum pay of central government employees in its common memorandum to the 8th Pay Commission, one month's wages as gratuity and other benefits. Fitment factor is a multiplier that is used to revise salaries, based on factors such as cost of living and inflation and is then applied to existing basic pay to calculate new pay in a pay commission.

India moves beyond 'blind exploration', adopts data-led approach: Hardeep Puri

IANS | New Delhi

Petroleum and Natural Gas Minister Hardeep Singh Puri said that India is moving from "blind exploration" to data-driven discovery, emphasising the need for a more collaborative and open data ecosystem, it was announced on Saturday.

The Directorate General of Hydrocarbons (DGH) convened a conference on 'Data Driven Exploration' to engage industry stakeholders on accelerating India's exploration outcomes through a stronger data ecosystem, in line with the country's expanding agenda under the Samudra Manthan-National Offshore Mission, the Ministry of Petroleum and Natural Gas said.

The conference was chaired by Neeraj Mittal, Secretary, Ministry of Petroleum and Natural Gas, and saw participation from over 80 delegates, including officials from the ministry, DGH, national oil companies, global exploration and production (E&P) players such as BP, ExxonMobil and Shell, as well as private operators including Adani Welspun Exploration.

With a renewed focus on offshore and frontier basin development, the conference deliberated on the role of seismic data in enabling exploration outcomes.

"At the Data-Led Exploration Conference, we reaffirmed a simple truth: exploration succeeds when knowledge is shared, not siloed," the minister said in a post on social media platform X. He added that by promoting a multi-client data ecosystem that allows wider participation in interpretation and innovation, India is changing the way the exploration and production sector has traditionally been viewed as uncertain.

"The more eyes on the data, the greater the possibilities beneath our seas," Puri said. He further noted that under the Samudra Manthan initiative, India is unlocking its offshore potential through openness, collaboration and advanced technologies, in line with the goal of energy self-reliance. Participants at the conference highlighted that the availability, quality and accessibility of seismic data are critical determinants of exploration success. They noted that gaps in data coverage, particularly in frontier and deepwater basins, continue to constrain investment inflows and exploration activity.

The industry also emphasised the need for accelerated and targeted seismic data acquisition aligned with upcoming licensing rounds, noting that early-stage data availability improves investor participation.

Cabinet approves 2 key railways projects for UP, Andhra with Rs. 24,815 crore outlay

New Delhi | Agency

The Cabinet Committee on Economic Affairs (CCEA), chaired by Prime Minister Narendra Modi, on Saturday approved two multitracking Railways projects for Uttar Pradesh and Andhra Pradesh with a total cost of Rs. 24,815 crore.

The projects, covering 15 districts across two states, will increase the existing network of Indian Railways by about 601 kms. These are Ghaziabad-Sitapur 3rd and 4th Line (403 kms) and Rajahmundry (Nidadavolu)-Visakhapatnam (Duvvada) 3rd and 4th Line (198 kms). The proposed capacity enhancement will improve rail connectivity to several prominent tourist destinations across the country, including Dudheshwarnath Temple, Garhmukteshwar Ganga Ghat, Dargah Shah Wilayat Jama Masjid (Amroha), Naimisharanya (Sitapur), Annavaram, Antarvedi and Draksharamam, etc.

The proposed projects are essential routes for transportation of commodities such as coal, foodgrains, cement, POL, iron and steel, container, fertilizers, sugar, chemical salts, limestone, etc. Ghaziabad-Sitapur is an existing double line section forming a key part of Delhi- Guwahati High Density Network (HDN 4).

Centre announces maritime insurance pool worth 12,980 crore to protect Indian vessels

New Delhi | Agency

Amid the West Asia crisis and geopolitical tensions, the Union Cabinet, chaired by Prime Minister Narendra Modi, on Saturday approved the proposal for creation of a domestic insurance pool with a sovereign guarantee of Rs. 12,980 crore, to facilitate continuous maritime insurance coverages for Indian flagged or controlled vessels or vessels destined to or starting from India. The pool, called 'Bharat Maritime Insurance Pool' (BMI pool), ensures that Indian trade continues to have access to affordable insurance for vessels carrying cargo from any international origin to Indian ports and vice-versa, even when transiting volatile maritime corridors. The pool would cover all maritime risks like Hull and Machinery, Cargo, P&I (protection and indemnity) and War risk. The policies will be issued by insurers that are pool members, using the combined underwriting capacity of the pool, which would be around Rs. 950 crore. The pool will further help to manage liability insurance locally, tailored to Indian Shipping conditions and regulatory requirements, develop specialised marine underwriting, claims management and legal expertise within the country, said the official statement.

All Indian seafarers safe in West Asia region, 2,373 Indians returned from Iran: Govt

New Delhi | Agency

All Indian seafarers in the West Asia and Gulf region are safe and no incident involving Indian-flagged vessels has been reported in the past 24 hours, the government said on Saturday. DG Shipping has facilitated the safe repatriation of over 2,487 Indian seafarers so far, including 34 in the past 24 hours from various locations across the Gulf region.

"Port operations across India remain normal with no congestion reported," according to an official statement.

Necessary measures have been put in place to safeguard

Indian vessels and seafarers operating in the region, by the Ministry of Ports, Shipping and Waterways.

"The Ministry continues to coordinate with the Ministry of External Affairs, Indian Missions and maritime stakeholders to ensure seafarer welfare and uninterrupted maritime operations," it added.

The Ministry of External Affairs also continues to monitor developments in the Gulf and West Asia region, with focussed efforts on ensuring safety, security and welfare of the Indian community in the region. "Updated advisories are being issued regularly, including information on local government guidelines, flight and travel situations and consular services and various welfare measures being undertaken to support our community. Indian Missions remain actively engaged with the Indian community including the various associations, organizations, professional groups, Indian companies and other stakeholders in the region," it mentioned.

Flights continue to operate from countries where airspace remains open. Since February 28, around 10,68,000 passengers have travelled from the region to India.

Natural farming boosts productivity, incomes by 30% in Andhra Pradesh

New Delhi | Agency

A project run by government and UN Environment Programme (UNEP) promoting natural farming in Andhra Pradesh caused at least 30 percent increase in productivity and farmer incomes, a new report has said. The initiative has already reached over 3 million farmers, with plans to double that number and share lessons globally, the report from the UNEP said. The project, namely Andhra Pradesh Community Managed Natural Farming initiative (APCNF), which evolved from a 2004 Community Managed Sustainable Agriculture programme, forgoes use of chemical fertilisers and pesticides for natural bio-stimulants made from ingredients such as cow urine and dung. The bio-stimulant will revive soil microbes which will bolster soil fertility by breaking down organic matter and minerals, releasing nutrients. "Small quantities of bio-stimulants will trigger the soil microbes. After some years, we will not even need them when the soil becomes fertile," Dinesh Kumar, a local government official said.

Govt prepared for potential El Nino impact: Shivraj Singh Chouhan

New Delhi | Agency

Agriculture Minister Shivraj Singh Chouhan on Saturday directed the Agriculture Secretary and concerned senior officials to ensure that all necessary arrangements are made well in advance to safeguard farmers' interests.

The meeting to review Kharif preparedness extensively discussed weather forecasts, water availability, crop conditions, arrangements for seeds and other agricultural inputs, states' preparations, and action plans to cope with potential adverse weather conditions.

During a review meeting here, the minister emphasised that farmers' welfare is of utmost priority for us, and the government is fully prepared to address the potential El Nino impact.

The India Meteorological Department (IMD) has indicated the likelihood of below-normal Southwest Monsoon in 2026, with seasonal rainfall estimated at about 92 percent of the long period average (LPA) across the country. It was also indicated that El Nino conditions may develop during the monsoon season, although the final and updated assessment will be issued in the last week of May 2026.

During the review, Chouhan clarified that taking weather-related forecasts seriously, the Central Government is moving forward with complete preparedness, and farmers need not have any concerns.

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Editorial

The grand festival symbolizing the union of spirituality and valor-Akshaya Tritiya and Parashurama Jayanti-is today.

The grand festival that represents the union of spirituality and valor—Akshaya Tritiya and Parashurama Jayanti—will be observed today with devotion. This day is not only a symbol of prosperity, but also conveys the message of standing against injustice and maintaining a balance between knowledge and strength.

On this occasion, we should take a pledge to protect righteousness at both personal and social levels. Like Parashurama, we should remain firm in truth and justice, and like Akshaya Tritiya, may our good deeds yield eternal results. Both are major Hindu festivals that are celebrated on the same date—the third day of the bright fortnight of the month of Vaishakh.

The word "Akshaya" means "that which never diminishes," indicating that any charity, virtue, actions, or new beginnings done on this day bring infinite and everlasting results. In the Sanatan tradition, this day is considered an auspicious time that does not require consulting a calendar. It inspires us to bring positivity, generosity, and the beginning of new good deeds into our lives. It is not just a day to buy gold, but a day to accumulate virtues within ourselves.

On the other hand, Parashurama Jayanti marks the birth of Lord Parashurama, the sixth incarnation of Lord Vishnu, the protector of justice and strength. Although he was born in a Brahmin family, he was a master of warfare. This symbolizes that power should always be used to protect righteousness and the weak. When the earth was dominated by tyrannical rulers, he raised his axe against injustice and established balance in society.

Becoming a doctor or engineer can cost lakhs of rupees, but becoming a Company Secretary (CS) does not even cost one lakh rupees: Chandak

Jaipur
BR Team

The national president of the Institute of Company Secretaries of India (ICSI), Pawan G. Chandak, said that Company Secretary is a profession in which youth can easily build their careers. While becoming a doctor or engineer requires spending lakhs of rupees, becoming a CS does not even cost a total of one lakh rupees. He claimed that there is a high demand for Company Secretaries today, and as a result, not a single CS is unemployed.

He said this while interacting with the media during a seminar organized by the ICSI Jaipur Chapter at a hotel on Tonk Road. He added that students can enroll in this course after completing Class 12. The course is completed in three stages— Foundation, Executive, and Professional. Students move forward after passing exams at each level. Along with this, training is also mandatory, which provides practical experience.

During the event, ICSI Jaipur Chapter Chairman CS Sumit Kumar Sheoran said that special attention is being given to the welfare of Company Secretaries. Agreements have been made with companies in the banking and healthcare sectors, through which ICSI members will receive several facilities at concessional rates. Former ICSI national president Manish Gupta attended the seminar as the guest of honor. Central Council member CS Manoj Purbe and former Jaipur Chapter Chairman Vivek Sharma were also present.

