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Issue- July 2022

A Magazine For C-Level Personality



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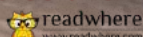
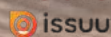
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VIKAS GUPTA- CEO & CFO
E-ASHWA AUTOMOTIVE

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Editor's Note

ARDENTLY CHASING DREAMS AND THRIVING FOR EXCELLENCE



Prakriti Gupta
Editor

No matter how long your journey is, it always begins with a step of audacity. Leaders of the contemporary corporate world are unveiling their conviction and dedication to stamp their success story before the world. Surely it takes another level of energy to come up with solutions that turn negativity into optimism. These respected business personalities and their brands have shown us the aforesaid in practicality. We are left nothing but awe-struck, by their strategies to tackle challenges. With this, I on the behalf of Prime Insights Magazine, feel obliged once again, to be able to feature such impeccable leaders who're lighting the torch of perfection in the current corporate world.

To begin this edition we have E-Ashwa Automotive Pvt Ltd. The brand was founded by Mr. Vikas Gupta with a vision to manufacture and splurge the technology of battery-operated vehicles. They are constantly improving the industry of electric vehicles which is a boon for the environment from the point of sustainability. The brand has a diverse and magnificent range of eco-friendly battery-operated electric vehicles in India which are 100% justifiable for the price as well.

Next, we have Kimirica, a brand that indulges in luxurious and vegan self-care and hygiene products. Founded by extremely talented women entrepreneurs Kimi Jain and Rica Jain, their brand Kimirica has implemented the notion of making self-care products out of ancient concepts of Ayurveda. The cherry on top is that the luxury in their products comes with the actions of saving animals from cruelty and the environment from drastic damages.

Talking about the next brand on the list is Michael Collura's brand named In Home Personal Services. The brand is dedicated to presenting self-care services nurtured out of love to meet the needs of senior citizens and their families. With the gap between the demands and availability of high-quality in-home services, the brand started to decimate the gap and improve the quality of people's life.

Another brand that symbolizes excellence in the pharmaceutical industry of India is Alniche Life Sciences. Since its inception in 2007 by Mr. Girish Arora, the brand has come a long way by providing effective, cost-efficient pharmaceutical services backed by the consistent efforts of the medical fraternity. The investment was made in innovating new therapy areas ranging from preventive to curative niches to make patients' lives healthier and happier than before. Their formulations are churned out of extensive R&D and are total game changers.

Levo Spalon is a premium one-stop destination for all sorts of luxury beauty treatments managed by qualified professionals. The marvelous concoction of beauty and wellness services offered by the brand is truly unmatched. The plethora of spa services can transform your persona and make you feel completely relaxed inside out.

Concluding the note we have another exemplary brand that provides natural, A1 quality, and sustainable self-care products. Founded by Arthi Raghuram and Raguram Rajeshwaran, Deyga Organics have made self-care products chemical, cruelty-free, and effective at the same time. The brand promises something for every age group and every skin type.

There is much more to find inside and I hope that our readers will be thoroughly captivated by this edition like our previous editions.

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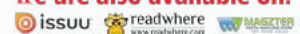
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**8 THINGS YOU NEED
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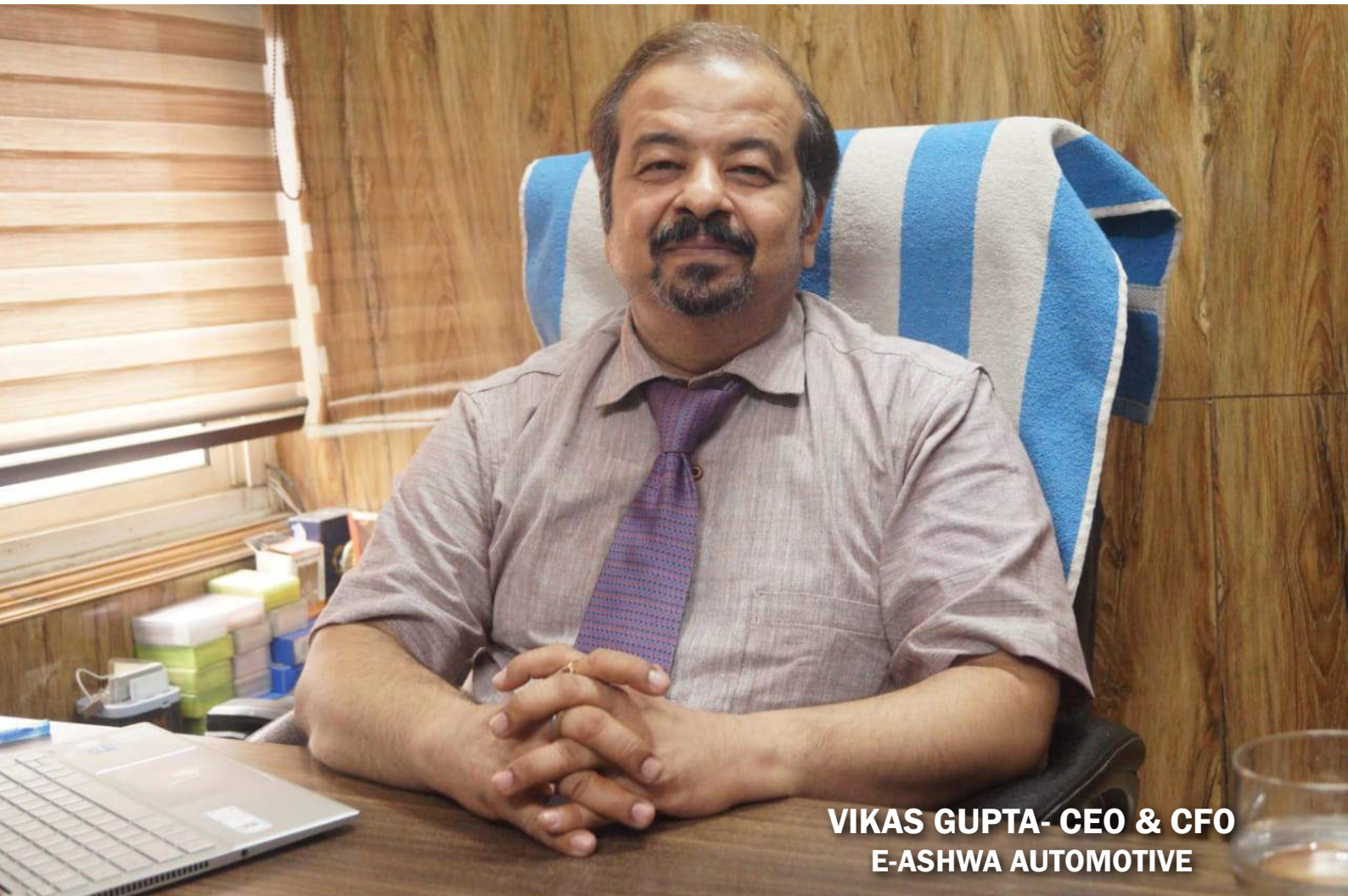
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VIKAS GUPTA- CEO & CFO
E-ASHWA AUTOMOTIVE



