

Bazaar

Index/Commodity	LTP	Change (Points)
BSE Sensex	77,569.39	+827.57
NSE Nifty	24,206.90	244.10
Gold (IBJA,Rs./10gm)	1,43,368	-288
Silver (IBJA,Rs./kg)	2,20,390	-3404
US Dollar(in Rs.)	95.53	+0.15
Bitcoin(\$)	64,092	+1076
GIFT NIFTY	24,212	-22.50

Rates as of 7.00 pm on 10 July 2026

Movement in BSE Shares

Top Gainers

Security Name	LTP	% CHANGE
GOLDIAM	378.7	19.94
IONEXCHANG	469	16.62
GODREJIND	1,418.70	16.6
J&KBANK	192.2	14.13
ZENSARTECH	507.85	13.64
GREAVESCOT	263.65	11.1
INDIANB	870.95	9.84
NEWGEN	517.55	9.53

Top Losers

SCHNEIDER	1,414.40	-4.86
PREMEXPLN	687.15	-3.86
PAGEIND	39,406.70	-2.9
KAYNES	3,333.90	-2.89
SWIGGY	273.1	-2.78
ABDL	648.55	-2.73
ZEEL	97.1	-2.71
SUPRIYA	853.85	-2.46

India advances towards an AI-ready digital future: Report



New Delhi | Agency

India is shifting from foundational digitisation towards more integrated, accessible and AI ready citizen services, with a Digital Government Index score of 58.2, a report said on Friday. The report from US tech giant Adobe said that India's digital government journey entered a new phase, where focus expanded beyond digitising services, to making them more intuitive, accessible and AI-ready. "By improving discoverability, personalisation and content quality, ministries can deliver better citizen experiences while ensuring trusted government information remains visible in an AI-first world," said Venu Juvvala, Head, Customer Experience Orchestration business, Adobe India. India's digital transformation continues to be shaped by initiatives such as Digital India, India Stack and Gati Shakti, the report said. "While progress varies across ministries, mobile experience improved by 1.1 percent, reflecting India's mobile-first approach and the growing adoption of platforms such as UMANG and DigiLocker," it added. Customer experience eased 3.7 percent, highlighting opportunities to strengthen accessibility, readability and overall usability.

India's UPI welcome in New Zealand as we modernise our economy: Trade Minister

Auckland | Agency

As the Unified Payments Interface (UPI) expands its global footprint, New Zealand is ready to experience the digital payment freedom that comes with India's unique and indigenously developed QR-based system, its Trade and Investment Minister, Todd McClay, said on Friday. Speaking to IANS, the minister stressed that New Zealand is a very open economy and one needs to fit with the rules the country has in place and "I don't think that will be such a challenge."

"UPI can very much come to New Zealand. Ultimately, digital infrastructure is important. We're modernising our economy. We're very open to the world, and the Free Trade Agreement (FTA) with India makes it easier and creates greater



certainty," McClay said. He added that these are "many of the conversations you'll start seeing business to business as New Zealand looks to invest in India. And of course, India will be wanting to invest in New Zealand." Prime Minister Narendra Modi arrived in Auckland for a two-day visit to New Zealand for the final leg of his three-nation visit, with his counterpart, Christopher Luxon, in a special gesture, receiving him at the airport.

Rooftop solar programme to get a boost now

World Bank Executive Board initiative: Financial assistance approved, estimated creation of 17 lakh jobs



New Delhi | BR News Network businessremedies.com

The Executive Board of Directors of the World Bank has approved financial assistance to accelerate India's National Rooftop Solar Programme. The objective of this initiative is to provide clean energy access to millions of households across the country and create around 17 lakh (1.7 million) employment opportunities in the manufacturing, installation and service sectors of renewable energy. India has set a target of achieving 'Net Zero' emissions by 2070 and increasing the share of non-fossil fuel-based energy in electricity generation to 60 percent by 2035.

Target to encourage installation of solar panels

Although large-scale solar energy projects have progressed rapidly, the adoption of domestic rooftop solar has remained relatively slow. To promote this potential, the central government has launched the 'PM Surya Ghar-Muft Bijli Yojana,' which aims to encourage 1 crore rural and urban families across the country to install solar panels on the rooftops of their homes, reduce electricity expenses and promote domestic manufacturing of solar equipment.

Domestic rooftop solar in India will get a boost

World Bank's Acting Country Director for India, Paul Procee, said that the World Bank has been supporting India's rooftop solar sector for the last decade. During this period, more than \$2 billion in financial assistance has been mobilised, due to which the country's installed rooftop solar capacity has increased from 500 megawatts to more than 27 gigawatts. He said that the new financial assistance will provide a major boost to domestic rooftop solar in India and create millions of employment opportunities across the entire supply chain and installation ecosystem.

Concessional loans and grants to be provided in financial package

The financial package approved for this

programme includes a loan of \$82 crore (820 million dollars) from the International Bank for Reconstruction and Development (IBRD), a concessional loan of \$6 crore (60 million dollars) from the Clean Technology Fund and a grant of \$1 crore (10 million dollars) from the IBRD Livable Planet Fund. Apart from this, the World Bank will also mobilise \$4.2 billion in private financial assistance for this scheme. This amount will be made available as loans through commercial banks, which will make it easier for families to install solar rooftops at their homes.

Domestic rooftop solar market will see a transformation

Programme Task Team Leader Moez Sharif said that this programme will bring a major transformation in the domestic rooftop solar market by removing financial barriers. Along with this, the capacity of electricity distribution companies (DISCOMs), banks and vendors will also be enhanced so that they can provide integrated and better services to people. He said that with the help of loans available without any collateral, more and more families will be able to install solar systems at their homes and significantly reduce their monthly electricity bills.

India's forex reserves rise \$7.26 billion to \$674.193 billion



Mumbai | Agency

India's foreign exchange reserves surged by \$7.260 billion to \$674.193 billion in the week ended July 3, reversing the decline recorded in the previous week, according to data released by the Reserve Bank of India (RBI) on Friday.

The value of India's gold reserves rose by \$2.669 billion to \$105.205 billion during the reporting week. The country's holdings of Special Drawing Rights (SDRs) with the International Monetary Fund also increased by \$65 million to \$18.623 billion. The country's forex reserves had fallen in the preceding reporting week. The foreign exchange reserves declined by \$5.65 billion to \$666.93 billion in the week ended June 26. Despite the recent volatility, India's reserves remain among the highest globally, although they

are below the record high of \$728.494 billion reached in the week ended February 27. Meanwhile, banks have registered a gradual increase in the flow of overseas funds after the rollout of the Reserve Bank of India's (RBI) revised Foreign Currency Non-Resident Bank (FCNR-B) deposit scheme and expect collections to accelerate further this month as awareness among NRIs is growing. The banking industry has mobilised an estimated \$3-4 billion through FCNR-B deposits so far, according to reports. Bankers expect inflows to gather pace in the coming weeks, particularly from non-resident Indians based in the Gulf region, the reports added.

Notably, the revised scheme is expected to attract \$40-50 billion in fresh FCNR-B deposits over time, according to bankers.

Rs. 206 crore Kavach safety system approved for 680 km section of Northern Railway

New Delhi | Agency

The Indian Railways has approved a Rs. 206 crore investment for the provision of the Kavach Version 4.0 enhanced safety system on 680 route kilometres of the Rewari-Delhi and Shakurbasti-Bathinda sections, including feeder branch lines, of the Northern Railway's Delhi Division, according to an official statement issued on Friday.

The project forms part of Indian Railways' ongoing nationwide rollout of Kavach, aimed at expanding the indigenous safety

system across high-density and strategically important routes. Kavach is India's indigenously developed Automatic Train Protection (ATP) system designed to significantly enhance railway safety by preventing Signal Passed at Danger (SPAD) incidents and train collisions. The system continuously monitors train movements, automatically applies brakes whenever necessary, permits trains to operate safely at maximum permissible speeds, and supports reliable train operations even during



adverse weather conditions such as dense fog.

Deployment of Kavach Version 4.0 on these important routes of Indian Railways will strengthen safety, improve operational efficiency, enhance reliability

of train operations and support faster, technology-driven movement of both passenger and freight services, the statement said. The Railways has also approved a project worth Rs. 175 crore for creation of additional homing facilities for 250 three-phase electric locomotives at the High Horse Power (HHP) Diesel Shed, Raipur, under the South East Central Railway (SECR) to strengthen locomotive maintenance infrastructure. Homing refers to the assignment of a locomotive to a

designated locomotive shed, which serves as its primary maintenance base. The homing shed is responsible for the locomotive's scheduled maintenance, safety inspections, repairs, and overall upkeep to ensure its safe and efficient operation. The project has been sanctioned as part of Indian Railways' ongoing efforts to augment maintenance infrastructure in line with the rapid expansion of the electric locomotive fleet and increasing freight and passenger operations across the network.

SIP inflows hit three-month high in June; Gold ETF inflows surge over 570%

New Delhi | Agency

Mutual fund systematic investment plan (SIP) inflows touched a three-month high of Rs. 31,781 crore in June, an increase of 3 percent month-on-month and 17 percent from a year ago, despite volatile market conditions amid West Asia conflict. In addition, SIP contributions increased by Rs. 827 crore from Rs. 30,954 crore in May. On a year-on-year basis, inflows rose by Rs. 4,512 crore from Rs. 27,269 crore recorded in June 2025. According to data released by the Association of Mutual Funds in India (AMFI), gold exchange-traded funds (ETFs) witnessed a sharp turnaround, attracting net inflows of Rs. 3,443.23 crore in June, up 570 percent against an outflow of Rs. 725 crore in May.