Various sessions were held in the seminar, providing new insights. Jaipur Chapter Secretary Varun Mehra said that an interactive session with the ICSI President was also organized, where Company Secretaries asked questions and clarified their doubts.

In the technical sessions, expert information was provided on regulatory changes and updates related to the Companies Act, 2013. The first technical session was addressed by CS Rahul Parsarampuria, and the second by CS Vineet Chaudhary. The second session also included CS Manoj Maheshwari, CS Sandeep Jain, CS Divesh Goyal, and CS Jatin Singhal.

During the event, North Region Secretary Rahul Sharma stated that the demand for Company Secretaries is continuously increasing in private companies, multinational corporations, government undertakings, and the banking sector. A qualified CS manages legal matters of a company, conducts board meetings, and ensures compliance with regulations.

PhysicsWallah students achieve record success in CBSE Class 10 Board 2026

Jaipur
BR Team

Today was a day of pride and celebration for PhysicsWallah (PW), as many of its students performed exceptionally well in the Central Board of Secondary Education (CBSE) Class 10 Board Examination 2026 and scored high marks. Some students even achieved perfect scores (100%) and secured top positions in the country. Among the top performers were Vaibhav Arora from Fazilka, Punjab, Amolik Pandita from Ahmedabad, Gujarat, and Ayushman Mahapatra from Bhubaneswar, Odisha, all of whom scored 100% and secured top ranks nationally.

In addition, PW Vidyapeeth, the tech-enabled offline centers of PhysicsWallah, organized a felicitation ceremony in Jaipur. During the event, students from the city who performed remarkably well in the CBSE Class 10 Board Examination 2026 were honored. Sharing his experience, Vaibhav Arora said that regular preparation, consistent practice, and guidance from school and PW teachers helped him achieve full marks. Amolik Pandita mentioned that regular revision and solving mock tests were very helpful in scoring 100%. Ayushman Mahapatra stated that maintaining discipline and following a well-structured study plan was the key to his success. Sharing his thoughts on the results, Alakh Pandey, founder and CEO of PhysicsWallah, said that the efforts of all students who appeared for the exam are commendable.

RIICO will provide Rs. 50 crore equity support to Rajasthan Financial Corporation

Jaipur
BR Team

To strengthen the state's industrial development and ensure smooth functioning of government departments, the state government is taking important decisions. In this sequence, approval has been given for RIICO to provide Rs. 50 crore as equity support to the Rajasthan Financial Corporation, which is a significant step toward the state's industrial and economic development.

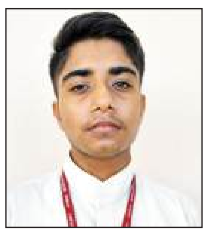
In the revised budget announcement for the financial year 2024–25, the state government had announced equity support of Rs. 50 crore each from the state government and RIICO to strengthen the financial position of the Rajasthan Financial Corporation. In line with this announcement, after approval from RIICO's Board of Directors, a share subscription agreement has been executed between RIICO and the Rajasthan Financial Corporation, under which the funds are being released in phases. As per RIICO management's directions, ?10 crore was released as the first installment, followed by another Rs. 10 crore as the second installment. So far, a total of Rs. 20 crore has been released as equity support.

The BSB Board has announced the results of Class 10th and 12th.

In Class 10, Ashmita Basnet from Acharyakulam Assam became the All India topper, while in Class 12, Mallika Das from Patanjali Gurukulam Tehri secured the top position.

Students of BSB-affiliated schools across the country have achieved outstanding success and delivered excellent performance. Students can access their results through DigiLocker.


Ashmita Basnet (485/500, 97.00%), Class-10


Priyam Chakravarti (463/500, 92.60%) Class-10


Angel (462/500, 92.40%) Class-10


Mallika Das (481/500, 96.20%) Class-12

Haridwar
BR Team

The Bharatiya Shiksha Board (BSB) has declared the results of the nationally conducted Class 10 and Class 12 board examinations for the academic session 2025–26. This year, students from BSB-affiliated schools across the country delivered outstanding performances and achieved remarkable success. The results clearly reflect the students' hard work, discipline, and the guidance of their teachers. The board stated that students can check their results on DigiLocker by entering the required details.

In Class 10, the All India first position was secured by Ashmita Basnet (485/500, 97.00%) from Acharyakulam, Kumarikata, Assam. The second position was secured by Priyam Chakravarti (463/500, 92.60%) from Acharyakulam, Chirang, Assam, while the third position went to Angel (462/500, 92.40%) from Patanjali Gurukulam, Tehri Garhwal, Uttarakhand.

In subject-wise results, Ashmita Basnet topped in Mathematics, English, and Science with scores of 97, 97, and 96 respectively. In Artificial Intelligence (AI), Jwishamat Basumatari (99) from Acharyakulam, Chirang, Assam secured the top position. In Information Technology, Ramashish (92) from Patanjali Gurukulam, Haridwar, Uttarakhand excelled, while in Hindi, Angel (94) from Patanjali Gurukulam, Tehri Garhwal topped. In Sanskrit, Pragati Sinha, Ruchi Kumari, and Vaishnavi Pancholi (100/100) from Patanjali Gurukulam, Haridwar achieved top scores. In Social Science, Ashmita Basnet and Sevika Devi (97) from Acharyakulam, Kumarikata, Assam secured the highest marks.

In Painting, Madhavi Tyagi (99) from Vikas Global School, Simrauli, Hapur, Uttar Pradesh excelled, while in Punjabi, Sapna (84) from Shishu Niketan Senior Secondary School, Sri Ganganagar, Rajasthan performed best. In Assamese, Barnil Kashyap, Subadeep Debnath, and Priya Baishya (93) from Acharyakulam, Chirang, Assam topped, while in Bodo, Sujuma Brahma (79) from the same institution secured the highest marks.

In Class 12, the All India first position was secured by Mallika Das (481/500, 96.20%) from Patanjali Gurukulam, Tehri Garhwal, Uttarakhand. The second position was secured by Priya (474/500, 94.80%) and the third position by Anshika Chauhan (473/500, 94.60%), both from Patanjali Gurukulam, Haridwar, Uttarakhand.

In subject-wise performance, Mallika Das (93) excelled in Computer Science, Kashish Yadav (95) in English, Dikshitta Maurya (96) in History, and Anushka Singh (99) in Hindi. Jyoti Devasi scored (90, 99) in Spanish and Sanskrit respectively. In Painting, Aastha Singh Patel achieved a perfect score of 100/100. In Economics, Ved Bhanu Pradhan (90) performed well. In Music, Aman Devi and Syamin Paudel (99) excelled, while in Yoga, Anshika Chauhan and Shraddha Jaiswal (99) secured top marks.

The Bharatiya Shiksha Board congratulated all successful students, parents, and teachers, and wished them a bright future. The board expressed confidence that students will continue to perform excellently at the national level and bring pride to the country. It is noteworthy that the examinations were conducted across the country from March 5 to March 29, and evaluation began immediately after, enabling the timely declaration of the Class 10 and 12 results today.

Icon Facilitators Limited receives order worth Rs. 1.38 crore from Embassy Services Private Limited

New Delhi | BR Team

New Delhi-based Icon Facilitators Limited is a facility management company that provides various integrated technical services. The company has informed the stock exchanges that it has received an order from Embassy Services Private Limited for providing technical manpower services at Max Square Limited, Plot No. C3-C, JP Wishtown, Greater Noida Expressway, Sector 129, Noida, Uttar Pradesh, India, 201304. The total order value is Rs. 1,38,48,488, and the duration of the order is one year.

Business Activities

Incorporated in 2002, Icon Facilitators Limited (IFL) is a facility management company that provides integrated technical services across India.

The company offers a wide range of services including electrical system management, HVAC operations, water treatment, fire and safety equipment maintenance, and more. It provides integrated facility management services, which include soft services like housekeeping and pest control, as well as hard services such as HVAC, electrical management, fire safety, and building operations. The company primarily operates in North India with 127 sites and has recently expanded its business to Bengaluru for further growth.

Company Services

The company's services include electrical system management operations, captive diesel power generation management, STP/ETP and water management services, and HVAC management.

HDFC Bank net profit rises 9% to Rs. 19,221 crore

Mumbai | BR Team

The Board of Directors of HDFC Bank Limited approved the Bank's (Indian GAAP) results for the quarterand year endedMarch 31, 2026, at its meeting held in Mumbai on Saturday, April 18, 2026. The accounts have been subjected to an audit by the statutory auditors of the Bank.

STANDALONE FINANCIAL RESULTS:

Summary for the Financial Year endedMarch 31, 2026

Net revenues (net interest income plus other income) for the year endedMarch 31, 2026 were Rs. 1,912.2 billion, as against Rs. 1,683.0 billion for the year endedMarch 31, 2025. Profit after tax for the year endedMarch 31, 2026 was Rs. 746.7 billion, up by 10.9% over the corresponding year endedMarch 31, 2025.

Profit & Loss Account: Quarter ended March 31, 2026

The Bank's net revenue grew by 5.0% to Rs. 462.8 billionfor the quarter ended March 31, 2026from Rs. 440.9 billion for the quarter ended March 31, 2025.

Net interest income (interest earned less interest expended) for the quarter ended March 31, 2026 grew by 3.2% to Rs.330.8billion from Rs. 320.7billion for the quarter ended March 31, 2025.Net interest margin was at 3.38% on total assets, and 3.53% based on interest earning assets. Other income (non-interest revenue) for the quarter ended March 31, 2026 was Rs. 132.0billion.The four components of other income for the quarter ended March 31, 2026 were fees & commissions of Rs. 92.2 billion (Rs. 85.3 billion in the corresponding quarter of theprevious year), foreign exchange & derivatives revenue of Rs. 14.9 billion (Rs. 14.4billion in the corresponding quarter of the previous year), net trading and mark to marketgain of Rs.8.2billion(Rs. 3.9 billion in the corresponding quarter of the previous year) and miscellaneous income, including recoveries and dividend of Rs. 16.7 billion (Rs. 16.7 billion in the corresponding quarter of the previous year). Operating expenses for the quarter ended March 31, 2026 were Rs.184.8 billion,as against Rs.175.6 billion during the corresponding quarter of the previous year.The cost-to-income ratio for the quarterwas at 39.9%. Provisions and contingencies for the quarter ended March 31, 2026 were Rs. 26.1 billion.The total credit cost ratio was at 0.35%for the quarter ended March 31, 2026. Profit before tax (PBT) for the quarter ended March 31, 2026 was at Rs. 251.9billion.Profit after tax (PAT) for the quarter was at Rs. 192.2 billion, a growth of 9.1% over the quarter ended March 31, 2025.