E-ASHWA AUTOMOTIVE

STRENGTHENING THE ROOTS OF SUSTAINABLE AND ECO-CONSCIOUS ELECTRIC AUTOMATION

There is no denying saying that the transportation and automobile industry are major contributors to greenhouse emissions. Understanding the current necessary urge for sustainability, e-Ashwa Automotive Pvt Ltd has taken a conscious effort and introduced its phenomenal range of eco-friendly battery-operated electric vehicles in India. They are a true torch-bearer of making transportation go greener and emission-free. The brand was founded by Vikas Gupta- CEO and CFO of e-Ashwa Automotive and is about improving and implementing the finest battery technology. Here is an elaborative vertical dedicated to exploring the company's success till now!

Drape of Inspiration Behind Company's Foundation
Analyzing the plethora of potential of the electric vehicle market of India, the brand always had the vision to contribute to the manufacturing era of the aforesaid. The electric industry has so much to contribute to expanding India's economy that too with the advantage of being environmentally responsible. The intellectual purpose of the brand comes from the ecological benefits and cost-efficiency of electric vehicles. With this vision, the company was set up in 2018, and the journey traced by them is worth every appreciation.

Overcoming the Initial Flair of Challenges

Like any other brand, e-Ashwa has also faced cumbersome, topsy-turvy phases since its inception. Being new to the industry, the initial phase of the challenge came from the task of creating the laws, rules, regulations, and various policies. What seems to be smooth today wasn't the same at their time and some of the other issues regarding the process information came often. The first approval took a span of more than 11 months, whereas today it only takes 2-3 months. Educating their prospectus to customers was also a big challenge since people were apprehensive about accepting the technology back then.

Re-Phrasing the Paradigms of Customer's Trust

e-Ashwa believes that unless and until the trust of customers in the brand is cemented intensely, the roadmap to success seems blurry. The team is constantly working to build a platform of trust on all the four fronts stated below

- Sturdy Product
- Widespread Service and Support Network
- Availability of Adequate Spare Parts
- Quality Products for Every Budget

Focus is diverted equally on these fronts and working in the right direction with stability has brought the ball to their court of success. The core technical and development team are highly skilled and qualified individuals. The team comprises individuals with imperative experience in both automobiles and the aviation industry. The policies of warranty and reasonable prices on their products make them an indispensable choice in the market.

Company's Services Loaded with Distinctive Quality

e-Ashwa understands that products are sold in the long term only when it is backed up with supportive assertions. This aligns with the automobile industry profoundly.





They deal with the manufacturing of battery-operated vehicles like

- e-Rickshaws
- e-Loader
- e-Scooter
- e-Auto
- e- garbage cart
- e-cargo cart
- e-ice cream cart
- e-food cart, amongst others

All the vehicles manufactured by them are packed with the latest technology. The brand delivers a wholesome package of products, service support, infrastructure, and all the related accessories. The dealers and distributors are trained on the guidelines of service support before the retail outlet is even inaugurated. This ensures that the bars of quality services are set beforehand and continue to prosper further. The company also distributes a tool as well as a spares kit, to the retail outlets on mandatory grounds. This is done so that the end-user gets immediate support on the spot without any delays. Each vehicle from their manufacturing plant is equipped with spot-on safety, comfort, and proper feasibility. Furthermore, they render all sorts of warranty as well as non-warranty services under their service prospectus. They have set up their testing divisions to ensure that the finest quality vehicles are rolled out of their units. Coming to the research and development wing, a handsome investment is made back into R&D to keep services par excellence.

Evaluating Consumer's Perspectives of Trust

The consumers of this era are aware and educated about their rights and authorities efficiently. Especially in the last decade, the drift of alertness in customer support orientation has touched great heights. Moreover, the orientation is much denser in India as compared to other Asian countries. With the advancements in technology, now all of us have a strong and cost-effective internet connection. This has further deepened the roots of customer awareness and hence they have all the data pointers available right in front of them for assessing and comparing the services offered to them. e-Ashwa has gained more and more trust and confidence because of the transparency in its services.

Etching Company's Name in the Heart of Customers

Valuing the customers is a quintessential aspect of any prosperous business. One single powerful strategy that works magnificently is to thoroughly indulge in taking continuous feedback and ratings from the customers. This paves a path of improvement in the direction of customer requirements. e-Ashwa implements the same and has set up a top-notch customer support function to interact with the end consumers, dealers, and distributors on a one-to-one level.

Measuring the scale of the trust factor, e-Ashwa has subscribed to many power-generating portals since the beginning. Today, nearly 8 out of 10 leads come from their brand, which used to be with the name of other brands in the past. These numbers are amazing and outshine the potential held by the company. A customer for them is the supreme entity whose satisfaction has to be assured at any cost. Walking with the customers brings long-term growth to any organization and that is what e-Ashwa values the most.