India, Australia sign Traditional Knowledge Digital Library access pact to strengthen patent examination



New Delhi | Agency

India's Council of Scientific and Industrial Research (CSIR) provided access to its Traditional Knowledge Digital Library to IP Australia under an agreement signed during the 3rd India-Australia Annual Summit in Melbourne, an official statement said on Friday.

The TKDL Access Agreement is one of eighteen key outcomes of the summit and will allow IP Australia to consult the database to identify relevant prior art while examining patent applications in accordance with Australia's patent laws and examination procedures, the statement from the Ministry of Science and Technology said. The agreement was concluded in the presence of the Prime Minister of India, Narendra Modi, and the Prime Minister of Australia, Anthony Albanese. The Traditional Knowledge Digital Library (TKDL), a first-of-its-kind prior art database, has been developed by India to pre-

vent the misappropriation of its rich traditional knowledge through the erroneous grant of patents. The agreement will facilitate more informed and efficient patent examination while helping prevent the grant of patents on knowledge that is already part of India's documented traditional heritage, the statement noted.

India and Australia are both home to rich indigenous knowledge systems, traditional practices and cultural expressions that have evolved over centuries and are vulnerable to misappropriation. The signing of the agreement reflects the shared commitment of both countries to safeguarding traditional knowledge and strengthening intellectual property systems through effective use of documented prior art, the statement said. The Traditional Knowledge Digital Library (CSIR-TKDL) was developed to prevent the erroneous grant of patents based on Indian traditional knowledge.

GCCs reach inflection point in India, need a strategic reset to realise full potential: Report

New Delhi | Agency

Nearly 500 Global Capability Centres (GCCs) in India are apparently not realising their full potential and have begun to plateau, warranting a strategic reset that prioritises enterprise value, leadership and AI capability over cost savings, a report said on Friday. The GCC model in India has reached an inflection point and the centres, that define the next phase, will be the ones that get the foundational choices governance model, talent strategy, technology backbone right early, according to the report from UncearthIQ and Embark. Around 30 percent of GCCs established after 2020 have already plateaued, representing nearly 140-150 centres, and when combined with an estimated 360-370 centres set up before 2020, the total approaches a count of 500-520. The report added that India's GCC sector continues to witness strong momentum and the country is expected to host about 2,500 plus GCCs by 2030. The surge in GCC count is driven by strong global demand, policy tailwinds, and the rapid rise of next-gen nano GCCs anchored in AI, digital, and innovation-led functions. However, as enterprise expectations shift from cost efficiency to business impact, ownership, and innovation, not all GCCs are evolving and maturing at the same pace, the report added.

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Editorial

World Population Day will be observed today to raise awareness about poverty and maternal health



World Population Day will be observed today to make people aware of serious issues such as rising population, family planning, gender equality, poverty and maternal health. The beginning of this day is linked to the Five Billion Day event observed in 1987. On that day, the world's population reached the figure of 5 billion. In view of this massive increase, the Governing Council of the United Nations Development Programme established this day in 1989. It was observed for the first time on July 11, 1990, and was marked by more than 90 countries. Since then, it has been observed every year.

The main objective of observing this day is to alert people about the impact of the growing population on the environment, development and natural resources, and to explain the importance of reproductive health and family planning so that maternal and infant mortality rates can be reduced. It also aims to make strategies to ensure better education, employment and living standards for everyone with limited resources. In 2023, India surpassed China to become the most populous country in the world. In 2026, our population is expected to be 146 crore. About 65 percent of the population is below the age of 35. If they get the right skills and jobs, this can become India's biggest strength. Employment, education, health, crowding in cities and climate change are all challenges before us, and these will have to be balanced.

On this day, the government, NGOs, schools and colleges organize seminars, rallies, poster competitions and campaigns related to family planning, Save the Girl Child and healthy families. The Health Ministry also releases new data and reports. It can be said that World Population Day is not meant to create fear.

A new chapter of Agricultural Development in Rajasthan

Agriculture Department signs historic MoUs with 32 organizations

Jaipur BR Team

A historic initiative was taken on Friday to develop Rajasthan's agriculture sector in line with modern, sustainable and future-ready practices. The Agriculture Department signed memorandums of understanding with a total of 32 organizations, including the National Institute of Agricultural Marketing, 10 leading agritech startups and 20 reputed civil society organizations. This partnership will prove to be a milestone for natural farming, climate-resilient agriculture, agricultural innovation, the spread of modern technologies and a sustained increase in farmers' income. The aim of the event is to make Rajasthan a hub of natural and organic farming, for which the Khet Bachao campaign was also launched across the state.

The important ceremony, held at Pant Krishi Bhawan in Jaipur, was chaired by Principal Secretary, Agriculture and Horticulture, Manju Rajpal. She said that the current challenges in the agriculture sector cannot be solved through government efforts alone. For this, strong participation between the government, research institutions, startups, civil society organiza-



tions and farmers is necessary. This very approach has formed the basis of this historic partnership.

Under the PM RKVY scheme, the National Institute of Agricultural Marketing provides annual grants of up to Rs 25 lakh to 25 startups, up to Rs 5 lakh to 25 startups, and Rs 4 lakh per student to four students for starting startups. Manipal University is doing excellent work in the field of AI. Under this MoU, the use of AI in agricultural activities will increase agricultural productivity. To promote organic farming, more than 100 senior officers of the Agriculture Department from across the state, including officers of the levels of Additional Director, Joint Director, Deputy Director and Assistant Director, held discussions on cow-based natural and organic farming at Ramshantay Organic Agriculture and Training

Centre and Goyal Rural Development Institute, Kota.

Agriculture Commissioner Naresh Kumar Goyal said that Farmer IDs have been created for more than 87 lakh farmers in the state. The Fertilizer Sales Application System has been launched as a pilot project in Rajsamand and Sirohi. Through this system, subsidized fertilizers are being distributed to farmers on the basis of their Farmer IDs. More than 150 modules have been developed on the Raj Kisan Sathi app so that farmers can get the benefits of departmental schemes on a single platform.

He said that all these organizations will work together on one platform, which will help farmers of the state benefit from organic and natural farming. Every quarter, all MoU organizations will jointly discuss the progress of work. District-level seminars will be

organized, in which the district administration will play an important role.

All memorandums of understanding are non-funded. This will not put any additional financial burden on the state government. Instead, by making better use of available resources, the effectiveness of departmental schemes will increase many times. He said that the framework of this cooperation model was prepared on the basis of suggestions and experiences of various institutions during the state-level consultation workshop held on January 12, 2026.

Support will be provided from natural farming to carbon credits

Agriculture Commissioner Naresh Kumar Goyal said that through these partnerships, joint work will be done in many important areas such as natural and organic farming, climate-resilient agriculture, water conservation, community resource management, agricultural training, capacity building, agricultural policy formulation, the Agriculture-2047 roadmap, carbon credits, value addition, certification, marketing, women farmer empowerment and agricultural development in tribal areas.

Pink city's event manager Ajay Chouhan honoured at WOW Awards Asia 2026

Jaipur|BR Team

Renowned event manager from the Pink City and Director of Challengers Events, Ajay Chouhan has been honoured in the "Event Manager A-List 2026" category at the prestigious WOW Awards Asia 2026. The award was presented during a grand ceremony held at the Jio World Convention Centre, Mumbai, where distinguished event professionals from across the country were recognized for their outstanding contributions to the industry. Ajay Chouhan is the only representative from Rajasthan to receive this prestigious honour. With over 20 years of experience in the event industry, he has established a remarkable reputation by successfully managing corporate



events, government programmes, brand launches, cultural festivals, destination weddings, and large-scale live events. Under his leadership, Challengers Events has successfully executed numerous high-profile events across India and has earned recognition for its professionalism

and excellence. Currently serving as the Vice President of the Federation of Rajasthan Event Managers (FOREM) Ajay Chouhan has been playing a significant role in the growth of the event industry by promoting professional networking and encouraging aspiring event entrepreneurs. Expressing his gratitude, Ajay Chouhan said, "This recognition is a matter of immense personal pride for me. At the same time, I believe it will serve as an inspiration for professionals working in Rajasthan's event, tourism, and allied industries." It is noteworthy that WOW Awards Asia is regarded as India's most prestigious awards platform for the event, experience, and live entertainment industry, recognizing excellence and innovation across the sector.

New Esya Centre study warns GST interpretation could make subscription-based ride-hailing models unviable, hurt drivers and raise costs for consumers

Survey of over 2,100 drivers and passengers across 13 cities finds proposed GST treatment under Section 9(5) risks lower earnings, higher fares, increased informality, and loss of safety gains

Jaipur BR Team

A new report released by Esya Centre, Balancing Efficiency and Equity: Evidence From India's Technology-Intermediated Transport Services Under The GST Regime, finds that applying GST liability under Section 9(5) of the CGST Act to subscription-based ride-hailing platforms could be both legally problematic and practically impossible to implement, while imposing significant costs on drivers and consumers.

The study, based on a survey of 1,044 drivers and 1,059 passengers across 13 Indian cities, examines the growing Software-as-a-Service (SAAS) model used by ride-hailing platforms which operates as a discovery-only lead generation model, where drivers pay a fixed subscription fee to access a platform but independently determine fares, collect payments, and retain the entire ride fare. Unlike traditional commission-based aggregators, SAAS platforms neither determine ride prices nor process payments. As a result, the report argues that imposing GST liability ride fares under subscription-based platforms under Section 9(5) creates a fundamental implementation challenge, particularly in cases where the transportation service is provided independently by drivers, many of whom may not fall within the GST registration threshold. The report also highlights that conflicting Advance Ruling Authority decisions across states have created significant uncertainty, with functionally identical business models receiving different tax treatment.