Balance Sheet: As of March 31, 2026

Total balance sheet size as of March 31, 2026was Rs.43,649billion as against Rs.39,102billion as of March 31, 2025.

The Bank's average deposits were Rs. 28,511 billion for the March 2026 quarter, a growth of 12.8% over Rs. 25,280 billion for the March 2025 quarter, and 3.6% over Rs. 27,524billion for the December2025 quarter.

The Bank's average CASA deposits were Rs. 9,184 billion for the March 2026 quarter, a growth of 10.8% over Rs. 8,289 billion for the March 2025 quarter, and 2.2% over Rs. 8,984 billion for the December2025 quarter.

Total EOP Deposits were at Rs.31,053billionas of March 31, 2026, an increase of 14.4% over March 31, 2025.CASA deposits grew by12.3% with savings account deposits at Rs.7,058billion and current account deposits at Rs.3,545billion.Time deposits were at Rs.20,450billionas of March 31, 2026, an increase of 15.5% over the corresponding quarter of the previous year, resulting in CASA deposits comprising 34.1% of total deposits as of March 31, 2026.

The Bank's average advances under management, grossing up for transfers through inter-bank participation certificates, bills rediscounted and securitisation / assignment were Rs. 29,644 billion for the March 2026 quarter, a growth of 10.0% over Rs. 26,955 billion for the March 2025 quarter, and a growth of 3.5% over Rs. 28,641 billion for the December2025 quarter.

Gross advances were at Rs. 29,600billionas of March 31, 2026, an increase of 12.0%over March 31, 2025. Advances under management grew by 10.2% over March 31, 2025. Retail loans grew by6.5%, small and mid-market enterprises loans grew by 17.2% and corporate and other wholesale loans grew by 13.0%.Overseas advances constituted 1.6% of total advances.

Capital Adequacy:

The Bank's total Capital Adequacy Ratio (CAR) as per Basel III guidelineswas at 19.7% as onMarch 31, 2026(19.6% as onMarch 31, 2025)as against a regulatory requirement of 11.9%.Tier 1 CAR was at 17.7% and Common Equity Tier 1 Capital ratio was at 17.3% as of March 31, 2026. Risk-weighted Assets were at Rs.29,741billion.

DIVIDEND

The Bank paid a special interim dividend of Rs. 2.50 per equity share of Rs. 1 each (adjusted for bonus) on August 11, 2025. The Board of Directors have now recommended a final dividend of Rs. 13.0 per equity share of Rs. 1 each for the year ended March 31, 2026. This would be subject to approval of the shareholders at the forthcoming annual general meeting. With this, the total dividend for the year ended March 31, 2026 would be Rs. 15.5 per equity share of Rs. 1 each.

ICICI Bank Q4 net profit rises 9% to Rs. 14,755 crore; NII up 8%

Mumbai | Agency

ICICI Bank on Saturday posted a consolidated net profit of Rs. 14,755 crore for the fourth quarter of FY26, a 9 percent year-on-year (YoY) rise. The second-largest private lender had reported a profit after tax (PAT) of Rs. 13,502.22 crore in the corresponding quarter of the previous year. The lender's core net interest income (NII) rose 8 percent YoY to Rs. 22,979 crore during the quarter, compared to Rs. 21,193 crore in the same period last year, the bank said in an exchange filing.

Total income for the quarter stood at Rs. 84,613.66 crore, up from Rs. 79,747.77 crore in Q4 FY25. The bank's interest earned during the quarter came in at Rs. 49,593.75 crore, compared with Rs. 48,363.84 crore in the previous quarter. Other income - which includes premium income from the insurance business and other operating revenues - rose to Rs. 35,019.91 crore from Rs. 31,360.85 crore a year ago. Operating profit (before provisions and contingencies) increased to Rs. 21,004.88 crore in Q4 FY26. Total expenditure stood at Rs. 63,608.78 crore, while employee costs for the quarter came in at Rs. 6,256.82 crore. Provisions (other than tax) and contingencies declined sharply to Rs. 260.67 crore in Q4 FY26, compared with Rs. 2,646.52 crore in the previous quarter. On the business front, total assets rose to Rs. 29.14 lakh crore, compared to Rs. 26.42 lakh crore a year ago. Deposits increased to Rs. 18.30 lakh crore, from Rs. 16.41 lakh crore in the year-ago period. Gross advances rose to Rs. 16.44 lakh crore, compared to Rs. 14.20 lakh crore a year earlier. Apart from earnings, the lender has announced a dividend of Rs. 12 per equity share for its shareholders which is subject to necessary approvals. Shares of ICICI Bank on Friday settled at Rs. 1,352.80, up 0.54 percent on the NSE.

Lakshya Powertech Limited receives orders worth Rs. 2.52 crore

New Delhi | BR Team

Lakshya Powertech Limited, an engineering consultancy firm specializing in mechanical and electrical services, has informed the stock exchanges that it has received orders worth Rs. 73,44,491 from NTT Global Data Centers Navi Mumbai Private Limited and Rs. 1,78,72,702 from Powerica Limited. The order from NTT Global Data Centers Navi Mumbai Private Limited is for the supply and installation of a hot air chamber walkway platform and panel DG roofing at DC 13 (including 2 to 5), NAV 2 Project, Airoli. The order received from Powerica Limited relates to the supply of construction materials and installation for 6 × 2250 kVA DG sets.

Business Activities

Established in 2012, Lakshya Powertech Limited began as an engineering consultancy firm specializing in mechanical and electrical services. The company has rapidly expanded from freelance power generation consultancy for gas-based power plants and large power projects to operations and maintenance (O&M) services. By diversifying into the oil and gas sector, the company has strengthened its position in the industry.

Its expansion into the renewable energy sector in Malaysia through EPC contracts, along with increased involvement in maintenance and repair of oil and gas plants, highlights its growing global presence.

Services Offered:

Lakshya Powertech's services are categorized into:

(i) Engineering, procurement, construction, and commissioning (EPC)

(ii) Integrated operations and maintenance services

(iii) Specialized services

The company works with both public and private sector organizations. Its clients include GMMCO Limited, Equinox Engineering Limited, and several other reputed companies and government institutions.

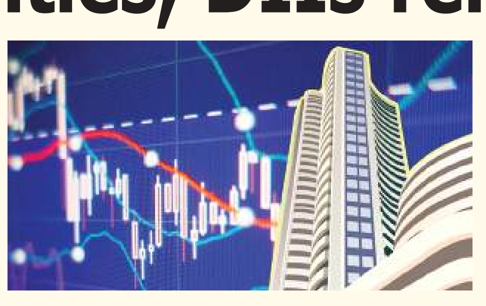
FIIs show early signs of stabilisation in Indian equities, DIIs remain intact

New Delhi | Agency

Foreign institutional investors (FIIs) have begun to show early signs of stabilisation in the Indian equities following a prolonged period of outflows, according to market watchers.

Notably, FIIs turned net buyers in the final three sessions of this week, lending support to the recovery and improving overall sentiment. However, on a cumulative basis, flows remained marginally negative for the week at around Rs 250 crore, indicating that sustained inflows will be required to confirm a more durable shift in trend, said analysts. Meanwhile, domestic institutional investors (DIIs) outflows stood at approximately Rs 6,300 crore.

DIIs' broader role as a stabilising force remains intact, continuing to provide structural support to the market, said analysts.



Rupee traded stronger at 93.24 (+0.15 percent) this week, supported by a softer dollar index hovering near 98, as improving sentiment around US-Iran de-escalation talks reduced safe-haven demand for the dollar. "The positive tone is also backed by FII inflows and expectations of India-US trade discussions, which are supporting capital flows into domestic markets," said Jateen Trivedi, VP Research Analyst - Commodity and Currency, LKP Securities.

Additionally, a cooling in crude prices over the last 48 hours has eased pressure on India's import bill, providing further support to the rupee. Global oil prices plunged sharply after Iran announced that the Strait of Hormuz was "completely open" to commercial shipping during a ceasefire period, easing fears of prolonged supply disruption in one of the world's most critical energy corridors. Oil prices "plunged around 10 percent" after Iran's Foreign Minister said the strait was open following a ceasefire between Israel and Lebanon. "Overall, the rupee remains supported in the near term, but sustainability will depend on the outcome of geopolitical developments and crude price stability," said analysts. Analysts said that markets in the coming week are likely to remain highly news-driven, though with a positive bias. Investor attention will be focused on the trajectory of US-Iran negotiations.

BECIL inks pact with C-DAC for AI, 5G, cloud and digital solutions

New Delhi | Agency

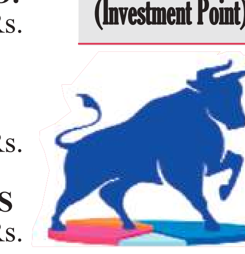
State-owned Broadcast Engineering Consultants India Limited (BECIL) has signed a memorandum of understanding (MoU) with the Centre for Development of Advanced Computing (C-DAC) to collaborate in the areas of advanced technologies, digital transformation and capacity building, the Ministry of Information and Broadcasting said on Saturday.

The collaboration will focus on joint project implementation, consultancy and technical support, as well as the development of solutions in emerging technologies such as Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT), cyber security, 5G and cloud computing. Moreover, the partnership will also enable the development of turnkey solutions across sectors and facilitate technology transfer and commercialisation of innovative products, it said. The agreement further emphasises capacity building, workforce upskilling and skill development initiatives to strengthen technical capabilities. Speaking on the occasion, BECIL Chairman and Managing Director Cmde D.K. Murali (Retd) said the collaboration would strengthen the company's capabilities in advanced technologies and digital transformation. By leveraging the complementary strengths of both organisations, the partnership aims to deliver impactful solutions and contribute to India's digital growth, he added. The partnership is expected to promote innovation, accelerate the adoption of advanced technologies and help build a robust and future-ready digital ecosystem in line with the government's 'Digital India' vision.