Managing the Flow of Communication with Clients

Communication with the customers becomes a pivotal priority for the brand. So their customers have all-around access to the top management of the company including the esteemed Board Members. The access is as simple as ABC that any end customer can reach to give out his/her feedback to the high management authorities. That is why the brand is perceived as a role model in building this kind of surreal trust, as far as the EV segment is concerned.

Walking on the Road of Quality Marketing Initiatives

e-Ashwa is a firm believer in “Jo Dikhta hai Who Bikta Hai” which means “The one who gets noticed gets sold”. Implementing this belief, e-Ashwa emphasized creating affirmative sales points, and once that was accomplished; they started focusing on other dimensions of the business model. With this legacy being initiated, e-Ashwa has crossed some extraordinary numbers of sales. The company is the only one in India in the EV segment to have laid the benchmark of 500 dealers and distributors in October 2021. Thereafter, the mark of more than 1000 dealers and distributors in June 2022 was also crossed. Moreover, they are diligently working to bring the trendiest range of designs and efficient mechanisms to cater to the latest demands of every client.

Company's Future Perspectives

The company is looking to establish prolific transformations in the EV industry. They are gearing up to achieve the target of crossing the mark of being associated with 2000 dealers and distributors by the end of March 2023. The team of e-Ashwa is also manifesting to enter into the four-wheeler segment and reach the position of Numero-Uno. The company has 12 assorted lithium-ion models in the two-wheeler category which includes scooters and motorcycles. As for now, e-Ashwa Automotive has set up more than 1000 retail stores and 26 co-assembly units across the country. They are also working towards strengthening their production capacity and their





The Rewarding Entrepreneurial Journey

Upon being asked about Mr. Vikas Gupta's entrepreneurial journey till now, he shares that after serving numerous organizations for more than 22 years, he began his entrepreneurial journey in 2016. During the initial stages, he didn't have any dedicated aspirations and just wanted to explore the parallel world of working. But today, looking up his five-year-long journey he feels energetic and enthusiastic about his accomplishments. But the company has stood true to its ethics and reached the top position within five years. To be able to build an organization from scratch which now offers employment to thousands of people feels satisfactory and rewarding.

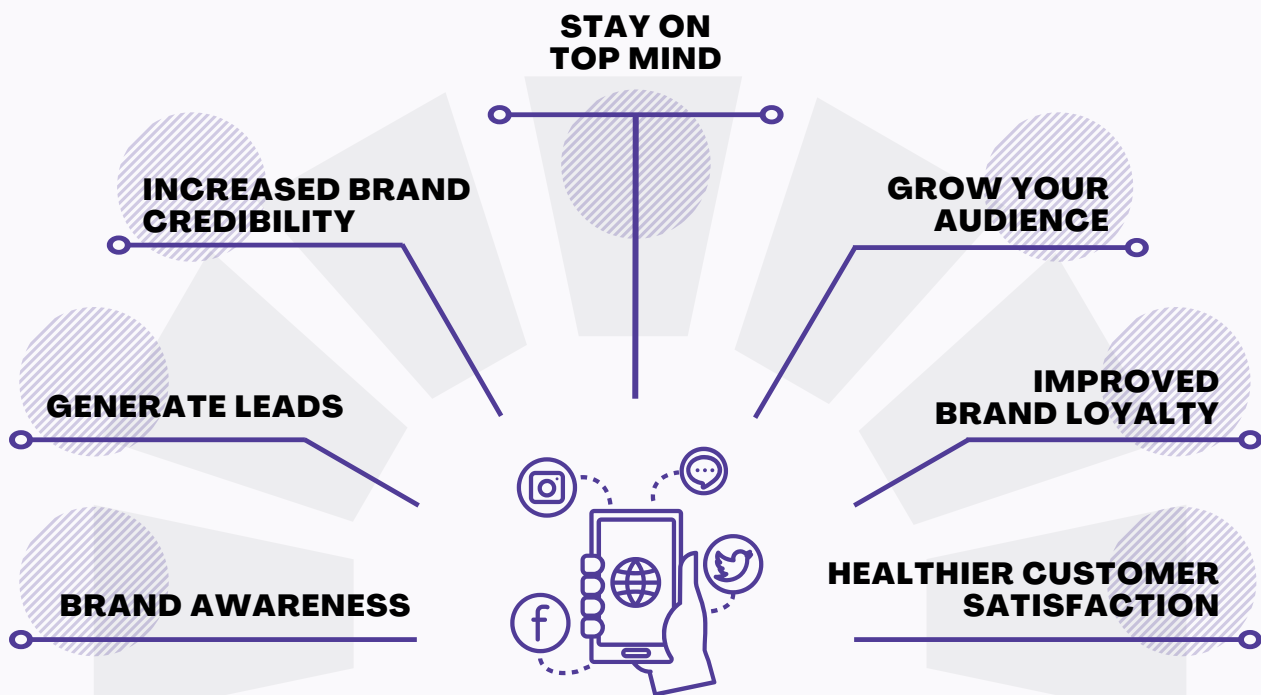
A Snippet of Guidance for the Prime Insights Readers

For all the readers, the brand gives a message that learning is a continuous journey. Having the compelling energy to explore things coming on their way is the mantra of success, they significantly abide by. The younger generation must carve their personality as an audacious one because it makes one stronger inside out. So keep yourself in a bubble of continuously exploring and trying new things in life.



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Mrs. Pranita Baveja
CEO | Levo Spalon

A Brisk Overview of Company and its Offerings

Mrs. Pranita Baveja, CEO of Levo Spalon took its charge in 2019. With her astute business development and management skills, in no time the business turned up the tables of success. With her expertise, Levo Spalon reached unmatched heights of success and became a pioneer luxury brand in India. The brand also helmed major connections with international names in the industry. What truly defines Levo inside out is the essence of beauty, style, and indulgence. In two years, the brand has spread its charm to seven different locations. Now Levo has had seven successful center launches in the last two years across Goa, Udaipur, Pune, and now in Gurgaon. It was because of Pranita's ambition to build a world-class luxury brand concocted with her surreal motivation and dedication that paved the way for Levo to become what it is today.