This ambiguity, researchers argue, undermines tax neutrality and creates uneven competitive conditions within India's digital mobility



Jayashree Parthasarathy, Tax Partner, EY

sector. Commenting on the findings, Meghna Bal, Director, ESYA Centre, said: "India's mobility sector is evolving rapidly, and newer platform models are creating greater flexibility and choice for both drivers and consumers. Our research indicates that subscription-led models are gaining traction because they offer greater earning predictability and transparency for drivers while continuing to support affordable mobility for consumers.

As these models scale, it is important that regulatory and taxation frameworks evolve in step with innovation." Commenting on the findings, Jayashree Parthasarathy, Tax Partner, EY, said: "The evolution of digital mobility platforms is prompting a re-examination of how indirect tax frameworks are applied to new-age business models. As platform structures move towards subscription, there is a need to ensure that tax interpretations remain aligned with these models. The intersection of technology, mobility, and taxation is still evolving, and policy frameworks will need to keep pace with innovation." Drivers' Expect Earnings Losses and Reduced Participation The study finds overwhelming support among drivers for subscription-based platforms. However, if GST liability were imposed on ride fares under Section

9(5): More than three-quarters of drivers expect negative impacts on their livelihoods. Four out of five affected drivers anticipate lower take-home earnings. Nearly 60 percent expect fewer bookings. Around 45 percent fear losing customers due to higher prices.

Approximately 40 percent indicate they would increase informal or off-platform rides. More than half of drivers indicate they would increase non-platform rides or reduce platform participation. Consumers Face Higher Costs and Reduced Mobility The research also reveals substantial consumer sensitivity to fare increases. The impact would be particularly severe for women, lower-income users, and those who rely on ride-hailing services for late-night travel, emergency trips, and access to employment. Nearly 68 percent of passengers report they would reduce their use of app-based ride services if fares increased by just 5 percent.

Half of surveyed passengers say they would consider switching back to traditional taxis if costs rise. Nearly nine in ten passengers rate platform safety features as very or extremely important. Call for Clarification Under Section 9(5) The findings come at a time when policymakers and industry stakeholders are exploring new approaches to strengthen driver livelihoods and expand mobility access. Initiatives such as Bharat Taxi reflect a broader shift towards driver-centric mobility models that seek to improve earnings transparency and economic participation. To address the concerns, ESYA Centre recommends that GST liability under Section 9(5) be clarified to apply only where platforms exercise control over fare determination or fare collection.



A Daily update of macro-economic and sector trends, comprising:

Real Sector

- GDP
- Wholesale price index
- Consumer price index
- Index of industrial production

Infrastructure

Industries

- Railways
- Civil aviation
- Electricity
- Telecommunications
- Shipping & cargo

Agriculture and Related Industries

- Agriculture
- Edible oils
- Rubber
- Sugar
- Tea

Financial Markets

- BSE indices
- Call money rates
- Foreign exchange rates
- Cash reserve ratio
- Interest rates

Manufacturing

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- Man-made fibre
- Non-ferrous metals
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Financial Sector

- Bank performance indicators
- Money supply
- Reserve money

Public Finance

- Central government finances
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FundsIndia crosses Rs. 30,000 crore AUM milestone



Bengaluru | BR Team

FundsIndia's Assets Under Management (AUM) has crossed Rs. 30,000 crore. Earlier this year, the company had crossed the Rs. 25,000 crore mark, which came approximately 11 months after surpassing the Rs. 20,000 crore milestone. This growth was not driven by a single large investment or any one favourable market condition. It was made possible because retail investors increased their SIP investments, IFA partners expanded the scope of their financial advisory services, and the Private Wealth business rapidly grew by earning the trust of affluent and HNI clients within a short period. Investors across different income groups and cities in India are now looking for investment advice that remains reliable not only during favourable market conditions but also during uncertain times. FundsIndia is building a platform and advisory capability that combines deep research with technology, making it useful for everyone—from a first-time investor in a Tier-2 city to an experienced investor in a metropolitan city. All three of the company's core businesses—D2C, Partner and Private Wealth—have established a strong identity in their respective segments. The D2C business has helped more investors move beyond merely thinking about investing to actually beginning their investment journey and adopting regular SIP investments instead of limiting themselves to lump-sum investments. The Partner vertical has equipped IFAs and Mutual Fund Distributors (MFDs) with stronger research and modern technology tools, enabling them to advise their clients with greater confidence. Meanwhile, the Private Wealth business has rapidly built its reputation on the foundation of strong relationships and trust. Today, FundsIndia serves nearly 30 lakh investors across India. Of these, around 71.79% are from cities outside the major metropolitan areas. This reflects how disciplined investing is gradually but steadily establishing itself across the country. Commenting on this achievement, Akshay Sapru, Group CEO of FundsIndia, said: "Reaching the Rs. 30,000 crore milestone is extremely significant for us, but even more important is how we achieved

it. Especially over the past few months, the markets have put investors' confidence and patience to a tough test. We have reached this milestone by moving forward one step at a time, building strong relationships with every investor and maintaining trusted engagement with every advisor and partner. We believe this is the most important foundation for sustainable long-term growth. All three parts of our business are making meaningful contributions to this growth. Our Private Wealth business is leading this expansion, demonstrating that once the trust of HNI clients is earned, the results can be extremely positive. Our D2C platform continues to simplify the investment journey for retail investors. At the same time, our partners are becoming increasingly capable and confident. This balanced growth gives us confidence not only in achieving a milestone but also in the journey ahead. We still have a long way to go. Indian investors today are more aware than ever before, and they expect not only better returns but also high-quality services. That continues to motivate us to improve every day. Our objective is to continuously strengthen our research, technology and advisory capabilities so that we can continue earning the trust of investors. At the same time, we remain committed to ensuring that quality and governance are never compromised as we grow. We are grateful for where we are today and fully aware that there is still a long journey ahead." Backed by WestBridge Capital, FundsIndia continues to invest in its technology and data infrastructure. The company is also strengthening its AI (Artificial Intelligence) and analytics capabilities to make investment advice more personalised and accessible at scale. With a team of 1,260 professionals, the company is continuously expanding its workforce to meet the requirements of its next phase of growth. Even after achieving this important milestone, FundsIndia's priority remains unchanged—to enable more Indians to invest with clarity, consistency and confidence, while also equipping the IFA and advisory community with effective tools that help them do the same for their clients.

Sensex, Nifty end 1% higher as IT, financial stocks rally

Mumbai | Agency

Domestic equity benchmarks ended about 1 percent higher each on Friday, extending their gains on the back of strong buying in information technology (IT), financial stocks, and realty stocks. Nifty settled at 24,206.90, up 244.10 points or 1.02 percent. Similarly, Sensex climbed 827.57 points or 1.08 percent to close at 77,569.39.

The rally was led by IT and realty stocks, with the Nifty IT index rising around 2 percent to emerge as the top-performing sector. Financial stocks also witnessed broad-based buying, lending further support to the market rally. Nifty Realty index jumped over 3 percent, followed by Nifty PSU Bank, which surged 3 percent. Nifty Chemicals, Nifty Metal, Nifty Cement and Nifty Oil & Gas indices advanced up to 1.66 percent. Meanwhile, Nifty FMCG was only major sectoral gauge to close marginally lower, slipping 0.08 percent. According to market experts,



positive business updates from banks and an encouraging outlook for the IT sector, supported by stable earnings estimates, a likely recovery in global technology spending and opportunities arising from artificial intelligence (AI), have boosted investor confidence at the start of the June quarter earnings season. "If first-quarter earnings continue to beat expectations, concerns over future earnings growth could ease further, supporting the ongoing market uptrend. The rally has also broad-

ened, with sectors such as real estate and metals witnessing strong participation," the experts said. The experts further noted that easing crude oil prices and a recovery in global technology stocks have improved sentiment towards Indian equities, helping revive foreign institutional investor (FII) inflows. International benchmark Brent crude declined more than 1 percent to \$75.41 per barrel, while US West Texas Intermediate (WTI) crude fell 1.27 percent to \$71.16 per barrel.

KFintech's 'FinAx' enables same-day physical SIP registration

Mumbai | BR Team

India's mutual fund industry is expanding rapidly. In this environment, the process of physical Systematic Investment Plan (SIP) and bank mandate registration has traditionally involved a multi-stage verification process to ensure full compliance and data accuracy.

While digitisation has made the process faster than before over the past few years, the activation of physical SIP registrations across the industry has still taken an average of 21 to 30 days. Praveen Shankaran, Chief Operating Officer, Domestic Fund Services, KFintech, said, "With KFintech's FinAx, we have undertaken the task of simplifying the administrative



journey of SIP activation while optimising processing time for investors. By bringing together AI, automation and intelligent workflow design, we have transformed an operational process that previously took several weeks into an experience that is now completed on the same day in most cases. This is a meaningful step towards creating a more responsive and investor-centric mutual fund ecosystem."

Federal Bank receives its first international investment-grade issuer rating from S&P Global Ratings

Mumbai | BR Team

Federal Bank today announced that S&P Global Ratings has assigned the Bank its inaugural international issuer credit ratings of BBB-/Stable for the long-term and A-3 for the short-term. The assignment of the BBB- long-term issuer credit rating places Federal Bank in the global investment-grade category and marks an important milestone in the Bank's evolution. It is the first international issuer credit rating assigned to the Bank by S&P Global Ratings.

The rating reflects an independent assessment of Federal Bank's credit profile and underscores the strength of its franchise, disciplined risk management, sound capitalisation, diversified funding profile, liquidity position and consistent financial perform-

ance. As one of India's leading private sector banks, Federal Bank has, over the



years, strengthened its balance sheet, enhanced the quality of its liabilities, maintained healthy capital buffers, improved profitability and continued to invest in technology and customer experience. The investment-grade rating reflects the progress the Bank has made in building a resilient and sustainable banking franchise. The rating is expected to further strengthen Federal Bank's visibility among global investors and international financial institutions, while reinforcing confidence among customers, counterparties and other stakeholders.