The MoU was signed by BECIL Director (O&M) Capt (IN) Saurav Chauhan (Retd) and C-DAC Registrar Niranjan Vaishnav in the presence of senior officials. BECIL is a Miniratna Category-I public sector enterprise under the Ministry of Information and Broadcasting, providing consultancy services and turnkey solutions in broadcasting, information technology and telecommunications. On the other hand, C-DAC is a research and development organisation under the Ministry of Electronics and Information Technology (MeitY), working in areas such as advanced computing, high-performance computing, artificial intelligence and cyber security.

Range of the stock specific movement for the date 18.04.2026

Nikhil Bhatt
(Investment Point)



1. OBEROI REALTY
Last Traded Price Rs. 1715
Support Range Rs. 1696 / 1680
Resistance Range Rs. 1834 / 1850

2. BHARTI AIRTEL
Last Traded Price Rs. 1850
Support Range Rs. 1818 / 1808
Resistance Range Rs. 1874 / 1880

3. HINDAL CO.
Last Traded Price Rs. 1041
Support Range Rs. 1008 / 993
Resistance Range Rs. 1058 / 1072

4. ADANI PORTS
Last Traded Price Rs. 1574
Support Range Rs. 1555 / 1533
Resistance Range Rs. 1606 / 1616

5. ADANI GREEN
Last Traded Price Rs. 1130
Support Range Rs. 1108 / 1098
Resistance Range Rs. 1153 / 1160 / 1173

6. ZYDUS LIFE
Last Traded Price Rs. 943
Support Range Rs. 926 / 919
Resistance Range Rs. 964 / 970

7. BPCL
Last Traded Price Rs. 311
Support Range Rs. 293 / 288
Resistance Range Rs. 318 / 322 / 330

8. NTPC
Last Traded Price Rs. 389
Support Range Rs. 373 / 367
Resistance Range Rs. 397 / 404

9. POWER GRID CORP
Last Traded Price Rs. 316
Support Range Rs. 296 / 288
Resistance Range Rs. 334 / 340

10. HUDCO
Last Traded Price Rs. 195
Support Range Rs. 183
Resistance Range Rs. 202 / 212

Investment in securities are subject to market risk, read all the related documents carefully before investing.

Meta Plans Major Workforce Cuts as AI Investments Accelerate

Jaipur | BR Team

Meta Platforms is preparing to begin a significant round of layoffs from May 20, marking the first phase of broader job cuts expected through 2026. The move comes as the tech giant intensifies its focus on artificial intelligence and restructures operations to adapt to a rapidly changing digital landscape.

According to reports citing sources familiar with the development, the parent company of Facebook and Instagram is expected to reduce nearly 10% of its global workforce in the initial phase, affecting around 8,000 employees. This would make it one of the company's largest workforce reductions in recent years and highlights the scale of its ongoing organisational overhaul.

The layoffs are part of a larger strategy to realign resources and channel investments towards AI-driven technologies. Meta CEO Mark Zuckerberg has been prioritising artificial intelligence as a core pillar of the company's future, with plans to invest hundreds of billions of dollars in AI infrastructure, tools and product development.

Sources indicate that additional layoffs may follow in the second half of 2026, although details on the timing and scale of future job cuts remain uncertain. Executives are expected to refine their plans depending on how quickly AI capabilities evolve and how effectively they are integrated across Meta's platforms and workflows.

The restructuring reflects a broader trend across the global technology sector, where companies are increasingly focusing on automation, efficiency and AI-led innovation. As firms reallocate spending towards emerging technologies, workforce adjustments have become a recurring feature of the industry's transformation.

Meta's decision underscores the growing impact of artificial intelligence on corporate strategy and hiring patterns, as tech companies reshape their organisations to compete in an AI-first future.

RBI Relaxes Rules for NBFC Branch Expansion, Offers Greater Operational Flexibility

Jaipur | Charu Bhatia

The Reserve Bank of India (RBI) has eased norms governing branch expansion for non-banking financial companies (NBFCs), allowing them to open new branches without prior approval from the central bank unless specifically restricted. The move is aimed at improving ease of doing business while maintaining necessary regulatory oversight.

According to the RBI, the revised directions are intended to give NBFCs greater operational freedom to expand their physical presence and improve access to financial services, while ensuring compliance with prudential norms.

Under the updated framework, most NBFCs can now expand their branch networks more freely, marking a shift from the earlier system that required approvals or prior intimation in certain cases. However, the central bank has adopted a calibrated approach for deposit-taking NBFCs, linking expansion permissions to their financial strength and credit ratings.

As per the new guidelines, deposit-taking NBFCs with net owned funds (NOF) of up to Rs. 50 crore or those with credit ratings below AA can open branches or appoint agents only within the state where their registered office is located. In contrast, companies with NOF exceeding Rs. 50 crore and a credit rating of AA or higher are permitted to expand operations across the country.

Meanwhile, NBFCs with NOF above Rs. 50 crore but rated below AA will continue to be restricted to operating within their home state.

The revised rules have come into effect immediately. In a related update, the RBI has also modified its approach towards core investment companies (CICs). Previously, the regulator could instruct a CIC to close its overseas representative office in cases of non-compliance. Under the new framework, the RBI will instead review or withdraw approvals granted for such offices, signalling a more flexible and supervisory approach to regulation.

The changes reflect the RBI's effort to balance business growth with prudent oversight while strengthening the operational environment for NBFCs.

HMD Ropes in Raghav Juyal to Drive Next Wave of Smartphone Innovation

New Delhi | BR Team

HMD today announced an exciting partnership with Raghav Juyal, the dynamic all-round entertainer who continues to redefine storytelling across the big screen and OTT platforms.

As a new-age Pan-India star, Raghav has evolved from raw talent into a cultural icon driven by bold, unconventional choices that strongly resonate with Gen Z and millennial audiences. Known for his authentic, unfiltered, and effortlessly relatable persona, Raghav has built a strong youth connect, with his unique style, sharp wit, and individuality reflecting the mindset of a generation that values self-expression and originality.

This alliance signals HMD's bold reinvention, mirroring Raghav's own disruptive edge in entertainment. From his journey of transitioning seamlessly across dance, television, OTT, and mainstream cinema to carving a distinct identity through unconventional roles, Raghav embodies a spirit of constant evolution, one that aligns with HMD's vision of redefining smartphone innovation through pioneering technology at disruptive pricing. His effortless, everyday style and creative versatility make him a natural fit for a brand that champions accessible, human-centric innovation.

Raghav steps in as brand ambassador for the brand's most anticipated smartphone lineup, driving a full-throttle 360-degree campaign across OOH billboards, print, digital blasts on social media, video platforms, and influencer networks, infusing every touchpoint with his signature energy and style.

Sharing thoughts on the recent onboarding, Ravi Kunwar, VP and CEO, HMD India, APAC and ANZ, said, "As we enter our next phase of growth, this partnership with Raghav marks a defining step in HMD's bold reinvention journey. Raghav Juyal embodies the disruptive spirit, authenticity, and creative energy that sits at the core of our brand, with a natural resonance among Gen Z audiences who value individuality, relatability, and self-expression. His persona aligns seamlessly with our vision of building smartphones that empower this new generation to express themselves freely. At HMD, we are reimagining smartphone innovation by combining cutting-edge technology with accessible, value-driven pricing, and as we gear up to introduce our new line of smartphones on Flipkart, this collaboration brings that vision to life in a culturally relevant way."

Speaking about the association, Raghav Juyal, commented, "HMD's human-centric approach to technology truly resonates with me, it's about empowering creators, not algorithms. What I deeply connect with is their spirit of doing things differently, which mirrors my own journey of making bold, unconventional choices that strike a chord with a generation that values authenticity and individuality. Their smartphones equip versatile storytellers like me with the clarity, power, and reliability to push creative boundaries across every screen and platform. I'm genuinely excited to bring a fresh, new-age energy to audiences through HMD's bold campaigns unlocking effortless creativity on the go and turning every moment into something truly alive and meaningful."

This partnership builds on HMD's momentum in 2026, marked by strategic tie-ups including an official association with Rajasthan Royals for IPL activations, a collaboration with Sarvam AI to integrate unprecedented voice tech into feature phones, and an exclusive launch partnership with Flipkart to make the new lineup accessible nationwide.

Miscellaneous

Business Remedies
Voice of Business & Development

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Liver Disease Claims Rise Across Younger India and Smaller Cities, Driving Up Treatment Costs: Care Health Insurance

There has been a 100% increase in health insurance claims for liver diseases in the last three years

New Delhi | BR Team

India is facing a growing but underrecognised liver health crisis. According to the Ministry of Health and Family Welfare, NAFLD (Nonalcoholic Fatty Liver Disease) affects between 9% and 32% of the population, impacting nearly one in three individuals, and is being recognised as a 'silent epidemic.' Liver-related medical conditions already contribute to over 66% of total deaths, and rising treatment costs are making them an increasing financial burden. While India has integrated NAFLD screening into its NP-NCD (National Programme for Prevention and Control of Non-Communicable Diseases) programme, this policy momentum must be complemented by stronger individual-level financial preparedness.

On the occasion of World Liver Day, Care Health Insurance's data highlights the intensity of the challenge at both individual and household levels. The analysis indicates that liver-related claims have doubled over the past three years, driven by increasing treatment severity and a steadily expanding demographic and geographic footprint. Today, the medical costs for treating liver ailments are nearly 100% higher than 3 years ago. Claims experience suggests that a minimum cover of Rs. 15 lakh and above is fast becoming the baseline for adequate financial protection against liver disease treatment.

The data also indicates a 5-10% year-on-year increase in liver diseases among young policyholders, a 10-15% annual rise in claims from Tier 2 and Tier 3 cities, and a nearly 10% year-on-year increase in claims among female policyholders, highlighting that liver disease is no longer concentrated among older, male, or metro-based demographics.

Commenting on the findings, Manish Dodeja, Chief Operating Officer, Care Health Insurance, said, "Liver diseases are no longer confined to a narrow risk pool but are expanding in ways that are increasingly concerning. We have observed a clear shift in both profile and intensity. Cases are rising sharply, younger population is getting impacted, and the financial impact on households is becoming significantly heavier. This is not just a clinical issue; it is increasingly an economic one as well. It is therefore critical for individuals to periodically review their health coverage and ensure their sum insured keeps pace with these evolving risks, because unless awareness, early detection, and financial preparedness move in tandem, the gap between risk and readiness will continue to widen."