Know more about the Magnetizing Leader of Levo Spalon: Pranita Baveja

Talking about the talented women entrepreneur Pranita, she graduated in business management in the year 2005. She took her first step as a novice entrepreneur after joining her family business as the COO of Travel services International (ITS). She was the one behind transforming the company's offline business to online. With her diligent efforts, the company traveled to the depth of growth in India, the Middle East, and Southeast Asia. TSI's turnover multiplied from USD 70 mn to USD 380 mn in three years and later the rights went into the hands of Yatra.com. Over the years, she gained experience working extensively in the travel businesses and further expanded her horizons in the service industry.

Balancing the bridge b/w Personal and Professional Fronts

"Balance is not something you find, it is something you create"

it is According to Pranita, the thin line of balance between the personal and professional spheres of life needs to be curated and not to be fetched. Maintaining the aforesaid is not everyone's cup of tea. She consciously makes efforts to indulge in de-stressing herself by spending quality time with her dear ones. Her sigma mantra is to schedule the priorities.

Working with the Audacity to Welcome Hurdles

Obstacles are an indispensable phase of any journey and one needs to embrace their occurrence to become successful in every sense. The biggest hurdle faced by Pranita and her brand came during the deadly COVID-19 pandemic. The kind of setback it brought to the beauty and wellness industry was profoundly intimidating. They had to immediately set up new operating procedures adhering to the government protocols but also had to hold back the client's faith in them. The only strategy that worked for them to face these difficult times was the vision to hunt for the opportunities of prosperity in adversity. To be able to achieve this is a matter of utmost pride both for Pranita and Levo. She further explains that the special genre of clients served by the company hail from the higher, middle, and luxury classes, being veterans in the market. During the COVID days, Levo was the only preferred choice of their clients as the company managed to hold authenticity of COVID protocols.

Streamlining with the Diversifying Contemporary Swings

Pranita continues to say that the process of continuous learning about the wavering market trends and environment is quintessential in today's corporate world. Since she is well acquainted with the technology background, she ensures that impertinent time is spent analyzing the data and keeps an eye on international blogs by experts in their industry. Their team always works with a detailed study of the ongoing trends and keeps a vigilant eye on the different perspectives of development. Without any second thoughts, she believes that being transparent to the customer and their needs is the best practical way to do the same. She is also a true fanatic for bringing new products and conducting regular training sessions for her employees.

Impertinent Role of Research and Development

Research and Development is a vital influential factor for any business firm to make lucrative growth, says Pranita. Hence it becomes important to understand the latest statements and customers' preferred choices and coalesce them into a solution that works veraciously. The beauty industry is all about going with the ongoing trends and to survive in this field, the company has to stay abreast with the aforesaid and bring innovations over and over again in their products.

Company's Moral Convention of Safeguarding Employees' Contentment

Pranita says that an ardent vision keeps the team bonded. With many tests and trials, they ensure to evolve and expand themselves to create a mind-blowing customer experience every time. For doing this it becomes a true necessity to invest in the employees. The core team at Levo comprises indomitably experienced stylists, therapists, and technicians. They regularly conduct training workshops, create incentives and organize frequent meetings, to recognize and polish the potential of their employees. These activities also help to strengthen the pillars of motivation and hard work in their employees. Pranita believes that motivated employees are most engaging, industrious, creative, and dependable and also bring a positive impact to the company's growth.

The Aisle of Levo's Futuristic Aspirations

Now coming to the upcoming goals set by the company, Pranita says that she has the vision to establish Levo Spalon as the largest spa and salon operator in the country. Presently working with a team of more than 100 motivated individuals, Levo wishes to witness its existence every 60 days somewhere in India. To make Levo synonymous with the best luxury brand in beauty and wellness is Pranita's near aspiration for the future.

A Heartfelt Note for Prime Insights Readers

To conclude this vertical, Pranita talks about how any business can be turned into a successful one by implementing the right story. A dedicated business plan and beforehand preparation is a prerequisite for a business to turn profitable. Selecting the appropriate niche for a brand attracts the loyal client base. Moreover the downpour of a good work culture and providing in-depth knowledge about the services being provided all sums up to betting high on futuristic success.





Fad Diets are Healthy Ways to Lose Weight Fact or Myth

Weight loss has a subjective meaning to different individuals. Many believe that weight loss is a cumbersome task while some believe that some sort of special diet can get the job done more quickly. Taking this discussion further, the concept of fad diets being healthy ways to lose weight has garnered attention. But do they live up to the hype, is the question? Well if you're wondering whether fad diets are healthy ways to lose weight is a fact or myth, then this article will answer your queries the best.

What are fad diets and how do they work?

Fad diets are special diets that work on the process of eliminating certain food items. These diets are non-standard ones that promise significant weight loss in a short period by changing food habits drastically. Specifically, the term fad means popular for a short time without adhering to the standard recommendations. Now as they demand eliminating certain food items, they eventually end up eliminating essential nutrients that our bodies need to maintain their proper functioning. Such diets are generally popularized by celebrities who hyper their fitness with their extreme diet plans and workouts. Some fad diets are rich in probiotics while some of them are almost fat-free.

What are the pros and cons of fad diets?

Fad diets are practical ways to witness impulsive weight loss results. These diets permit those food items that are meant to only *use*

the fats of the body for daily activities. They fancy temporary results to what people desire. Once the diet is stopped, the weight is gained more quickly.