Commenting on the rating, Mr. KVS Manian, Managing Director & CEO, Federal Bank, said: "Our inaugural international investment-grade issuer rating from S&P Global Ratings is an important milestone for Federal Bank. It reflects the strength of our franchise, the resilience of our business model and the disciplined approach we have adopted towards growth, risk management and governance.

This recognition comes at a defining phase in the Bank's journey as we continue to build a future-ready institution with a sharp focus on customer excellence, sustainable growth and long-term value creation. We remain committed to maintaining strong financial fundamentals while pursuing growth opportunities across our chosen segments"

Solfin eyes Rs. 500–600 crore debt raise after securing CARE A- rating; targets Rs. 1,000 crore capital deployment



New Delhi | BR Team

Solfin Sustainable Finance Private Limited, one of India's fastest-growing green financing NBFCs, is preparing to raise Rs. 500-600 crore through institutional debt after securing an investment-grade CARE A- credit rating. The company aims to deploy nearly Rs. 1,000 crore of capital to accelerate clean energy financing in India. This debt-raising plan comes after the company recently raised Rs. 280 crore in equity and turned profitable in its very first year of operations. This marks a significant milestone in the company's growth as an institutionally backed green financing platform built to support India's rapidly expanding distributed renewable energy ecosystem.

As India aims to achieve 500 GW of non-fossil fuel capacity by 2030, access to affordable, timely and critical financing remains one of the most important factors for the country's clean energy transition. Although technological advancements and supportive policy measures have accelerated the adoption of solar solutions, the availability of finance still determines how quickly homes, MSMEs, commercial enterprises and developers can adopt renewable energy solutions. Solfin was established to address this challenge through a technology-based financing platform specifically designed for green assets.

Since its inception, Solfin has built a differentiated financing ecosystem that relies on its unique underwriting rules, data-driven credit assessment and fully digital lending process. Today, the company works with more than 1,350 ecosystem partners, including EPC companies, dealers, OEMs and leading manufacturers such as Waaree Energies. It provides financing solutions for the residential, commercial and industrial (C&I), group housing society, EPC and dealer segments. Its integrated technology platform enables residential loan approvals in just a few days,

while complex commercial and industrial financing is also approved within a matter of days. The company recently strengthened its balance sheet by raising Rs. 280 crore in equity and achieved profitability in its first year of operations. This reflects the strength of its business model and its disciplined approach to growth. With the CARE A- rating and these achievements, Solfin is now ready to enter the next phase of expansion with strong institutional credibility and better access to the capital required for growth.

Commenting on the development, Gautam Kaushik and Pramod Mahant, Co-founders of Solfin Sustainable Finance, said: "India's clean energy transition will ultimately require not only construction but also financing. As distributed renewable energy expands across the country, specialized financial institutions will play a significant role in ensuring that capital availability keeps pace with demand. Our recent equity raise, achievement of profitability and now the CARE A- rating clearly show that this is an institution where technology, disciplined underwriting and strong operations are followed to provide financing at scale. This rating further strengthens our ability to responsibly raise institutional debt, while accelerating the expansion of fast and transparent financing solutions for homeowners, MSMEs, businesses, EPC companies and channel partners across the country, especially in Tier-2 and Tier-3 markets."

This rating also reflects the strategic support Solfin receives from Waaree Group, one of India's leading renewable energy companies, which gives the company the benefit of deep sector expertise and a strong ecosystem. This integrated approach has helped Solfin become a specialized green financing platform that leverages technology, sectoral expertise and strong distribution partnerships to solve one of the key challenges of India's energy transition - access to affordable and efficient financing.

JioFinance brings back tax filing starting at just Rs. 24 with exciting JioPoints benefits

Features a comprehensive suite of DIY and Expert-Assisted filing options tailored for all income levels

Users receive a JioPoints benefit worth up to 25% of their filing fees, redeemable for brand vouchers and exclusive deals

Mumbai | BR Team

In this tax filing season, JioFinance has brought back its highly popular tax planning and filing module, along with rewarding JioPoints benefits. Starting at just Rs. 24 for self-service options, the platform provides a seamless, fully digital solution to simplify income tax return (ITR) filing and financial year planning for millions of Indian citizens, without any paperwork. Elevating the value proposition this year, JioFinance has integrated its native rewards ecosystem directly into the service, allowing taxpayers to receive redeemable JioPoints benefits worth up to 25% of their total filing fees*, transforming an annual administrative routine into an affordable and highly rewarding experience. Taxpayers can seamlessly redeem these points directly within the app for popular brand vouchers, exclusive shopping deals, and partner offers.

Offered in partnership with



TaxBuddy (SSBA Innovations Ltd)-a registered E-Return Intermediary (ERI)-the module delivers a guided experience with built-in compliance tools, a robust tax planner, and professional advisory options. The intuitive interface helps individuals optimize deductions under sections like 80C and 80D, evaluate tax regimes, and monitor their return or refund status directly within the app. Built on a foundation of trust and data safety, the tax module ensures all taxpayers' data is handled exclusively within TaxBuddy's regulated, industry-grade encrypted framework for the sole purpose of income tax return filing, and is never accessed or used for any other purpose at any stage by JioFinance. This integration

allows users to manage their compliance with absolute peace of mind, backed by advanced data security protocols. Surbhe S Sharma, Chief Executive Officer, Jio Finance Platform and Service Limited said: "Our goal with JioFinance has always been to simplify complex financial tasks and give users complete control of their financial well-being. With our extremely accessible and affordable tax module, we are removing the traditional friction and high costs of ITR filing. Combined with a rewarding JioPoints structure and a privacy-by-design framework, we are delivering an experience that is not just efficient, but thoroughly secure and rewarding."

Direct Indexing Gains Momentum as Wealth Managers Prioritise Personalised Investing

Jaipur | Charu Bhatia

Personalisation is becoming one of the defining trends in wealth management, with direct indexing emerging as a key strategy for financial advisors looking to deliver customised, tax-efficient portfolios. Reflecting this shift, US-based investment solutions provider Aris Investing has been named a finalist in the Asset Managers - Direct Indexing category at the 2026 Wealth Management Industry Awards, popularly known as the "Wealthies."

The recognition comes for the company's Direct Indexing Assist (DI Assist) platform, designed to simplify the adoption of direct indexing for financial advisors. The solution enables advisors to build personalised investment portfolios while improving tax management and maintaining continuous portfolio oversight.

Direct indexing has gained traction globally as investors increasingly seek greater flexibility than traditional mutual funds or exchange-traded funds (ETFs). Instead of



investing in a pre-packaged fund, investors directly own the underlying stocks of an index, allowing advisors to tailor portfolios according to financial goals, tax considerations and individual preferences.

Industry experts believe this growing demand for customised investment strategies is reshaping the wealth management landscape. Beyond direct indexing, firms are expanding their offerings to include long-short investment strategies, model portfolios and unified managed accounts (UMAs), giving advisors more tools to deliver personalised financial solutions.

Commenting on the recognition, Chetan Desai, Founder and CEO of Aris Investing, said that the demand for greater personalisation, tax efficiency and portfolio flexibility continues to grow among investors. He noted that wealth

managers are increasingly seeking scalable technology solutions that allow them to customise investments while maintaining efficient portfolio management.

Now in its 12th edition, the Wealth Management Industry Awards recognise companies and professionals driving innovation across financial advice, investment management and advisor technology. Winners will be announced at a ceremony in New York on September 10, 2026.

The recognition of firms focused on direct indexing reflects a broader transformation underway in wealth management. As digital tools become more sophisticated and investors expect highly customised financial planning, technology-enabled personalised investing is rapidly moving from a niche offering to a mainstream strategy. For wealth management firms, the ability to combine personalisation with tax efficiency and operational scale is likely to become a key competitive advantage in the years ahead.

Agriculture Insurance Company of India Limited (AIC) Receives the Impact Leadership Award at the 17th Agriculture Leadership Awards 2026

New Delhi | BR Team

Agriculture Insurance Company of India Limited (AIC), India's leading specialised agriculture insurer, has been honoured with the Impact Leadership Award at the 17th Agriculture Leadership Awards 2026 for its outstanding contribution to strengthening India's agricultural resilience through inclusive, technology-driven, and farmer-centric insurance solutions. The award was presented by Shri Rajnath Singh, Hon'ble Raksha Mantri, Government of India, to Dr. Lavanya R. Mundayur, Chairman-cum-Managing Director (CMD), AIC, in recognition of the Company's transformative role in protecting millions of farmers through PMFBY and RWBCIS.

Beyond crop insurance, AIC has expanded risk protection through innovative insurance solutions for livestock, aquaculture, poultry, shrimp, and allied agricultural sectors. By leveraging satel-

lite imagery, remote sensing, artificial intelligence, geospatial technologies, and advanced analytics, the Company has enhanced transparency, accelerated claim settlements, and strengthened service delivery. The prestigious recognition reaffirms AIC's commitment to innovation, operational excellence, and empowering farmers through sustainable, technology-driven insurance solutions that contribute to a resilient and future-ready agricultural ecosystem.