These observations are consistent with broader clinical and epidemiological findings. Recent clinical guidance based on Indian Paediatric Gastroenterology Standards indicates that fatty liver disease is rapidly emerging as a leading cause of chronic liver disease in children, particularly among those with obesity and related metabolic risk factors. According to the World Obesity Observatory, approximately 1.19 crore Indian children could be living with liver disease by 2040 if current trends persist, pointing to lifestyle and dietary risk factors as a growing concern across age groups.

Rising treatment costs and increasingly complex care pathways make liver disease one of the most financially demanding medical conditions an Indian family can face today. On World Liver Day, Care Health Insurance urges every individual to act - get screened, adopt healthier habits, and review your health cover before a diagnosis makes the decision for you.

Bajaj Dhuniverse Crowns 19-Year-Old Ratnika Shrivastava Winner of Season 1

When Effort Gets a Stage, India Moves Forward

Mumbai | BR Team

Bajaj Finserv's digital-first music discovery platform, Bajaj Dhuniverse, has crowned 19-year-old Mumbai-based singer Ratnika Shrivastava as the winner of its inaugural season, rising above an impressive 64,000 entries from across India. Unanimously chosen by Shankar-Ehsaan-Loy, her victory marks a breakout moment signalling the arrival of a powerful new voice on the national stage.

As part of her win, Ratnika steps into the spotlight with a significant opportunity: an independent album with Zee Music Company, a high-profile collaboration with Shankar-Ehsaan-Loy for an exclusive release on Spotify, and co-create the Bajaj Anthem, transforming her victory into a defining leap from discovery to a sustained career in music.

Commenting on the milestone, Manav Mianwal, President - Digital Platforms, Bajaj Finserv, said: "Bajaj Dhuniverse was built to recognise sustained effort and bring forward talent that shows discipline, resolve and consistency. This season reinforced a simple truth: potential exists widely in India, but access does not. When effort is given a stage, the country gets a stage. This is how India moves forward. Platforms like Bajaj Dhuniverse are our way of making that possible."

Shankar Mahadevan said, "Ratnika has a voice that connects instantly and carries both vulnerability and power. From the very first time we heard her, we knew she was something special. She truly represents the spirit of what Bajaj Dhuniverse set out to find."

Ehsaan Noorani added, "What struck me about Ratnika was her command over her craft and her ability to bring genuine emotion to her performance. In a competition of this scale and calibre, that is what ultimately makes a winner apart."

Loy Mendonsa said, "Bajaj Dhuniverse has given us immense satisfaction and working with a talent like Ratnika on Bajaj's sonic identity is something I am genuinely excited about. She has the rare quality of making you feel every note. I look forward to what we will create together."

For generations in India, the circumstances you were born into frequently defined the limits of your ambition. Talent existed everywhere, but stages were few and opportunities were uneven. Thousands of voices never found a platform, not for lack of effort but for lack of access.

Coke Studio Bharat's 'Bulleya Ve' Brings Bulleh Shah's Legacy to a New Generation

New Delhi | BR Team

After striking a chord with its Season 4 opener Ae Ajnabee, Coke Studio Bharat returns with its second release, Bulleya Ve, a track that leans into one of the most profound human truths: sometimes, the hardest journey is the one back from your own ego.

Inspired by the timeless story of Sufi poet Bulleh Shah and his murshid, Shah Inayat, Bulleya Ve explores a journey shaped by ego, distance, and the kind of love that humbles you. Deeply devoted to his teacher, Bulleh Shah's moment of arrogance creates a crack in their bond, leading to a silence that becomes its own punishment. What follows is a quiet, lingering longing, one that forces Bulleh to confront himself. In the end, Bulleh returns not with pride, but as a seeker, surrendering completely. The song captures this arc, from arrogance to surrender, and from separation to union, with a vulnerability that feels deeply personal and real.

Introducing Ashok Maskeen, a mill worker from Jalandhar, whose raw, unpolished voice brings a lived-in honesty to Bulleya Ve, grounding the track in real emotion. Joining him are Madhur Sharma and Swarit Shukl, two artists from distinct musical worlds. Madhur brings a quiet emotional depth, holding the tension of longing with restraint, while Swarit shapes a minimal soundscape that allows the story to take centre stage. In essence, Bulleya Ve is about losing yourself, not in defeat, but in humility, because sometimes, that's where love and faith truly begin.

Shantanu Gangane, IMX (Integrated Marketing Experience) Lead, Coca-Cola India and Southwest Asia, said, "Music in India has always carried stories of self-discovery. With Bulleya Ve, Coke Studio Bharat brings alive a journey, where the battle is not with the world, but within. Inspired by Bulleh Shah's timeless poetry, the track explores how distance, silence and humility shape the path back to connection. Ashok Maskeen's powerful voice, Madhur Sharma's emotional restraint and Swarit Shukl's minimal, immersive production come together to create something intimate. This is a story that has lived for generations, now finding a new voice with today's music fans."

Navneet Sodhi, Head of Growth and Strategy, Universal Music Group for Brands, India shared, "At Universal Music India, championing authentic, diverse voices is core to what we do. Bulleya Ve brings together raw, emerging talent with a timeless Sufi narrative in a way that feels intimate yet current. As we deepen our connect with younger listeners, we remain committed to those who built this journey, carrying forward the cultural quotient of Coke Studio Bharat for a new generation. Our association continues to reshape how Indian music is discovered and experienced today."

Emerging Entrepreneur

Journey of RehabVeda's Founders, Shyam Parmar and Neel Patel

Building a unique identity by focusing on retraining the brain along with the body

Jaipur | Rajshree Upadhyaya

By emphasizing the retraining of the brain alongside the body, Shyam Parmar and Neel Patel established RehabVeda as a distinctive player in the healthcare space. When RehabVeda appeared on Shark Tank India, it stood out for bringing deep-tech healthcare innovation into a platform typically dominated by consumer brands. Founded in 2019, the startup was built on a key insight: traditional rehabilitation methods often focus on physical movement while overlooking the brain's direct role in recovery.

With backgrounds in neurotechnology and engineering, the founders set out to bridge this gap by developing solutions that connect brain signals to physical motion-especially for patients recovering from stroke and paralysis. The idea emerged from extensive research in EEG-based neural decoding and neuroplasticity. Shyam Parmar focused on understanding how brain signals can be interpreted in real time, while Neel Patel worked on transforming this complex science into a usable and scalable product.

This collaboration led to the development of brain-computer interface-based neurorehabilitation systems that aim to retrain both the brain and the body. Their approach seeks to make recovery more active, measurable, and effective compared to conventional physiotherapy.

At the core of RehabVeda's offering is its flagship R1 brain-controlled rehabilitation system, which integrates an EEG headset, artificial intelligence processing, and robotic assistance. This system enables patients to initiate movement using brain signals, helping rebuild neural pathways through continuous feedback and repetition. Additionally, the company is developing AI-powered rehabilitation monitoring tools and assistive neurotherapy solutions, allowing patients to continue therapy outside clinical settings and making advanced rehabilitation more accessible.

Continuous testing with therapists and patients refined the system

The journey of building such technology was filled with challenges. Early prototypes faced issues like inconsistent EEG readings and delays between neural signals and mechanical responses. Achieving reliable performance required multiple iterations. Continuous testing with therapists and patients played a crucial role in refining the system, ensuring it was both clinically effective and user-friendly. This iterative process of trial, error, and improvement became a cornerstone of the company's growth.

During their pitch on Shark Tank India, the founders highlighted a significant gap in India's rehabilitation ecosystem, where access to advanced neurorecovery solutions is limited and expensive. They initially sought Rs. 1 crore for 2.5% equity, valuing the company at Rs. 40 crore. Their pitch emphasized affordability and scalability, positioning their technology as a viable alternative to expensive imported systems.

The sharks showed strong interest in the innovation and its long-term potential. After negotiations, RehabVeda secured a deal with Namita Thapar and Peyush Bansal-Rs. 1 crore for 3% equity-bringing the valuation to approximately Rs. 33.33 crore. This investment reflected confidence in both the technology and the founders' ability to operate in a complex, research-driven domain.

Solving human challenges through technology

RehabVeda continues to evolve in the neurotechnology space. The company is focused on expanding product capabilities, strengthening clinical partnerships, and increasing accessibility to its solutions. Its long-term vision includes scaling within healthcare institutions, exploring global opportunities, and continuing innovation in brain-driven rehabilitation.

RehabVeda's story goes beyond building a product-it is about redefining recovery itself. By placing the brain at the starting point of movement, the company offers a new perspective on rehabilitation. In doing so, it demonstrates how technology can address deeply human challenges, with the potential to restore independence and significantly improve the quality of life for countless patients.

The Next Billion Users

Why Tier-2 and Tier-3 Cities Are Driving India's New Marketing Playbook

Jaipur | Charu Bhatia

India's digital growth story is no longer centred on metros. The next wave of internet users, online shoppers and digital consumers is emerging from Tier-2 and Tier-3 cities, reshaping how brands think about growth. For businesses, this shift is not just a demographic change, it is a strategic turning point that demands new marketing models, localised communication and deeper cultural understanding.

A Market Expanding Beyond Metros

Affordable smartphones, cheaper data and rising regional entrepreneurship have accelerated digital adoption across smaller cities. Millions of first-time internet users are coming online every year, often skipping desktops entirely and entering the digital ecosystem through mobile apps, social media and video platforms.

This audience is younger, aspirational and increasingly comfortable with digital payments, e-commerce and online services. For brands facing saturation in metros, these markets represent the next major growth engine.

Vernacular Content Is No Longer Optional

One of the biggest shifts in marketing strategy is the dominance of regional languages. Users in smaller cities prefer consuming content in their native language, whether it is product reviews, short videos or customer support.

Brands are investing heavily in multilingual campaigns, regional influencers and vernacular customer service. Marketing in Hindi, Tamil, Bengali, Marathi or Telugu is no longer a niche strategy, it is essential for scale.

Trust Is Built Through Familiar Voices

Influencer marketing in Tier-2 and Tier-3 cities looks very different from metro campaigns. Instead of celebrity endorsements, consumers trust micro and nano influencers who feel relatable and accessible.