1. Fad diets claim to lose weight and keep it at bay without any ardent changes in the lifestyle. They almost kill the concept of exercising.
2. Next they limit your cravings but cut down a major chunk of balanced nutrition
3. They work on food combinations that are usually derived from unproved dietary facts.
4. Fad diets aren't sustainable to be carried throughout life. Moreover, they are quite expensive to follow on a day-to-day basis. The cost of pills, supplements, packaged meals, and attending sessions and workshops, all contribute to the aforesaid.
5. Unfortunately these diets often make people unnecessarily conscious about their eating habits and weight. People start to perceive their body type as not beautiful and a constant urge of cutting those inches despite forthcoming health risks conquers the mind. But in actuality, these diets come at a cost of nutritional deficiency or serious health risks.
6. In many cases the muscle and fluid loss that occurs after consuming these diets become irreversible for a longer period. The natural hunger of the body is decimated and they also affect the harmonious relationship between the body and food.

So summarizing all of the above, fad diets are unrealistic ways of losing weight because each body type has a specific fat proportion. There is no such magic diet that can promise rapid weight loss without affecting the body in a bad fashion. So stay away from diets that recommend completely prohibiting carbohydrates, fats, or staple food items. The expensive supplements and doses disrupt the natural metabolism of the body. The predictions made by these diets are an absolute myth. So there is no need to hook on these fad diets and compromise your self-confidence. These diets aren't backed up with solid research facts and can easily fool people's consciences.

“Being healthy must be an inner habit, not a matter of impractical influence”

Having the right balanced diet, exercising regularly, consuming enough water, and quitting processed sugary food items can bring the manifested results over time. Just some basic lifestyle changes can make you feel healthier and more confident. Remember consistency is pivotal and practicality plays its role in achieving a healthy body inside out.



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KIMIRICA

RENDERING ALL-NATURAL, VEGAN, AND LUXURIOUS SELF-CARE SOLUTIONS IN INDIA

India is enriched with ayurvedic herbs and natural resources that are worldwide famous for self-care, hygiene, medical and other purposes. Many entrepreneurs, mainly Indians, have combined modern technology and Indian-based natural ingredients to create a range of natural and organic products. What's more? Some businesspeople are adapting and promoting veganism, a medium of cruelty-free and sound living with other beings like animals, plants, etc.

Today, we have two women entrepreneurs, Kimi and Rica, promoting luxurious and vegan self-care products under a brand name- Kimirica! These women are proving that adaptation to natural ingredients and products can save animals and plants around us. In addition, they have created skincare, bath, body, and gifting products using ethical and vegan resources to provide a luxurious self-care experience to the users.

Without further exaggeration, let us dig into Kimirica's founding experience from the owners, namely, Kimi and Rica! We are sure that the tell-tale story of Kimirica will inspire something within you for ethical and natural product business ideas.

Purpose of Kimirica

It was 2012, the beginning of the digitalization and marketing of herbal products when Kimi and Rica started a company to provide natural products. The women entrepreneurs of Kimirica started the business solely to provide ethical, vegan, and luxurious self-care living experiences to the customers. For that, they have created a mindful product range that is trusted and loved by most luxury hotels and resorts in India and other countries. By 2022, Kimirica has made itself a legacy of a decade-long lifestyle and self-care brand.

Roadmap of the Company

Before founding the company, Kimirica, the founders noticed that many Indians would bring products from overseas with them while travelling abroad which was back in 2012. Hence, Kimi and Rica joined their first names to make a brand named Kimirica to offer ethical and vegan self-care products to fill the requirements in the Indian market. Here at Kimirica, the clients are given an extravagant and guilt-free self-care experience that is always tailored to their needs. According to Kimirica's women entrepreneurs, everything they do has them at the brand's center as its creators, producers, and formulators. In addition, everything from the initial concept through the final product's delivery to the consumer is handled by Kimirica's owners themselves.

Unsurprisingly, a team has been required to operate and promote the Kimirica brand for over



Kimi Jain & Rica Jain | Founders | Kimirica

a decade. To estimate the team as of 2022, Kimirica's founders have said that over 500 employees work with them alongside a team of more than 15 researchers and scientists for vegan and natural products.

There is no denying that if you are looking for products, including bath, skincare, and body, you will find them at the Kimirica store.

Clientele Base of Kimirica

According to Kimi and Rica, the Kimirica staff makes the customers feel like they belong and that their needs are being handled, making them feel at ease. Therefore, they do not have a specific clientele base. The company has products for everyone for their self-care needs. People who work with Kimi and Rica are genuine ambassadors of the Kimirica brand.

Commenting on the clientele base question, the Kimirica founders said, "We service everyone with our ethos and values in mind. We want individuals to be able to indulge in lavish self-care without damaging the world or the environment in which they live. In addition, we are working to make that a reality."

The Best R&D

According to Rica, one of the founders of Kimirica, the company has made the smart choice to come up with ideas, manufacturing, formulations, and innovations in-house. She also added that their team tests about 200 or more ingredients per year. The ingredients that the company does not use are put aside.

Moreover, Kimirica does more than 20 quality checks to ensure that all products get to the customer in ready-to-use forms. Kimirica's R&D team ensures that all operations work out rightly.

Adaptation of Market Trends

In a real sense, Kimirica has always been among the first in the industry to pick up on any new idea or trend. Many chemicals used in self-care products worldwide to make them work better are bad for the environment and the skin. Rica, one of the founders, gives an example of parabens. She states that in 2012–2013, parabens were used in 95% of self-care products. It motivated Rica and her co-founder Kimi to start the first company in India alongside a movement to eliminate parabens in self-care products. Every year, Kimirica's team surveys harmful ingredients and chemicals worldwide. The survey gives the company a list of harmful ingredients that they never use in the products. Simply put, Kimirica will never use any ingredient if it is not good for its customers.

CSR of Kimirica

Kimi and Rica started a brand of personal care products under the Cleansense brand. In the same brand name, they make products like hand sanitizers, disinfectant sprays, hand soap, hand washes, and so on.

Furthermore, the company made personalized COVID-19 kits for the quarantined patients around and in Indore. The women entrepreneurs of Kimirica also started and took part in some CSR projects at the state, national and local levels to help the Indian government, society, and patients as a whole.

Employee Satisfaction

Kimirica's team is the most important part of the business. Both Kimi and Rica make sure their employees are happy by giving them a comfortable workplace.