Clinical Research, Innovation, and Knowledge Collaboration Enter a New Era

Patanjali Research Foundation, University of Patanjali, and AIIMS Rishikesh Sign Memorandum of Understanding (MoU)

"This collaboration would strengthen an integrated healthcare model in India, where traditional Indian medical wisdom and modern scientific methodologies work synergistically"- Acharya Balkrishna

"Scientific dialogue and collaboration between modern medicine and traditional knowledge are the need of the hour" - Prof. (Dr.) Meenu Singh, Executive Director and CEO, AIIMS Rishikesh

Haridwar | BR Team

In a landmark initiative to advance the integration of India's traditional knowledge systems with modern medical science, Patanjali Research Foundation (PRF), the University of Patanjali, and the All India Institute of Medical Sciences (AIIMS), Rishikesh, have formalised their collaboration by signing a Memorandum of Understanding (MoU).

The agreement has been established to foster collaboration across clinical studies, scientific research, academic partnerships, the exchange of researchers and subject-matter experts, and innovation in the field of health sciences. Through this strategic partnership, the institutions will leverage the complementary strengths of Ayurveda and modern medicine to develop evidence-based healthcare solutions that benefit patients and society.

On this occasion, Acharya Balkrishna stated that the collaboration

would not only elevate the partnership among the participating institutions but also strengthen an integrated healthcare model in India, where traditional Indian medical wisdom and modern scientific methodologies work synergistically.

He further emphasised that Patanjali firmly believes that collaborative clinical research supported by rigorous scientific evidence will pave the way for more effective, reliable, and evidence-based healthcare solutions for mankind.

Prof. (Dr.) Meenu Singh, Executive Director and CEO, AIIMS Rishikesh, remarked that scientific dialogue and collaboration between modern medicine and traditional knowledge are the need of the hour. She highlighted that the MoU would open new avenues for clinical research, innovation, and academic excellence.

She further expressed confidence that the joint research initiatives under-



taken through this collaboration would generate robust scientific evidence, contributing significantly to improved patient care and enhancing the overall quality of healthcare services.

On this occasion, Prof. Mayank Kumar Agrawal, Pro-Vice-Chancellor, University of Patanjali, was also present, and he stated that the participating institutions will collaboratively share scientific and technical expertise as necessary and will organise training and exchange programs for students, research scholars, and scientists as per the agreement.

At the occasion, Prof. Shailendra Handu, Dean (Research), AIIMS Rishikesh, highlighted that this partnership would promote the development of scientifically validated, evidence-based

healthcare solutions for patients by harnessing the combined strengths of Ayurveda and modern medicine. He added that this agreement is expected to mark a significant milestone in advancing integrated and holistic healthcare.

Dr. Anurag Varshney, Chief Scientist at Patanjali Research Foundation, stated that the agreement extends far beyond collaborative research. It will significantly strengthen the scientific capabilities of both institutions by promoting clinical studies and data-driven research, and by creating a dynamic platform for the intellectual and scientific development of young researchers.

He underscored that close collaboration among experts from various dis-

ciplines across partnering institutions would promote high-quality interdisciplinary research adhering to international scientific standards, thereby strengthening India's global scientific reputation. The collaboration is also aligned with the Government of India's broader vision to position the country as a global leader in healthcare by fostering innovation, scientific research, and the convergence of traditional knowledge and modern science.

This collaboration among the three institutions signifies a new chapter in integrated health research in India. It aims to accelerate scientific breakthroughs and support the creation of evidence-based healthcare solutions that will benefit millions both in India and globally. By establishing a robust link between Ayurveda, modern medicine, education, and research, this partnership is set to enhance India's stature as a leader in global health innovation.

Miscellaneous

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Industry-Academia Collaboration Gets a New Boost: Modi University, PRCI Sign MoU

Laxmangarh | BR Team

Modi University of Science and Technology, Laxmangarh, and the Jaipur Chapter of the Public Relations Council of India (PRCI) signed a Memorandum of Understanding (MoU) on Thursday to strengthen industry-academia collaboration. Under the agreement, students will receive practical training and industry exposure in the fields of public relations, corporate communication, media, management, and leadership. The MoU was signed by Dr. Vinod Purohit, Registrar of the University, and Somendra Harsh, Chairman of the PRCI Jaipur Chapter. The event was attended by Prof. (Dr.) Ashutosh Bhardwaj, President of the University; CA Sanjeev Agrawal, Vice President; Dr. Rajeev Singh, PRO; and office-bearers from both



organizations. As part of the partnership, expert lectures, workshops, seminars, internships, live projects, corporate interaction sessions, media sessions, and skill development programmes will be organized. These initiatives will help students understand industry practices, enhance their professional competencies, and develop employability skills.

Dr. Vinod Purohit, Registrar of



tions is essential in today's evolving professional landscape. He noted that the MoU will provide students with practical exposure, professional networking opportunities, and new career prospects. He also emphasized that the university will continue to promote such collaborative initiatives in the future. Both organizations reaffirmed their commitment to jointly organize programmes that promote education, innovation, knowledge exchange, and professional excellence while working continuously towards the holistic development of students.

AU Small Finance Bank and Zaggie Launch Customizable Co-Branded Credit Card

Mumbai | BR Team

AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and among the first in over a decade to receive the Reserve Bank of India's in-principle approval to transition into a Universal Bank, together with Zaggie Prepaid Ocean Services Limited (Zaggie), a leading spend management and SaaS-led fintech platform, today announced the launch of the AU Zaggie Co-Branded Retail Credit Card - a differentiated offering that combines enhanced rewards, customizable benefits and a seamless digital experience for today's evolving consumers.

The Card introduces an innovative Zagg Coins-to-cashback proposition, enabling cardholders to earn accelerated Zagg Coins across UPI and contactless spends, higher cashback upon crossing spend milestones and much more. Available on both Visa and RuPay networks, the card offers customers the flexibility to choose their preferred payment network.

Key offerings include:

- Up to 8% Zagg Coins on contactless payments using the Visa card.



- Up to 8% Zagg Coins on everyday UPI transactions using the RuPay card through the zagg.money app.
- Up to 4% Zagg Coins on e-commerce spends.
- 1% Fuel surcharge waiver on fuel transactions.

Zagg Coins can be converted into cashback through the zagg.money app, with the amount directly credited to the cardholder's credit card account.

The AU Zaggie Credit Card is built to move with the customer's evolving needs offering customers the flexibility to activate

ecosystem. Zaggie's extensive corporate relationships further create an opportunity to offer the card to employees across its corporate network, supported by a compelling rewards proposition and attractive EMI offerings.

The AU Zaggie Credit Card will be distributed through the zagg.money app, website and assisted channels, leveraging Zaggie's growing consumer ecosystem to drive customer acquisition and engagement.

Commenting on the launch, Mr. Yogesh Jain, Chief Operating Officer, AU Small Finance Bank, said, "At AU Small Finance Bank, customer-centric innovation remains at the core of our approach. The launch of the AU Zaggie Co-Branded Retail Credit Card reflects our commitment to delivering differentiated financial solutions that create tangible value. By combining AU's trusted banking strengths with Zaggie's digital rewards and engagement ecosystem, we are introducing a unique proposition that enhances the way customers engage with their everyday spending needs. We are confident this partnership will resonate with India's digitally empowered consumers."

Alexander George Muthoot Conferred with Hurun India's Prestigious "Top 50 Successful Successor Award"

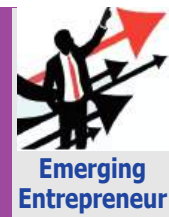


New Delhi | BR Team

Alexander George Muthoot, Joint Managing Director, The Muthoot Group, has been honoured with the prestigious "Top 50 Successful Successor Award" by Hurun India, recognising his exemplary leadership and outstanding contribution towards strengthening and transforming one of India's most respected family-owned business groups. The award was presented at the distinguished Hurun India Future Forum & Awards 2026, held at Hyatt, New Delhi, on July 8, 2026. The event brought together India's leading entrepreneurs, business leaders and next-generation successors who are driving innovation, business excellence and sustainable economic growth. The Top 50 Successful Successor Award is conferred following a rigorous nationwide assessment conducted by Hurun India in association with ASK Wealth. The recognition celebrates exceptional next-generation leaders who have successfully carried forward their family business legacy while creating significant value through visionary leadership, innovation, business expansion, governance excellence and employment generation.

Expressing his gratitude on receiving the honour, Alexander George Muthoot, Joint Managing Director, The Muthoot Group, said: "I am deeply honoured to receive this recognition from Hurun India and ASK Wealth. This award is not just a personal milestone but a tribute to the enduring values, entrepreneurial spirit and unwavering commitment of our founders whose vision, values and entrepreneurial spirit have shaped our remarkable journey over the centuries. I pay my heartfelt tribute to my father, Late Shri M. G. George Muthoot, Former Chairman of The Muthoot Group, whose visionary leadership, unwavering integrity and commitment to excellence continue to inspire us every day. I dedicate this recognition to our board members, employees, customers, partners and well-wishers, whose trust and support continue to inspire us. We remain committed to building a future-ready organisation while preserving the legacy of the Muthoot Family and contributing meaningfully to India's economic growth and social progress."

Under the leadership of Alexander George Muthoot, The Muthoot Group has continued to strengthen its position as one of India's leading diversified business conglomerates. The Group has consistently focused on sustainable growth, customer-centric innovation, digital transformation, robust corporate governance and impactful social responsibility initiatives while expanding its presence across domestic and international markets. This prestigious recognition reaffirms The Muthoot Group's commitment to excellence and highlights the significant role of visionary next-generation leaders in shaping the future of Indian enterprise and contributing to the nation's economic development.



Journey of Sampark’s Founders, Rahul Jha and Almas Rizvi
Building a Business by Putting Privacy at the Centre of Innovation

Jaipur | Rajshree Upadhyaya

By placing privacy at the heart of innovation and transforming an everyday problem into a viable business opportunity, Rahul Jha established the startup Sampark in 2020. The idea was to help vehicle owners communicate with others without revealing their personal mobile numbers.