Local creators who speak the language, understand community aspirations and showcase real-life use cases often deliver stronger engagement and conversions. Authenticity and relatability matter more than glamour.

Value and Aspiration Go Hand in Hand

Consumers in smaller cities are highly value-conscious but also aspirational. They are willing to spend on products that signal progress, convenience and lifestyle upgrades, from smartphones and beauty products to edtech and fintech services.

Successful brands position their offerings as enablers of upward mobility, highlighting durability, affordability and practical benefits rather than luxury messaging.

Social Commerce and Video Lead Discovery

Short-form video platforms, live shopping and social commerce are playing a major role in product discovery. For many users, social media is the internet's front page, where they search, learn and shop.

Businesses are increasingly integrating shopping features into social platforms, using WhatsApp, Instagram and regional apps to drive direct sales and customer engagement.

Rethinking Distribution and Customer Experience

Marketing alone is not enough. Brands must adapt logistics, payment options and customer support to suit new users. Cash-on-delivery, easy returns and WhatsApp-based service remain critical for building trust.

The Road Ahead

The rise of Tier-2 and Tier-3 consumers marks a defining shift in India's business landscape. Companies that invest in localised storytelling, regional partnerships and accessible customer experiences are likely to capture the next phase of digital growth.

For brands willing to adapt, the opportunity is enormous, the next billion users are already online, and they are ready to engage, explore and spend.

Lifestyle

Pet Parent Guide

Hidden Food Triggers That May Be Causing Your Dog's Allergies

Jaipur | BR Team

When dogs start scratching more than usual, most pet parents blame fleas, dust, or seasonal changes. However, the real cause may be hiding in their food bowl. Diet plays a crucial role in canine health, and food-related allergies often develop gradually rather than appearing suddenly. These sensitivities occur when a dog's immune system mistakenly reacts to certain ingredients as harmful, leading to itching, skin irritation, digestive issues, or recurring ear infections.

One of the most overlooked culprits is poor-quality or heavily processed protein. Protein is essential for muscle strength, immune support, and skin repair, but excessive processing can alter its natural structure. Over time, repeated exposure to low-quality protein sources may increase immune sensitivity in some dogs. Nutrition experts often emphasise high-quality, easily digestible protein to help reduce the risk of hypersensitivity.

Another common issue lies in foods that combine multiple protein sources in a single formula. While this may seem nutritionally diverse, constant exposure to several proteins can increase the likelihood of immune sensitisation in sensitive dogs. Simpler diets with clearly defined ingredients are often easier for dogs with delicate skin or digestion to tolerate.

Artificial additives and preservatives can also play a hidden role. Colours, flavour enhancers, and chemical preservatives may improve shelf life and taste but offer little nutritional value. In sensitive pets, these additives may contribute to mild but persistent inflammation, leading to chronic itching, digestive discomfort, or skin irritation.

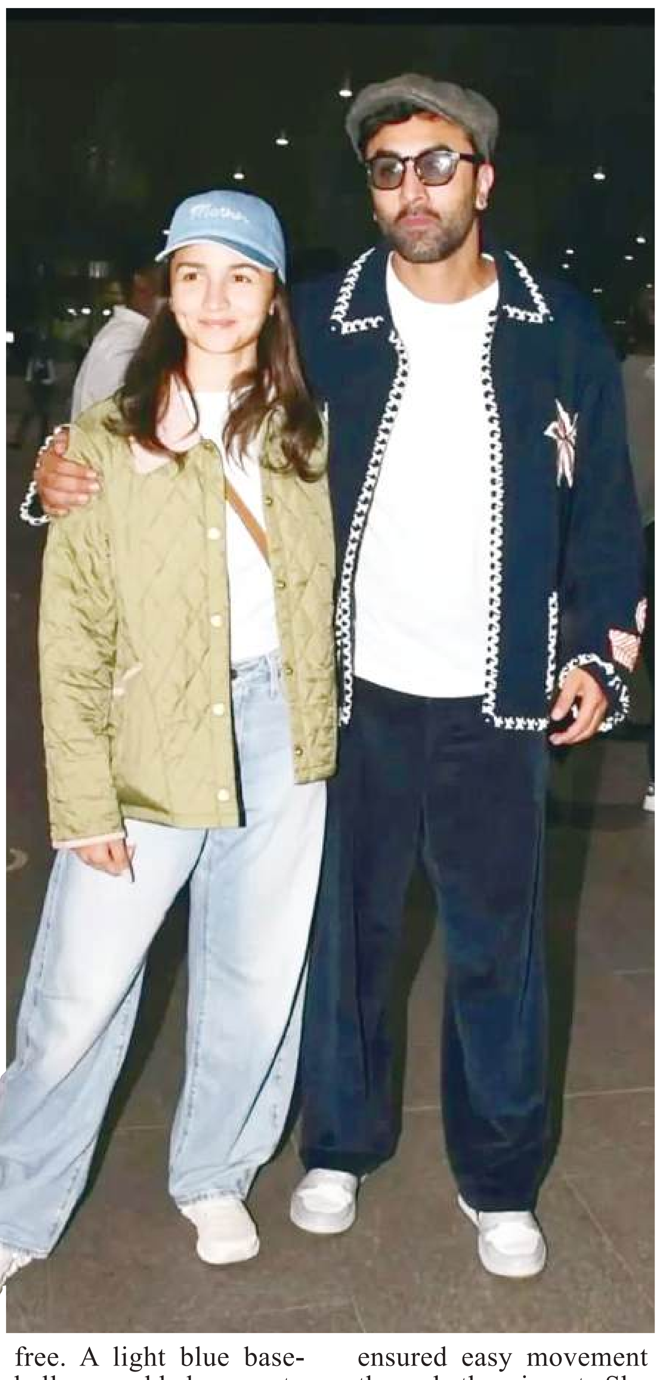
Gut health is another major factor in managing allergies. A balanced gut microbiome helps regulate immune responses and maintain tolerance to food components. When gut health is compromised, the immune system may become overly reactive. Signs such as frequent gas, loose stools, or inconsistent digestion can sometimes point to underlying gut imbalance.

Nutritional deficiencies, particularly a lack of omega-3 fatty acids, may further worsen allergic symptoms. These essential fats help regulate inflammation and support skin barrier health. Dogs prone to skin issues often benefit from diets rich in anti-inflammatory fatty acids.

Experts highlight that balanced, science-backed nutrition supports immune function, skin health, and digestive stability. Recognising early signs, like persistent scratching or recurring ear infections, can help pet parents address dietary issues before they become chronic.

Sometimes, the solution to recurring allergies isn't another treatment but a closer look at what goes into your dog's bowl every day.

Alia Bhatt's Effortless Airport Style Proves Comfort Can Be Chic



Jaipur | BR Team

Alia Bhatt and Ranbir Kapoor marked their fourth wedding anniversary with a quiet family getaway, choosing a snow-covered mountain destination for a break from their packed schedules. The couple was spotted at Mumbai airport with their daughter as they jetted off for the trip, and while the vacation itself grabbed attention, Alia's relaxed yet stylish travel look quickly became a talking point for fashion watchers.

Known for balancing high fashion with relatable everyday style, Alia chose comfort-first dressing for the journey without compromising on her signature cool-girl aesthetic. Her airport outfit was a masterclass in simple travel fashion that feels practical yet polished.

She wore a pair of light-washed barrel jeans from Levi's, a brand she endorses, paired with a cropped white baby tee that added a fresh and minimal base to the outfit. Layering for unpredictable travel weather, Alia threw on an olive green quilted jacket with a contrasting pink collar from Barbour, a piece that blended warmth with understated style and felt perfectly suited for a winter-bound trip.

Accessories kept the look functional and fuss-free. A light blue baseball cap added a sporty edge while keeping things low-key, and comfortable white sneakers from ON ensured easy movement through the airport. She finished the ensemble with a roomy brown bag, a practical yet stylish carry-on choice for travel days. Staying true to her beauty philosophy, Alia opted for natural makeup and straight hair tucked under the cap, reinforcing the relaxed vibe of the outfit.

Ranbir Kapoor complemented the mood in an all-black coordinated set layered over a white T-shirt, creating a simple, travel-ready look as the couple posed together for photographers.

The anniversary trip comes amid busy professional schedules for both actors. Ranbir Kapoor has been in the spotlight after being named in the TIME 100 Most Influential People list, making him the only Indian actor to feature this year. Alia celebrated the achievement on social media with a heartfelt note, showing support and pride for her husband.

The couple's relationship has been closely followed by fans since they first went public in 2018 after meeting on the sets of Brahmastra. They married in an intimate ceremony in April 2022 and welcomed their daughter, Raha, later that year.

With their snowy anniversary getaway and Alia's easy airport fashion moment, the duo once again delivered a blend of star power and relatable charm, proving that travel style can be comfortable, casual and effortlessly cool.

IVF, Egg Freezing And Fertility Care

Separating Science From Misconceptions

BR Team
Jaipur

Fertility treatments such as IVF and egg freezing are no longer whispered about in hushed tones or reserved for rare medical cases. Today, they are becoming an important part of mainstream reproductive healthcare. As National Infertility Awareness Week (April 19-25) approaches, more women are seeking clear, evidence-based information to understand their options and make informed decisions about their reproductive health.

With conversations about "freezing eggs early" and "not waiting too long" increasingly common, confusion often grows alongside awareness. Experts say the key is to move beyond myths and understand what modern fertility science actually offers.

Myth 1: Egg Freezing Guarantees Future Pregnancy

One of the biggest misconceptions is that egg freezing is a guaranteed pathway to motherhood. In reality, it is best viewed as a proactive option that improves the chances of conception later in life, not a promise of pregnancy. Success rates depend on several factors, particularly the age at which eggs are frozen and the quality of laboratory techniques used. Specialists describe egg freezing as a tool that strengthens reproductive possibilities rather than eliminating uncertainty.

Myth 2: Egg Retrieval Reduces Natural Fertility

Many women worry that egg retrieval might deplete their ovarian reserve. However, medically this is inaccurate. During each menstrual cycle, multiple eggs begin to mature but only one is typically released during ovulation; the rest naturally degenerate. Egg retrieval simply collects those additional eggs that would otherwise be lost in that cycle.