According to the founders of Kimirica, there are many things that their employees can use to do the same activity. For example, they regularly motivate their employees by giving them feedback, bonuses, and rewards.

Kimi and Rica also add that people who want to try something new and keep learning can get help from them and their Kimirica products.

Milestones and Achievements

You would be surprised to know that every Kimirica item has its story. From the time the customers open the product box to when they use the products, it is a sensory experience. Rica says that a Kimirica product is purchased and used every two seconds worldwide. She adds that this data says a lot about the difference the company has made in the world.

Future Plans

Kimirica's founders state that they want to make their brand easier for the customers to find because they love Kimirica so much. As a result, Kimirica plans to open more than 300 SKUs and 50 experiential stores alongside expanding its global reach.

Kimi and Rica say that the company's goal is to spread its vegan, eco-friendly and ethical approach to personal care worldwide.

Advice to Prime Insights' Readers

The advice of Kimi and Rica to aspiring company owners is that they must stay loyal to their vision and focus on long-term goals. They add that as an entrepreneur, one has no option; however, one will find a method to achieve their goal if the arising questions are addressed.

In the last words, Kimirica's founders say, "You owe it to the customers who placed their confidence and trust in you to provide something of value." to Prime Insight's readers.



THE BEST 6 DREAM CARS OF 2022 FOR ENTREPRENEURS

When it comes to owning a dapper car, making choices is always a topsy-turvy task, isn't it? Agree with it or not, but if you're an entrepreneur, then having a dream car becomes a motivator for achieving forthcoming goals. So if you're perplexed about which are the best 6 dream cars of 2022 for entrepreneurs, then your wait ends here! This vertical is dedicated to the best 6 dream cars of 2022 for entrepreneurs. Captivated enough? Then let's dive straight into today's article.



Mahindra XUV 700

Starting with the car from the house of Mahindra, Mahindra XUV 700 marked its launch in 2021 with an introductory price of 12.49 lakhs. The SUV comes with both petrol and diesel engines subject to manual or automated transmissions. The features include a medallion 2.0 petrol motor, a 2.2-liter mhawk diesel engine, an Advanced Driver Assistance System (ADAS), 12-speaker audio system, and an electronically adjustable driver seat. The current price of this SUV is INR 13 lakhs to 24.5 lakhs depending upon the choice of different specifications.

Hyundai Tucson

Hyundai India is gearing up for the launch of the Hyundai Tucson in July 2022. The exterior comes with a wide grille integrated with LED DRLs. The interior has specifications like a 10.25-inch touchscreen display, electric parking brake, flat-bottom steering, and a completely digital instrument cluster. The multiple airbags, BS with EBD and multi-functional drive modes, are just the perfect additions. Talking about the engines, the 2.0-liter petrol, and diesel engine are the upcoming options with both manual and automatic transmission options. The predicted price of this beauty shall range from INR 25- 30 lakhs.

Toyota Fortuner GR 4X4

The top base model of Toyota Fortuner comes with a 2755 cc engine with integrated cylindrical configuration and gearbox of 6-speed sequential shift. The car has fantastic features like 12.9 km/liter mileage, impact sensing auto door unlock, hill descent control, cruise control, tachometer, electronic brake force distribution, and engine immobilizer. The ongoing cost of this 7-seater car ranges from INR 32.05- 42.33 lakhs.

BMW 3 Series 2022

Next on the list is BMW 3 series with 330i sport and 330i M sort variants. The sedan comes with a 1998 cc & 2998 cc, 2-liter four-cylinder turbo- petrol engine choices. The interior comes with a 10.25-inch touchscreen system, wireless charging panels, 12.3 inches long digital driver display, and magnetizing lighting. The safety equipment includes an ABS brake assistant, six airbags, and a tire monitoring system. This makes it a mediocre yet fantastic choice for a luxury choice for supreme comfort features as well. The cost of this vehicle ranges from INR 46- 65 lakhs.



Audi A8 L 2022

The fourth-gen A8 will soon be launched in India this July. Available with a long-wheelbase configuration this has an updated exterior than its predecessors. It comes with a 10.1-inch touchscreen on the dashboard, an 8.6-inch display at the center console, and an all-rounder digital instrument cluster. The 3-liter turbocharged V6 TDI diesel engine and 3-litre TFSI petrol engines are the derivatives available. The launch of this car is scheduled for July 2022 and the expected launch price is

Mercedes Benz EQS

Wrapping up today's list we have the brand new Mercedes Benz EQS. The beauty is dripping in luxury. The 5-seat electric car has the best-sophisticated interior and a trailblazing driving range. It has a whopping 350 miles of all-electric driving range and the rows of seats have quite a handsome space. Another flaunting feature of the car is that it is a tough competitor to the other Tesla models in quality, price, and technological aspects. But be ready to pay a hefty amount of INR 1.75 crores for this panache!



Inventing All Round Solutions For Your Modern Technological Needs



Vishal Valand
Co-Founder

Niraj Gohel
Co-Founder

Pratik Malvi
Co-Founder

Compendious Outlook of the Company and its Offerings

Founded by the talented trio of Pratik Malvi, Vishal Valand, and Niraj Gohel in early 2021, Aavatto runs with a vision to create top-notch quality development services for the end consumers and simultaneously make things simpler for the developers. The company is a magnificent leader in providing services required ranging from prototyping, designing, wireframing development, and SEO amongst others. With a trice in the demand for technology across every field, the employees of the IT sector are constantly surrounded by stress and mental health issues. And to combat the same, the company is all about maintaining a stress-free and merry work environment. The founders say that the team of Aavatto believes in creating justifiable products and prioritizing quality work. To further know intricately about the success story of the brand from the founders themselves, the article does the aforesaid and showcases their contribution in making numerous ideas convert into a fruitful product.