Rahul noticed that people often displayed their phone numbers on cars and motorcycles so they could be contacted in case of parking issues or emergencies. However, this exposed them to spam calls and misuse of their personal information. Determined to offer a safer alternative, he launched the venture under the name NGFI32, which was later rebranded as Sampark in 2025, giving the company a stronger and more trustworthy identity.

During the company's growth journey, Almas Rizvi joined as Co-founder, strengthening its vision and operations as the start-up entered its next phase of expansion.

Sampark introduced its flagship QR-enabled Vehicle Contact Tag, allowing anyone to reach a vehicle owner simply by scanning a QR code instead of viewing their personal phone number. The platform offers masked phone calls, WhatsApp messaging, SMS communication, and emergency contact services, ensuring secure communication while protecting the owner's identity.

What appears to be a simple sticker is actually a thoughtfully designed, privacy-focused communication solution that addresses a common problem faced by millions of vehicle owners every day.

Creating awareness about such a new concept was not easy. The founders had to educate customers on why investing in privacy matters. Instead of competing with traditional vehicle acces-



sories, Sampark focused on highlighting the risks of displaying personal phone numbers publicly and demonstrated how a small technological intervention could eliminate those concerns. As more customers adopted the product, the company's reputation grew through positive user experiences and word-of-mouth recommendations, gradually making Sampark a trusted name in the vehicle safety and privacy segment.

Startup Earns Nationwide Recognition

Sampark gained nationwide visibility after appearing on Shark Tank India Season 5. Rahul Jha and Almas Rizvi sought an investment of Rs. 1 crore in exchange for 2% equity, valuing the company at Rs. 50 crore.

During their pitch, the founders showcased the growing adoption of their privacy-first solution and explained how they had built a profitable business around a niche yet significant problem. While the Sharks appreciated the founders' passion and execution, they expressed concerns about the company's long-term scalability. As a result, Sampark did not receive an investment on the show.

Despite leaving without a deal, the appearance significantly increased the brand's visibility

and introduced millions of viewers to the importance of protecting personal information through smart technology.

Continuing to Provide Secure Communication for Vehicle Owners

Today, Sampark has evolved well beyond its startup phase and continues to expand its operations. According to the company, its QR-enabled vehicle contact solution is now being used across all 28 states of India. It has also reached customers in Nepal, Sri Lanka, and Indonesia.

Alongside its vehicle privacy tags, Sampark continues to provide secure communication services for vehicle owners while exploring partnerships with businesses, residential communities, and fleet operators.

According to the company's latest update, it has nearly 950,000 active tags and continues to record strong year-on-year growth.

From an idea inspired by a simple parking inconvenience to becoming a nationally recognized brand featured on Shark Tank India, Sampark's journey demonstrates how solving a practical everyday problem through thoughtful innovation and prioritizing customer privacy can create lasting value and sustainable business growth.

India's Consumption Story
What Urban and Rural Spending Reveals About the Economy

Jaipur | Charu Bhatia

Consumer spending has long been one of the strongest pillars of India's economy, contributing nearly 60% to the country's Gross Domestic Product (GDP). But in recent years, the country's consumption story has become more nuanced. Instead of moving in one direction, urban and rural markets are displaying distinct spending patterns that offer valuable insights into the health of the economy and the opportunities ahead for businesses.

Urban India continues to be driven by premiumisation. Consumers in cities are increasingly spending on experiences, technology, branded products, electric vehicles, premium housing and financial services. Higher disposable incomes, digital adoption and easier access to credit have encouraged spending on lifestyle upgrades rather than just essential goods. Sectors such as travel, luxury retail, food delivery and organised retail have benefited from this shift.

In contrast, rural India is witnessing a gradual recovery after facing challenges from inflation, erratic weather and rising input costs. Improved agricultural output, higher government spending on rural infrastructure, and stronger wage growth are helping restore purchasing power in many regions. Demand for two-wheelers, affordable smartphones, consumer durables and fast-moving consumer goods (FMCG) is begin-



ning to improve, indicating renewed confidence among rural households.

This divergence has prompted businesses to adopt differentiated strategies. While premium brands continue to target affluent urban consumers with high-value products, companies are also expanding affordable product portfolios for smaller towns and villages. Many FMCG firms are introducing low-unit packs, while automobile manufacturers are tailoring offerings to suit varying income segments.

Digital connectivity is also narrowing the gap between urban and rural consumption. The widespread adoption of smartphones, affordable internet and UPI-based payments has enabled consumers in Tier-2, Tier-3 and rural markets to access e-commerce platforms, digital banking and online services more easily than ever before. This has opened new growth avenues for retailers, fintech companies and consumer brands.

At the same time, econo-

mists caution that consumption growth remains uneven. Inflation, employment trends and borrowing costs continue to influence household spending decisions. While urban demand has remained relatively resilient, sustaining rural consumption will require continued investment in agriculture, job creation and infrastructure development.

Looking ahead, India's consumption landscape is expected to become increasingly diverse rather than uniform. Businesses that understand regional preferences, income variations and evolving consumer aspirations are likely to be better positioned for long-term growth.

Ultimately, the contrast between urban aspiration and rural resilience tells an important story about India's economy. Together, these markets are shaping the country's next phase of growth, making consumption not just an economic indicator but a reflection of changing lifestyles, rising ambitions and expanding opportunities across the nation.

Lifestyle

A Royal Sparkle

Inside the Rare Ruby Ring Aamir Khan Chose for Gauri Spratt

Jaipur | BR Team

Aamir Khan and Gauri Spratt's intimate wedding may have been a private affair, but one detail from the ceremony has captured widespread attention: the bride's bespoke ruby wedding ring. Designed as a one-of-a-kind heirloom rather than a traditional wedding band, the handcrafted piece combines rare gemstones, intricate artistry and months of meticulous work, making it one of the most talked-about celebrity jewellery creations of the year.

The couple tied the knot on July 5 at Aamir Khan's Bandra residence in Mumbai, surrounded by close family members and friends. While the celebrations reflected understated elegance, Gauri's jewellery stood out for its exceptional craftsmanship and unique design.

Created by luxury jewellery house QWEEN, the ring features an ultra-rare natural cabochon-cut Madagascar ruby at its centre. According to the brand, sourcing the gemstone itself took more than three months, highlighting its rarity. The ruby is described as being rarer than "one in a million," making it the defining element of the bespoke creation.

The making of the ring was equally remarkable. The jewellery required over 256 hours of craftsmanship and involved the expertise of 131 artisans,



who worked through every stage of the process, from conceptual design and stone selection to setting, polishing and final finishing. The result is a couture-inspired piece intended to be treasured across generations.

Unlike conventional engagement or wedding rings, the ruby is not mounted on a simple band. Instead, it sits within a crown-inspired gold setting, lending the ring a regal appearance. The gemstone has been finished in a cabochon cut, a smooth, polished dome rather than the more common faceted style. This cut enhances the ruby's natural richness and gives it a soft, luminous glow.

The ring's intricate detailing extends beyond the centre stone. The ruby is supported by a scalloped gold gallery that rises into crown-like points before flowing into delicate milgrain beading, a decorative technique often associated with vintage heirloom jewellery

and royal collections. Diamond accents further enhance the design without overshadowing the vibrant ruby.

Luxury jewellery is increasingly moving beyond trends, with bespoke creations becoming expressions of personal stories, heritage and craftsmanship. Celebrity wedding jewellery, in particular, is shifting towards custom-made heirloom pieces that carry emotional significance rather than simply showcasing expensive gemstones.

Gauri Spratt's wedding ring perfectly reflects this evolving approach. Combining a rare Madagascar ruby, handcrafted detailing and hundreds of hours of skilled workmanship, the piece is designed not just as a symbol of marriage but as a timeless keepsake. More than a fashion statement, it celebrates artistry, individuality and the enduring appeal of jewellery created to be passed down from one generation to the next.

Huma Qureshi on Beauty, Success and Self-Worth

'Women Deserve to Be Valued Beyond Their Appearance'

Jaipur | BR Team

Actor Huma Qureshi has spoken candidly about the pressures women continue to face over appearance, beauty standards and societal expectations, calling for a shift in how women are valued. In a recent conversation on *The Divya Jain Podcast*, the actor reflected on body image, career, privilege, equal pay and modern relationships, offering a perspective that resonates beyond the entertainment industry.

According to Huma, women are often judged by standards they did not create. While talent, intelligence and ambition are important, she believes society still places disproportionate emphasis on physical appearance, with factors such as weight, skin tone and conventional beauty continuing to shape public perception.

"A woman's worth is measured by how attractive she is," Huma remarked, highlighting the unrealistic expectations many women navigate throughout their lives. She pointed out that such judgments are not limited to celebrities but affect women across professions and age groups.

The actor also expressed concern about the influence of social media on body image, particularly among younger audiences. While she believes individuals have every right to make personal choices regarding cosmetic procedures or aesthetic enhancements, she stressed that these decisions should not become unrealistic standards that others feel pressured to follow. In today's digital world, where edited images and beauty filters dominate online spaces, Huma believes conversations around authenticity have become more important than ever.

Reflecting on her own experiences with body sham-



ing, Huma said she chose not to let criticism define her journey. Instead, she channelled those experiences into storytelling through her latest film, *Baby Do Die Do*, using cinema to explore issues that have personally affected her. Rather than focusing on victimhood, she believes creative expression can become a powerful way to challenge stereotypes and initiate meaningful conversations.

The discussion also touched upon nepotism and success in the film industry. Huma acknowledged that family connections may provide easier access to opportunities, but maintained that sustaining a long-term career ultimately depends on talent, hard work and consistency. She observed that audiences today value authenticity and dedication more than privilege alone.