Myth 3: IVF Is 'Unnatural'

Despite lingering stigma, IVF works with the body's biology rather than against it. The procedure assists fertilisation by combining eggs and sperm outside the body and transferring the embryo into the uterus. Advances such as embryo selection and personalised hormonal protocols have made IVF a sophisticated and widely accepted medical intervention.

Myth 4: Fertility Treatments Are Only A Last Resort

Traditionally, fertility care was associated with couples facing severe infertility. Today, the landscape has shifted. Increasingly, women are exploring fertility preservation earlier to align reproductive goals with career plans, relationships, and personal timelines, a trend often called "social freezing." Fertility care is evolving from reactive treatment to proactive planning.

Myth 5: Fertility Awareness Is Only For Older Women

Another misconception is that fertility care becomes relevant only in the late 30s. In reality, reproductive awareness is valuable at any age. Understanding fertility health early allows women to make informed choices and plan ahead, whether they intend to conceive soon or years later.

Ultimately, experts emphasise that the first step is not treatment but awareness. Open conversations and accurate information empower women to replace uncertainty with informed choice and take ownership of their reproductive health journey.

Heatstroke Vs Dehydration

How To Recognise The Signs And Act Fast

Charu Bhatia
Jaipur

Rising temperatures are bringing a surge in heat-related illnesses, with dehydration and heatstroke among the most common. While both occur due to excessive heat exposure and fluid loss, they are not the same. Understanding the difference can be life-saving, as heatstroke is a medical emergency that requires immediate attention.

What Sets Them Apart?

Dehydration occurs when the body loses more fluids than it takes in, disrupting normal bodily functions. Heatstroke, on the other hand, is a severe heat-related illness in which the body's temperature regulation system fails, causing a dangerous rise in core temperature. Without prompt treatment, heatstroke can quickly become life-threatening.

Body Temperature

One of the clearest differences lies in body temperature. During dehydration, temperature may remain normal or only slightly elevated. Heatstroke, however, typically causes a rapid spike in body temperature, often exceeding 40°C (104°F). Such a sharp rise is a critical warning sign and requires urgent medical care.

Sweating Patterns

Sweating behaviour can also offer clues. In dehydration, sweating reduces as fluid levels drop. In heatstroke, sweating may initially be heavy but can stop completely as the condition worsens. A lack of sweating in extreme heat is a major red flag.

Thirst And Dryness

Intense thirst, dry mouth and sticky saliva are classic signs of dehydration. While these symptoms may also appear in heatstroke, they are often accompanied by confusion, dizziness and severe weakness, indicating a far more serious condition.

Changes In Mental State

Mild fatigue, irritability and headaches are common in dehydration. Heatstroke, however, affects the brain more severely, leading to confusion, disorientation, slurred speech or even loss of consciousness. Any sudden mental changes during heat exposure should be treated as an emergency.

Skin Appearance

Dehydrated skin often appears dry and less elastic. In heatstroke, skin may become hot, flushed and dry, or initially feel unusually damp before turning dry as the condition worsens. Combined with high body temperature, this signals a serious heat emergency.

Heart Rate And Breathing

Both conditions increase heart rate, but the intensity differs. Dehydration causes a faster pulse as the body struggles to maintain circulation. In heatstroke, the heart rate becomes extremely rapid and breathing may turn shallow or laboured, reflecting severe stress on the body.

Why Early Recognition Matters

Dehydration can often be managed with fluids, rest and cooling. Heatstroke, however, requires immediate medical intervention. Recognising the warning signs early can help prevent complications and protect health during extreme summer conditions.

Yana Caves Travel Guide: Exploring Karnataka's Newly Recognised Geo-Heritage Wonder

Charu Bhatia
Jaipur

Hidden deep within the lush forests of Karnataka's Uttara Kannada district, the Yana Caves offer a striking blend of geology, spirituality and adventure. Recently recognised as a Geo-Heritage Site, this lesser-known destination in the Western Ghats is fast gaining attention among travellers seeking offbeat experiences. With dramatic rock formations, scenic forest trails and a peaceful atmosphere, Yana promises a memorable escape into nature.

Ancient Rock Formations That Tell A Geological Story

The biggest draw of Yana is its towering limestone rock structures, believed to be around 2.7 billion years old. The two main formations, Bhairaveshwara Shikhara and Mohini Shikhara, rise dramatically from the forest floor, creating a surreal landscape unlike any other in India. Their dark, almost mystical appearance contrasts beautifully with the surrounding greenery, making the site both visually striking and scientifically significant.

A Scenic Trek Through The Western Ghats

Reaching Yana involves a 2-3 kilometre trek through dense forest trails, wooden bridges and gentle streams. The route is beginner-friendly, making it accessible even for those new to trekking. Along the way, travellers can enjoy the rich biodiversity of the Western Ghats, one of the world's most important ecological hotspots.

Spiritual Significance And Local Beliefs

Beyond its geological importance, Yana also holds religious value. The Bhairaveshwara Cave houses a naturally formed Shiva linga, drawing devotees throughout the year, especially during Mahashivratri. This spiritual connection adds another dimension to the destination, blending nature with cultural heritage.

A Paradise For Photography And Nature Lovers

Yana's dramatic scenery makes it a dream location for photographers. The contrast between dark rock formations, mist-covered hills and vibrant greenery offers endless opportunities for landscape and nature photography. Every season brings a new visual experience, ensuring that no two visits feel the same.

Best Time To Visit

Monsoon and winter are considered the ideal seasons to explore Yana. During these months, the forests are lush, streams flow freely and the rocks are often wrapped in mist, creating a magical atmosphere. Unlike more crowded tourist hotspots, Yana remains relatively untouched, offering a calm and immersive travel experience.

How To Reach

Yana is located near Kumta and is well connected by road from popular coastal destinations like Gokarna and Sirsi. Its accessibility makes it a perfect addition to a Western Ghats or coastal Karnataka travel itinerary. For travellers seeking a mix of adventure, tranquillity and natural heritage, Yana Caves stand out as one of Karnataka's most fascinating hidden gems.

World Heritage Day 2026

A Journey Through India's Timeless Cultural Landscapes

BR Team
Jaipur

India's heritage is not confined to monuments and museums, it lives in cities, forts, caves and forests that narrate centuries of history. World Heritage Day offers the perfect opportunity to explore destinations where architecture, culture and storytelling come together to create unforgettable travel experiences. From Mughal masterpieces to ancient cave art and royal forts, India's heritage circuit invites travellers to step into living history.

Agra: Mughal Grandeur And Timeless Romance

No heritage journey in India is complete without visiting Agra, home to the iconic Taj Mahal. Crafted in white marble and celebrated for its delicate artistry, the monument continues to captivate visitors from across the world. Beyond the Taj, Agra Fort and the city's Mughal-era gardens add depth to the experience, offering a glimpse into the grandeur of a bygone empire.

Delhi: Where History Meets Modern Energy

India's capital is a vibrant blend of past and present. Delhi's skyline is dotted with landmarks that trace the evolution of empires, from the towering Qutub Minar to the serene beauty of Humayun's Tomb. Walking through Delhi feels like moving across centuries, where medieval architecture stands alongside bustling modern neighbourhoods.

Rajasthan: Forts, Palaces And Royal Stories

Rajasthan offers one of the most immersive heritage experiences in the country. Grand forts, colourful traditions and desert landscapes create a timeless atmosphere. Ranthambore Fort stands as a reminder of the region's layered history, offering sweeping views and a deep connection to the past. Travelling through Rajasthan is less about sightseeing and more about experiencing a living cultural narrative.

Maharashtra: Ancient Caves And Colonial Echoes

Maharashtra showcases a diverse heritage story, from the rock-cut marvels of Ajanta and Ellora Caves to Mumbai's colonial-era landmarks like the Gateway of India. The caves reveal centuries-old spiritual and artistic traditions, while Mumbai offers a contemporary urban perspective shaped by history and global influences.

Jaipur: The Enduring Charm Of The Pink City

Jaipur continues to enchant travellers with its distinctive architecture and vibrant culture. The Hawa Mahal, with its honeycomb façade, reflects both aesthetic brilliance and royal history. The city's palaces, bazaars and traditions make it one of India's most colourful heritage destinations.

Jim Corbett: India's Natural Heritage

Heritage is not limited to architecture. Jim Corbett National Park represents India's conservation legacy and natural history. As the country's first national park, it offers dense forests, river landscapes and rich biodiversity, allowing travellers to experience heritage through wilderness and wildlife.

Together, these destinations form a journey across India's cultural and natural legacy, reminding travellers that heritage is not just preserved in the past, it continues to shape the present.

Ola Electric offers benefits of up to Rs. 50,000 on Akshaya Tritiya

New Delhi | BR Team

Electric two-wheeler manufacturer Ola Electric on Saturday announced its 'Ola Sona Weekend' offer on the occasion of Akshaya Tritiya, under which customers can avail benefits of up to Rs. 50,000 across its electric vehicle portfolio. In a statement, the company said that to mark one of India's most auspicious festivals, customers will also get a chance to win 'Ola Sona'-a limited-edition scooter featuring elements plated with real 24-carat gold. Additionally, the company said it is offering its Gen 3 S1 X (2 kWh) and Roadster X (2.5 kWh) at a starting price of Rs. 49,999. Along with this, customers can avail the benefits of up to Rs. 50,000 across the entire product portfolio. These offers are valid only till April 19.

The company further stated that under the Ola Sona Weekend offer, it is providing a discount of Rs. 50,000 on the Roadster X+ (9.1 kWh). Customers can purchase this electric motorcycle at Rs. 1,39,999. However, this offer will be available for a limited time window-from 6 PM to 9 PM on April 19.

In addition, the company is also offering an eight-year extended warranty free of cost with the purchase.

'Simple Ultra' E-scooter launched

Claims range of up to 400 km

To compete with Ola, Ather and TVS scooters

Jaipur | BR News Network
businessremedies.com

Simple Energy has launched its new electric scooter 'Simple Ultra' in the Indian market. Priced at ?2.35 lakh, the scooter has been introduced under the company's Gen 2 portfolio. The company claims that it offers the highest range in the country, delivering up to 400 kilometers on a single full charge. Positioned in the premium segment, the scooter is designed for customers seeking long-range capability along with high performance.