The founders further discuss the offerings provided by their brand. It includes:

- UI Designing
- Mobile App Development
- SEO Services
- React Native,
- Software Development
- UX Research
- React. Js
- HTML5
- CSS3
- Laaravel
- Content Writing and Marketing

Narratives of Inspiration Behind Company's Foundation

The story began when all three founders worked in the same company in the past. The trio were collectively working in the field of design but had a passionate inclination towards the development field as well. So they started to gain their expertise in a variety of programming languages leveraging their free time. Over time they realized that their skills were not put true to their practical implementation. Then they decided to reverse this and put their knowledge to application.

An Astute Balance between Personal and Professional Spheres

The simple algorithm to maintain a happy-to-go balance between the professional and personal front is to lead a stress-free life. Having seen people who don't pick up their business calls on weekends or after working hours, losing some pivotal opportunities in real life, makes them understand that taking some time out for the family and friends is justifiable if an individual is available on weekdays as well. Eventually, family and friends will understand that one has a business to pay attention to and on the other hand clients will also respect your personal and family time.

Company's Target Genre of Clients

The co-founders continue to explain the target niche of clients. At their company, they look forward to serving clients across various domains like healthcare, education, firms adhering to artificial intelligence, and so on. The company has served clients in twelve different countries.

Aligning Business Strategies with Fluctuating Market Trends

The founders say that their team constantly strives to learn modern technologies while working. To stay ahead of the curve in this era of changing trends, every individual needs to update themselves. For this, the founders ensure that the company provides learning resources to their employees free of cost. Doing this creates a profound and positive prospectus of personal development which in turn is beneficial for the growth of the company in near the future.

Evaluating the Quintessential Role of R&D

Talking about the role of research and development in a company's success, the co-founders explain that R&D is the most pivotal and influencing factor for a company to grow right from the earlier stages of foundation. To keep abreast of the current marketing trends and incorporate strategies of growth, all it comes from the extensive application of research and evaluation. From an employer's point of view, it becomes the foremost responsibility of the company to learn about the latest technology and tools as it provides a broader spectrum for the company's expansion.



Reassuring Employee Satisfaction Over and Over

Whether it's professional or personal ground, freedom is one such emotion that everybody loves and deserves as well. Ensuring that the employees can adjust to the working environment with positivity and don't hamper their mental wellness becomes the company's priority. Unlike the other companies that have strict time checkers, the company follows the notion of flexible timings and work hours. They also provide a ground for their employees to make independent decisions.

Reinvesting Serenity in the Society with Generous Efforts

The trio talks about the uncertainty of the modern corporate world. In their opinion, corporations cannot give back to society because society comprises the same people involved in the corporation. As far as Aavatto is concerned the team always tries to contribute wholesome efforts toward the welfare of the people. During the COVID-19 pandemic, they developed a portal where everyone can search and provide all necessary information about essential resources like beds, injections, medicines, and oxygen. Additionally, the brand also makes regular contributions to educational institutes for the betterment of the upcoming generation of the nation.

Veritable Achievements of the Company

The founders are proud to address that the company is soon opening its first office on 1st July 2022 and have already made assured plans for witnessing exponential expansion in the coming years. Their brand shall continue to work with their level best efforts to make the lives of people easier.

10 AMAZING HERITAGE HOTELS IN DIFFERENT INDIAN CITIES FOR A ROYAL STAY



TajRambagh Palace, Jaipur

Lying in the heart of the Pink City, TajRambagh Palace was established in 1901 and serves evergreen Indian hospitality with a strong mark of refinement and world-class modern services. This palace was the residence of Indian king Maharaja Man Singh II. The finest ambiance, rich Rajasthani cuisine, and the heritage charm of the Indo-Saracen architectural style make it a beauty class apart.

Laxmi Vilas Palace, Bharatpur

This palace was built by the courageous king Maharaja Ram Singh in 1887 when he ruled over Bharatpur. This palace has the perfect concoction of Mughal and Rajput and Brij architecture. The hotel is in the vicinity of the Bharatpur Wildlife Sanctuary which is a major attraction for the guests coming here. The rooms here are gigantic, the gardens are breathtakingly lush, and the authentic taste of cuisine is being served here.

TajMahal Palace, Mumbai

The most iconic beauty of Mumbai, The TajMahal Palace was built in 1903. The palace is spread across an area of 2.6 acres and encompasses more than 10 exquisite restaurants inside. The architecture here is inspired by an Indian and colonial vibe. The luxurious spa, amazing sea view, private dining experiences, and scrumptious delicacies from all over the world, are the perfect way to spoil oneself with the essence of indulgence.

TajFalaknuma Palace, Hyderabad

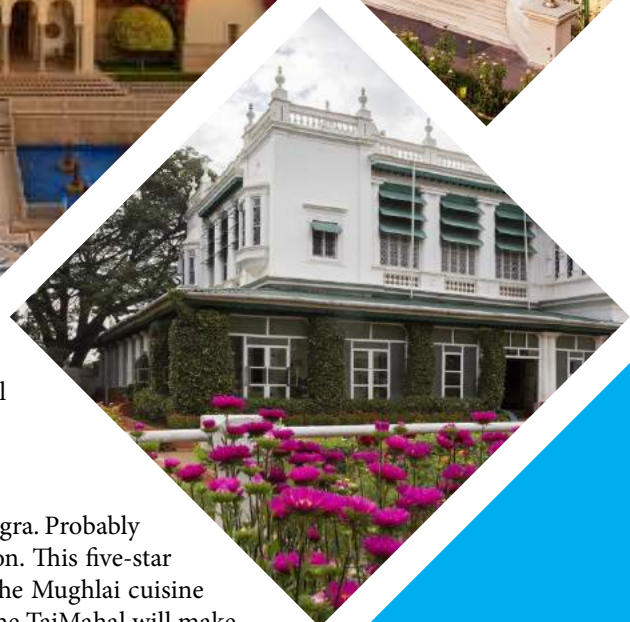
Next comes, the city of Hyderabad with the magnificent work of art, TajFalaknuma Palace. This palace was the former residence of the King of Nizam in 1984. The air around this palace is filled with supremacy, romance, and twinkling clouds of emotions. The architecture here is a mixture of European, Mughal, and colonial charm. The palace is spread over 32 acres of land and provides an opulent view of the 400-year-old city of Hyderabad.