Speaking about her professional journey, Huma shared that she now frequently leads projects and is often among the highest-paid actors in the cast. She credited the rise of OTT platforms for creating stronger, more layered roles for women, allowing female actors to headline stories that were once considered unconventional. While she has established herself in the digital space, she also expressed her ambition to become one of India's leading theatrical stars.

Beyond cinema, Huma's remarks reflect a broader cultural shift. As conversations around gender equality, body positivity and self-worth continue to evolve, more women are choosing to define success, beauty and relationships on their own terms. Her message serves as a reminder that confidence, individuality and authenticity deserve greater recognition than appearance alone.

India Gets First Once-Weekly Insulin as Novo Nordisk Launches New Diabetes Therapy

BR
Team
Jaipur

India has become one of the first countries to introduce once-weekly basal insulin therapy, with Danish pharmaceutical company Novo Nordisk launching Awiqli (insulin icodec) for adults living with Type 1 and Type 2 diabetes. The therapy, approved for use through the FlexTouch pen device, reduces the number of insulin injections from 365 annually to just 52, offering a potentially simpler treatment option for millions of patients. The launch positions India as the sixth global market to receive the therapy and is expected to address one of the biggest barriers to insulin use, the fear of daily injections. According to the company, the product will be manufactured in Denmark and imported into India.

India is home to one of the world's largest diabetes populations, with over 10.1 crore people living with diabetes, more than 13.6 crore individuals with prediabetes, and around 9 lakh people affected by Type 1 diabetes. While insulin is essential for people with Type 1 diabetes and eventually required by many with Type 2 diabetes, experts say a large number of eligible patients delay or avoid insulin therapy because of the inconvenience and anxiety associated with daily injections. Novo Nordisk believes the once-weekly formulation could improve treatment

adherence and encourage earlier initiation of insulin. The company has priced the 1 ml FlexTouch pen (700 units) at Rs. 2,611 and the 3 ml pen (2,100 units) at Rs. 7,833. Based on an indicative weekly requirement of 70 units, the cost works out to approximately Rs. 261-263 per week. Medical experts say the therapy delivers insulin gradually over seven days, helping maintain steady blood sugar levels while reducing fluctuations that can trigger hypoglycaemia, or dangerously low blood sugar. Unlike conventional basal insulin, insulin icodec is highly concen-

trated, allowing patients to receive their weekly dose through a single injection without compromising effectiveness. Clinical evidence from the ONWARDS trial programme found that once-weekly insulin icodec achieved better reductions in HbA1c, an important marker of long-term blood glucose control, compared with once-daily insulin glargine U100. The therapy also demonstrated comparable safety and enabled more patients with Type 2 diabetes to reach target blood sugar levels without experiencing hypoglycaemia. Healthcare experts note that India's diabetes

burden continues to grow, while treatment gaps remain significant. Studies have shown that only a fraction of patients who require insulin actually receive it, and many begin treatment several years later than recommended. While the once-weekly insulin marks an important advancement in diabetes management, specialists emphasise that it is not suitable for every patient. Individuals should consult an endocrinologist or treating physician to determine whether the therapy is appropriate for their medical condition, treatment goals and overall diabetes management plan.

Cancer Cases Could Reach 35 Million a Year by 2050, WHO Calls for Urgent Action

Charu Bhatia
Jaipur

The global burden of cancer is expected to rise dramatically over the next few decades unless countries strengthen prevention, early detection and treatment services, according to the World Health Organization's (WHO) Global Status Report on Cancer 2026. The report estimates that the number of new cancer diagnoses each year could climb to nearly 35 million by 2050, marking an almost 70% increase from current levels. At present, around 20.6 million new cancer cases and nearly 10 million cancer-related deaths are recorded worldwide every year. Cancer remains the second leading cause of death globally, placing a significant emotional, social and economic burden

on patients, families and healthcare systems. The WHO attributes the projected rise to a combination of population growth, ageing populations and increasing exposure to preventable risk factors. Since the likelihood of developing cancer increases with age, countries with expanding elderly populations are expected to see a greater disease burden. Lifestyle-related factors such as tobacco use, obesity, unhealthy diets, alcohol consumption and physical inactivity continue to fuel cancer incidence. Environmental pollution and infections like human papillomavirus (HPV) and hepatitis B, both of which can be prevented through vaccination, also contribute to rising cases. Despite advancements in cancer diagnosis and treatment, access to quality care remains highly unequal across the

world. The report highlights that people in low- and middle-income countries often face delayed diagnoses due to limited screening facilities, shortages of trained specialists and inadequate access to essential medicines and radiotherapy. These barriers frequently result in poorer survival outcomes and greater financial hardship for affected families. WHO Director-General Dr. Tedros Adhanom Ghebreyesus stressed that cancer survival should not depend on where a person is born or their income level. He called for stronger global cooperation to address healthcare inequalities and improve access to life-saving cancer services. The report also underlines that a substantial proportion of cancers can be prevented through public health measures.

Strong tobacco-control policies, widespread HPV and hepatitis B vaccination, healthier dietary habits, regular physical activity and reduced alcohol consumption can significantly lower cancer risk. Improving air quality and limiting exposure to environmental pollutants are equally important preventive strategies. Early detection remains another critical pillar in reducing cancer deaths. Regular screening for cancers, such as breast, cervical and colorectal, can identify disease at an earlier, more treatable stage, improving survival rates. The WHO is urging governments to increase investments in prevention, screening, diagnosis, treatment and supportive care to ensure equitable access to quality cancer services and curb the growing global cancer burden.



Flight Delays Matter More Than Ever: Chennai Tops India's Punctuality Rankings as Air Travel Grows

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India's domestic aviation sector continues to witness steady growth, with more passengers taking to the skies and airlines focusing on improving operational efficiency. Fresh data released by the Directorate General of Civil Aviation (DGCA) for May 2026 shows that Chennai International Airport emerged as the country's most punctual airport, while IndiGo retained its position as the leading airline in on-time performance.

According to the DGCA, domestic carriers flew 729.40 lakh passengers between January and May 2026, compared with 715.70 lakh passengers during the same period last year. This represents a 1.91% year-on-year increase, while monthly passenger traffic registered a stronger 9.49% growth, reflecting sustained demand for air travel across the country.

For travellers, punctuality remains one of the most important factors when choosing flights. In May, Chennai International Airport recorded an impressive 92.2% on-time performance (OTP), making it the best-performing airport among India's ten busiest airports.

Kolkata secured the second position with an OTP of 84.7%, closely followed by Hyderabad at 84.4%. Bengaluru and Kochi rounded out the top five with OTP scores of 82.3% and 81.5%, respectively. Among the country's busiest aviation hubs, Delhi recorded 72.6%, while Mumbai stood at 70.5%, indicating room for improvement amid heavy traffic volumes.

The report also highlights airline performance, with IndiGo leading the domestic market in punctuality with an OTP of 82.8%. Akasa Air followed with 78.3%, while the Air India Group achieved 74.5%. Alliance Air recorded 70.5%, whereas SpiceJet reported the lowest punctuality among the major scheduled carriers.

Reliability extended beyond punctual departures. Akasa Air registered the lowest flight cancellation rate in May at just 0.1%, followed by IndiGo at 0.36% and the Air India Group at 0.39%. Overall, scheduled domestic airlines reported a cancellation rate of 0.55%, suggesting that most flights operated as planned.

The DGCA data also sheds light on why flights were cancelled. Technical



issues accounted for the largest share, responsible for 45.1% of cancellations. Operational challenges contributed 26.6%, while weather-related disruptions made up 15.3%. Miscellaneous reasons and commercial factors accounted for the remaining cancellations.

As India's aviation market continues to expand, airports and airlines are placing greater emphasis on punctuality, reliability and operational efficiency. With passenger numbers expected to grow further, consistent on-time performance and fewer cancellations are likely to become key differentiators for travellers when booking their journeys.

India's First Hydrogen Train Set to Debut on July 17, Marking a New Era of Green Rail Travel

BR Team
Jaipur

Indian Railways is set to take a major step towards sustainable transportation with the launch of the country's first indigenous hydrogen-powered passenger train on July 17. Scheduled to be flagged off from Jind railway station in Haryana, the train will operate on the Jind-Sonapat route, becoming a landmark project in India's efforts to reduce carbon emissions and modernise rail travel.

The hydrogen train has been developed as a pilot project under Northern Railway following approval from the Ministry of Railways earlier this year. According to the Press Information Bureau (PIB), the Railway Board has cleared a 10-coach hydrogen fuel cell train equipped with a 1,200-kilowatt hydrogen propulsion system, making it one of the most advanced rail initiatives undertaken in the country.

Unlike conventional diesel-powered trains, the new service runs on hydrogen fuel cells that generate electricity to power the train. The only by-products released during operation are water vapour and heat, making the train virtually emission-free. Besides being environmentally friendly, hydrogen-powered trains are also quieter and require

lower maintenance than diesel engines, offering long-term operational benefits.

The train will initially cover a distance of approximately 90 kilometres between Jind and Sonapat at a maximum operational speed of 75 kmph. Reports suggest it will have the capacity to accommodate around 2,500 passengers, allowing Indian Railways to evaluate the technology under regular operating conditions before considering wider deployment.

One of the most attractive aspects of the project is its affordability. According to reports, ticket prices are expected to range between Rs. 5 and Rs. 25, making the country's newest rail technology accessible to everyday commuters as well as railway enthusiasts eager to experience the inaugural service.

The

pilot project forms part of Indian Railways' broader strategy to reduce its carbon footprint and transition towards cleaner modes of transportation. Hydrogen fuel cell technology has already been adopted in several countries for rail transport, particularly on non-electrified routes where replacing diesel locomotives can significantly cut greenhouse gas emissions.