Powerful battery and strong performance

The Simple Ultra is equipped with a large 6.5kWh battery, enabling it to cover long distances efficiently. It has a top speed of 115 km/h and can accelerate from 0 to 40 km/h in just 2.77 seconds. According to the company, it is the second-fastest electric scooter in India, with only the 5kWh variant of 'Simple One' being faster. Its high torque and quick acceleration make it suitable for both city commuting and highway riding.

Advanced safety and smart technology

The scooter comes with a four-level traction control system that ensures better grip and stability across different road conditions. It also features a large 7-inch digital display, enhancing the overall riding experience. Additionally, it is expected to offer connected features, navigation support, and real-time data, providing improved control and convenience to users.

Company expansion and strong portfolio

Earlier this year in January, the company launched 'Simple One' and 'Simple One-S'. With the introduction of 'Simple Ultra', it now becomes the highest-range model in the lineup. Currently, Simple Energy has around 70 touchpoints (showrooms and service centers) across cities such as Bengaluru, Delhi, Patna, Bhopal, Agra, Goa, Hyderabad, and Chennai. The company is also planning expansion into cities like Nagpur, Ranchi, and Bhubaneswar.

Test rides begin, strong competition expected

The Simple Ultra is now available for test rides at 'Simple Stores' across the country, and customers can also purchase it through the company's official website. In the Indian market, it will compete with premium scooters such as Ola S1 Pro, Ather 450X, and TVS iQube ST, which offer a range of around 150-200 km. With its higher range and advanced features, the scooter is expected to intensify competition in the segment.

IDC range stands for 'Indian Drive Cycle', which represents the range tested under controlled laboratory conditions. The actual real-world range may be slightly lower. Traction control, on the other hand, is an important safety feature that prevents wheel slippage, especially on wet or slippery roads, and helps maintain proper grip between the tires and the road.

Tecno Pop X 5G

to Launch on April 20 with Powerful Battery and Durable Build

New Delhi | BR Team

Tecno's new budget 5G smartphone, the Tecno Pop X 5G, will launch in the Indian market on April 20. The phone is expected to be introduced with impressive features at an affordable price.

Battery

The Tecno Pop X 5G is expected to come with 6GB RAM, while a 4GB RAM variant may also be available. It will feature a large 6500mAh battery, making it suitable for long usage. The device will also support 45W fast charging.

Strong Build and Premium Design

The company has teased the phone with a strong build quality. It will come with MIL-STD-810H certification and IP64 Pro protection, ensuring resistance against dust and water. The phone will also feature an aerospace-grade aluminum camera deco and a horizon-shaped camera module.

New Technology for Better Network

According to Tecno, the smartphone will include USRP 3.0 technology, which can deliver up to 8 times better network speed.

Color Options and Availability

The phone will be launched in Blue and Green color options. It has been teased for launch on Amazon, where it is likely to be available for purchase.

Pricing Yet to Be Announced

The company has not yet revealed the pricing, but the phone is expected to create strong competition in the budget segment.

Bajaj Dominar 400 new model launched

New Delhi | BR Team

Bajaj Auto has launched the new version of its popular tourer bike, the Dominar 400, in the Indian market. The biggest highlight of this new model is the change in its price and engine.

The company has reduced the price of the Dominar 400 by Rs. 37,000. Now, the ex-showroom price in Delhi has been fixed at Rs. 2.04 lakh. Earlier, the price of this bike was Rs. 2.40 lakh. The main reason behind reducing the price is the reduction in engine size (displacement), due to which the bike has now come under a lower tax slab.

18% tax bracket; therefore, the price is reduced

In India, motorcycles with engine capacity above 350cc attract 40% tax (GST + cess). On the other hand, bikes with less than 350cc capacity attract only an 18% tax. Bajaj has downsized the old 373cc engine of the Dominar to 349cc.

Due to this small change in the engine, the bike has directly moved into the lower tax bracket, the benefit of which the company has passed on to customers by reducing the price. Recently, Bajaj had also done a similar experiment with the Triumph range.

What changed in the engine: the stroke was reduced, power retained

Technically, Bajaj has developed this new 349cc engine by keeping the bore of the old engine the same and reducing its stroke.

Power: The new engine generates 40.6 hp of power, which is 0.6 hp more than the old model (40hp). However, this peak power is now achieved at 9,000rpm.

Torque: The torque of the bike has slightly reduced. Earlier, it was 35Nm, which has now decreased to 33.2Nm.

Performance: Peak torque is now at 7,500rpm, which is 1,000rpm lower compared to the old model.

Amazfit Cheetah 2 Pro Launched

BR Team | New Delhi

Amazfit has launched the new Amazfit Cheetah 2 Pro under its Cheetah series. This smartwatch is specially designed for marathon runners. According to the company, it comes with features like training plans, running analytics, and recovery tracking, which help improve long-term training and performance.

For performance, the watch runs on Zepp OS 5.0 and comes with Zepp Flow AI voice control. For location tracking, it supports dual-band GPS along with 6 satellite systems. The smartwatch packs a 540mAh battery, which, as per the company, can last up to 20 days under normal usage.

In terms of pricing, the Amazfit Cheetah 2 Pro has been launched at $449.99 (approximately ?41,900). It is available for purchase via the company's official website and select retail stores.

Design and Display

The Amazfit Cheetah 2 Pro features a Grade 5 titanium frame and case, along with sapphire glass protection on the display. It sports a 1.32-inch AMOLED display with 466×466 pixel resolution, a 60Hz refresh rate, and peak brightness of up to 3000 nits.

Performance and Connectivity

The watch runs on Zepp OS 5.0 and includes Zepp Flow AI voice control. It supports Bluetooth 5.2 and Wi-Fi, and is compatible with both Android and iOS platforms. Additionally, it features an inbuilt microphone and speaker, enabling Bluetooth calling and support for Amazon Alexa.

Fitness and Training Features

The smartwatch includes Zepp Coach, which offers personalized training plans ranging from 3KM runs to full marathons and adapts based on user progress. It can sync with platforms like TrainingPeaks, Runna, Strava, and Intervals.icu.

It tracks advanced running metrics such as pacing, lactate threshold, running power, ground contact time, and finish time prediction. Recovery insights like VO2 Max, HRV, sleep data, and fatigue levels are available via the Zepp app.

Sensors and Health Tracking

The watch is equipped with a BioTracker 6.0 PPG sensor (5PD + 2LED), accelerometer, gyroscope, temperature sensor, geomagnetic sensor, and barometric altimeter. It supports 24-hour heart rate monitoring, SpO2 tracking, and stress monitoring.

Additional Features

For location tracking, it offers dual-band GPS with support for 6 satellite systems, ensuring better accuracy during outdoor activities. The smartwatch includes over 170 workout modes and 32GB of storage.

Battery and Durability

The device houses a 540mAh battery, offering up to 20 days of usage under normal conditions. It can last up to 10 days under heavy use and up to 8 days in Always-On Display (AOD) mode. In GPS mode, it delivers approximately 29-31 hours of battery life.

Amazon.in launches dedicated AI Store for consumer electronics

AI-powered device searches grow 60% YoY

Bengaluru | BR Team

Amazon.in has launched a dedicated AI Store, offering customers a seamless platform to explore and purchase AI-powered consumer electronics. The store spans multiple product categories, including laptops, smartphones, televisions, air conditioners, refrigerators, washing machines, tablets, smartwatches, and smart glasses, featuring options from leading global and Indian brands.

Zeba Khan, Director (Consumer Electronics), Amazon India, said, "Our role at Amazon.in goes beyond offering the widest selection. We aim to bring clarity to customers navigating rapidly evolving technology, enabling them to make confident decisions without needing to understand complex technical details. The AI Store fulfills this vision by bringing a wide range of smart devices together in one place while clearly explaining how AI features benefit customers. Whether it is a student in Dibrugarh looking for a laptop that can think ahead, a professional in Nagercoil upgrading to a smarter smartphone, or a family in Mumbai seeking a TV that adapts to viewing habits-we want every customer to find an AI-powered device that truly enhances their daily life. This AI Store is built for every customer in India." AI is rapidly becoming a key factor in consumer electronics purchases in India. According to Amazon.in search trends, searches related to AI-powered devices have grown by 60% year-on-year. AI-powered laptops and tablets have seen over 80% annual growth, while televisions have recorded nearly 40% growth. Wearables have also shown strong double-digit growth. Notably, nearly two-thirds of AI device searches on Amazon.in come from Tier 2 and Tier 3 cities, indicating the widespread adoption of smart technologies across the country.

Top deals from leading brands on the AI Store include:

Smartphones: Samsung Galaxy S26 Ultra, OnePlus Nord 6, iQOO 15

Laptops: HP Omnibook Ultra, Asus Vivobook 14, Lenovo Yoga Slim 7

Televisions: Samsung QLED Vision AI 4K, LG AI Series 4K, TCL QD-Mini LED Google TV

Tablets: Apple iPad 11 (A16), Lenovo Yoga Tab Plus, Xiaomi Pad 8

Smart Wearables: Ray-Ban Meta AI Smart Glasses, Samsung Galaxy Watch 8 Classic, Apple Watch Series 11

Air Conditioners: LG AI Convertible Series, Carrier Ester Edge Series, Panasonic Dust Buster Series

Washing Machines: Samsung AI EcoBubble Series, Bosch AI ActiveWater Plus Series, Haier Powered by AI DBT

Refrigerators: Samsung Bespoke AI Series, Haier Smart Sense AI Series, Godrej AI Powered Series

The AI Store is built on the principle that every listed product should deliver tangible and meaningful benefits through its AI features. Customers can easily identify devices where AI has a clear and practical impact. For instance, laptops with neural processing units help improve battery life and accelerate creative workflows. Smartphones with on-device processing enhance data privacy and security. Televisions optimize picture quality in real time, while smartwatches convert health data into personalized insights. Importantly, all AI features are explained in simple, non-technical language to help customers make informed decisions without confusion.

This move is part of Amazon.in's broader strategy to make AI more accessible and useful for every customer. The platform already integrates artificial intelligence into its shopping experience. Its conversational shopping assistant "Rufus" helps users find the right products, while "Lens AI" enables product search through images. The "View in Your Room" feature allows customers to visualize products in their homes before purchase. AI-generated review summaries simplify customer feedback, and price history tracking helps users make better purchasing decisions. The AI Store builds on these initiatives by directly connecting customers with intelligent, AI-powered products.

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