If the trial proves successful, Indian Railways could gradually introduce hydrogen-powered trains on additional non-electrified sections across the country. Such a move would complement India's larger climate commitments while improving the sustainability of one of the world's largest railway networks.

For travellers, the July 17 launch is more than just the introduction of another train. It represents the arrival of next-generation rail technology that combines affordable travel with environmental responsibility. As Indian Railways continues to embrace cleaner innovations, the hydrogen train could become the foundation for a greener and more efficient future of rail transportation in India.



iQOO Z11 Lite
smartphone to launch in India
on July 24 with MediaTek
Dimensity 6300 processor



New Delhi | BR Team
Vivo's sub-brand iQOO, which holds a significant share in the smartphone market, will launch its new smartphone in India this month. The iQOO Z11 Lite will be powered by the MediaTek Dimensity 6300 processor. This smartphone may come with a 6,500 mAh battery. Nipun Marya, CEO of iQOO India, informed through a post on social media platform X that the iQOO Z11 Lite will be launched in India on July 24. A microsite for this smartphone has gone live on the e-commerce platform Amazon. The iQOO Z11 Lite will use an octa-core MediaTek Dimensity 6300 chipset. This smartphone will be available in Solar Flame and Midnight Blue color options. The company claims that the iQOO Z11 Lite has scored more than 5,79,000 points on the AnTuTu benchmarking platform. The rear side of this smartphone will feature Dynamic Light, which will flash in different colors for calls and notifications. It will also include some artificial intelligence (AI)-related features. The iQOO Z11 Lite may come with a 6.74-inch HD+ LCD touchscreen with a peak brightness level of 1,200 nits. A 5-megapixel camera can be provided on the front of this smartphone for selfies and video calls. The iQOO Z11 Lite may come with a 6,500 mAh battery with support for 44W wired fast charging. This smartphone may feature a 50-megapixel primary camera inside a pill-shaped camera module on the rear. It may also include an LED flash. The iQOO Z11 may also be launched in India soon. This smartphone has already been launched in the international market. The version of iQOO Z11 to be introduced in India may be different from its international model. This smartphone has been introduced in China and Malaysia with different hardware configurations. The variant launched in China uses the MediaTek Dimensity 8500 chipset, while the model introduced in Malaysia uses the Snapdragon 7s Gen 4 chipset. Both variants come with a 6.83-inch AMOLED display and a 9,020 mAh battery. The prototype listing of this smartphone has appeared on the benchmarking platform Geekbench AI.

E-two-wheeler sales gain strong momentum in June

Electric two-wheeler sales rise nearly 75% year-on-year in June

TVS Motor tops the market, Bajaj Auto and Ather Energy secure second and third positions

Rising petrol prices and increasing demand boost electric vehicle market



New Delhi | BR News Network businessremedies.com
Demand for electric two-wheelers in the country continues to remain strong. Sales in this segment reached 193,735 units in June 2026, registering a 74.98 percent increase compared to the same period last year. Rising petrol prices and the growing preference for electric mobility among consumers have given fresh momentum to the market. The latest data released by the Federation of Automobile Dealers Associations (FADA) also reflects significant changes in the performance of leading companies. **TVS Motor emerges as the market leader** TVS Motor registered the highest sales in the electric two-wheeler market in June by selling 47,064 units, securing the top position. The company's sales increased by more than 76 percent compared to June last year. Driven by the strong demand for the iQube electric scooter,

the company recently crossed the milestone of manufacturing one million units of the model. The iQube is among the best-selling electric scooters in the country. **Bajaj and Ather record strong growth** Bajaj Auto secured the second position by selling 43,306 units in June. The popularity of the Chetak electric scooter helped the company register a year-on-year sales growth of more than 80 percent. Ather Energy ranked third with sales of 31,230 units. The company's sales increased by nearly 95 percent compared to the same month last year. Ather's Rizta family scooter recently crossed the milestone of three lakh units in sales and contributed a significant share to the company's overall sales. **Hero MotoCorp records the fastest growth** Hero MotoCorp secured the fourth position by selling 21,820 electric scooters in June. The company's sales surged by more than 175 per-

cent compared to the same month last year, making it one of the fastest-growing players in the segment. The expansion of its electric scooter portfolio and growing customer acceptance helped drive this performance. **Ola Electric slips, increases focus on investment** Ola Electric, which held a major share of the electric two-wheeler market until last year, slipped to the fifth position in June. The company's sales declined by nearly 22 percent compared to the same period last year. However, to strengthen its future strategy, Ola Electric recently announced an investment of Rs. 2,000 crore in EV and battery manufacturing. This investment will be made in its two wholly-owned subsidiaries, Ola Cell Technologies and Ola Electric Technologies, and is expected to strengthen the company's manufacturing capacity and technological development.

Ugreen
launches 25,000mAh power
bank with 200W power output



New Delhi | BR Team
Ugreen has introduced a new power bank in the market with a 25,000mAh battery. The power bank is provided with 200W output. It comes equipped with built-in cables. It has two USB-C cables. The power bank gets a color display on the front side. It provides real-time data. The USB-C cable provides 100W power output. At the same time, if two USB-C cables are used together, it can provide a total output of 200W. The weight of the device is 623 grams. The company has introduced it inside a PC and ABS plastic casing. Let's know about its price and other features. **Price** Ugreen PB728 25,000mAh power bank has been introduced by the company in the Chinese market. Its price is 359 yuan (approximately Rs. 5,000). It can be purchased from the company's official website. **Specifications** Ugreen PB728 200W power bank comes with a 25,000mAh battery. It comes equipped with built-in cables. It has two USB-C cables. One cable is a 65cm

retractable cable which is available on the top. While another cable is 30cm long and is provided on the side. It can also be used for carrying. For users who want to use their own cable, the company has also provided a USB-C port and a USB-A port. The power bank gets a color display on the front side. It provides real-time data. For example, it shows the remaining battery. Along with this, it also displays the charging and discharging speed. The USB-C cable provided in it offers 100W power output. At the same time, if two USB-C cables are used together, it can provide a total output of 200W. For Xiaomi users, the company has provided its special MiPPS fast charging protocol. It provides 90W speed. With the help of a single USB-A port, 33W output is available. The power bank also takes less time to charge. It has been provided with 100W input. It can be charged through a standard USB-C port or with the help of built-in cables. The dimensions of this power bank are 158 x 54 x 50mm. The weight of the device is 623 grams.

Motorola Edge 70 Max to launch in India on July 15

New Delhi | BR Team
Motorola is set to launch its new premium smartphone, the Motorola Edge 70 Max, in the Indian market. The phone will be a new model in the company's Edge 70 lineup. It features a different flat-frame design with slim display bezels, which is different from the curved display seen in the previous models of this series. The Motorola Edge 70 Max is scheduled to launch in the Indian market on July 15 at 12 PM. After the launch, the smartphone will be available for purchase through Motorola's official website, the e-commerce platform Flipkart, and leading retail stores across the country. **Motorola Edge 70 Max Features and Specifications** The official promotional teasers have revealed several details related to the performance and display of the



Motorola Edge 70 Max. The Edge 70 Max features a Quad HD+ display with 7,000 nits peak brightness, making it easily visible even outdoors. The smartphone is powered by the Qualcomm Snapdragon 8 Gen 5 mobile chipset. This makes it flagship hardware for high-performance tasks and enhanced processing capabilities. The Edge 70 Max also comes with magnetic wireless charging support, marking a major design shift for the brand's connectivity ecosystem. According to reports, the smartphone will be equipped with a higher-capacity battery to support the improved hardware. The official graphics show the smartphone in multiple color options, including Light Blue and Sage Green finishes. On the rear panel, it features a square-shaped triple-camera module placed on a flat backplate.

Sony India launches Alpha 7R VI camera with 66.8-megapixel sensor and AI features

New Delhi | BR Team
Sony India has expanded its premium Alpha lineup with the launch of the new Alpha 7R VI full-frame mirrorless camera. According to the company, the camera has been designed for professional photographers and filmmakers, offering high resolution, fast performance and advanced AI features. The Sony Alpha 7R VI features an approximately 66.8-megapixel back-illuminated fully stacked Exmor RS™ CMOS sensor. It is paired with the BIONZ XR2™ image processing engine, which delivers enhanced image quality and high-speed performance. The camera also comes with an AI-based subject recognition feature that enables more accurate focusing by identifying different subjects. The company has also introduced the new XLR-A4 XLR



Adapter to enhance the camera's audio capabilities. It supports 32-bit float audio recording, providing superior sound quality for professional video production. The Alpha 7R VI is equipped with a 5-axis optical image stabilization system, which helps capture stable and sharp images even when the camera is shaken. According to the company, the sensor performs well in low-light conditions and delivers up to 16 stops of dynamic range. Powered by the BIONZ XR2 engine with an AI processing unit, the camera can capture continuous shots at up to 30 frames per second. It also features Real-time Recognition AF+, which helps maintain accurate focus on fast-moving subjects. The Sony Alpha 7R VI is powered by the new NP-SA100 high-capacity battery.

According to CIPA standards, it can capture up to 710 images using the LCD monitor and 600 images using the viewfinder. The camera is equipped with an approximately 9.44-million-dot OLED viewfinder that supports HDR and enhanced colour reproduction. For videography, the camera supports 8K 30p video recording with 8.2K oversampling. It also supports full-frame 4K video recording at 60p and 120p. Combined with its improved image stabilization system, the camera delivers smooth and stable handheld video recording. The camera body is constructed using a magnesium alloy, making it lightweight and durable. It also features a 4-axis multi-angle LCD monitor, dual USB Type-C ports, and support for Camera Authenticity Solution.