The Imperial Hotel, Delhi

Just as its name is, the Imperial Hotel is situated in the heart of Delhi. The hotel was built by SardarBahadurRanjit Singh and inaugurated by Lord Willingdon in 1936. The hotel carries a rich historical essence with an exemplary blend of colonial and Victorian tastes. The hotel was a pivotal social boulevard where many incidents of Indian independence took place. The Italian marble floors, enthralling gardens, and Burma teak furniture startle the eyes with glory.

The Savoy, Mussoorie

The overwhelming beauty and the grand welcome hotel by ITC feature the elegance of British Style architecture where one can drench themselves in the enigmatic mountain views beside a cozy fireplace. For once in a lifetime experience, the signature massages, relaxation treatments, and spas at this hotel must be enjoyed thoroughly. The royal vibe of the British amenities and soulful food at this gem is worth experiencing.



VijanMahal, Madhya Pradesh

Located in the city of Jabalpur, The VijanMahal is the epitome of splendor heritage. The palace is built along with the sprawling gardens, and floral fountains with shining streams of water enhancing the greenery all around. This palace has 108 rooms dripping in elegance and comfort. The star attraction of this palace is the multi-cuisine restaurant TakhtHazara which serves authentic Indian flavors and specializes in continental food as well.

The Oberoi Amarvilas, Agra

The city where love has its eternal language, The Oberoi Amarvilas is located in Agra. Probably one of the finest hotels in Agra, the Oberoi is a first choice for a royal staycation. This five-star hotel is inspired by Mughal architecture and reflects the testimony of peace. The Mughlai cuisine here is unparalleled and the dining experience besides the timeless beauty of the TajMahal will make your experience unforgettable.

The Leela Palace, Udaipur

Leela Palace is situated in the city of Udaipur, Rajasthan. The Leela Palace is notorious for the panoramic rooms and tranquility of mountains and lakes. The palace has 80 luxurious rooms with phenomenal décor, depicting the true culture of Rajasthan. It is always famous for its personalized rooms, romantic boat errands, and exotic spa treatments.

The Green Hotel, Mysore

Formerly known as Chittaranjan Palace, this palace is not set up as an embodiment of sustainable tourism. It was built for the Mysore princess and is famous for its extensive gardens, majestic Indian handicrafts, creative atmosphere, and serenity.



Glazing & Hardware

Type

LPG 11 – 11 mm thickness

Lingel - Panzer - Glazing
Recommended for P6B as per EN356

LPG 14- 14 mm thickness

Lingel - Panzer - Glazing
Recommended for P6B as per EN356

LPG 18 ULTRA – 18 mm thickness

Lingel - Panzer - Glazing
Recommended for P7B as per EN356

LPG 20- 20 mm thickness

Lingel - Panzer - Glazing
Recommended for P6B as per EN356

LPG 25- 25 mm thickness

Lingel - Panzer - Glazing
Recommended for P6B as per EN356

LPG 25 ULTRA - 25 mm thickness

Lingel - Panzer - Glazing
Recommended for P7B as per EN356

LPG-X

Upgrade your existing Lingel
security glazing to LPG performance

Type

LSB 1

LINGEL SAFE BOX hardware
to upgrade your existing Lingel window
Recommended for RC2 and RC3
as per EN1627-30

LSB 2

LINGEL SAFE BOX hardware
for your new state of art
Lingel - security - window recommended
for RC2 & RC3 as per EN 1627-30

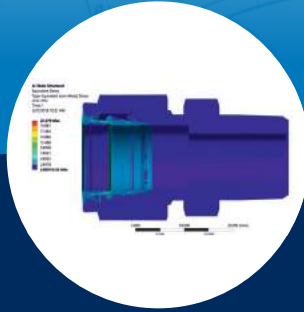
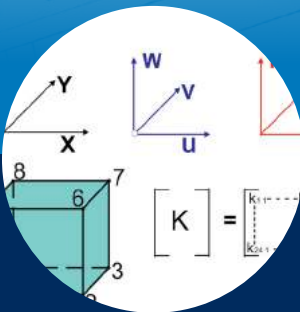


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Deyga Organics

**SELF CARE ESCALATED WITH PURITY
DRIVEN NATURAL PRODUCTS**



Arthi Raghuram | Founder
Deyga Organics

Raguram Rajeshwaran | CEO
Deyga Organics

When it comes to skincare and hair care, our utmost priority has to be their quality of being packed with natural goodness. In this huge space of the self-care industry, many brands promise profoundly effective, sustainable, cost-efficient, natural products and Deyga is an emerging leader in that niche. Founded in 2018 by the talented women entrepreneur, ArthiRaghuram, her brand Deyga Organics has proved that self-care products can be made chemical-free yet stand high on natural parameters. Let's see what has been the journey of the brand so far!

Inspiration behind Brand's Inception

The inspiration to start the brand came from Arthi's suffering. Her passion for athletics made her stay out in the sun for prolonged hours. In her teen days, she was constantly worried about her sensitive skin, and using those nasty chemical-loaded skin care products was a big no-no! She then decided to helm a brand that becomes a savior for people like her who always hunt for natural and handicraft products. Her ideology symbolizes the power of nature to achieve clear and healthy skin.

Brand's audacity to level up the standards of the beauty industry

Starting a self-care brand becomes quite challenging especially when the beauty market is supremely crowded. One such major challenge to establishing the brand was building the unbreakable trust factor with their clients. Moreover, creating their presence online and attracting the attention of their target audience was also not easy to crack. But with resilience and efforts, the brand along with its dedicated team continued to make sincere efforts for writing its success story.

Perseverance for Establishing Trust

The notion of the brand is all about transparency and devotion to the bliss of nature. The products of Deyga reflect the sunshine of homeliness and the essence of purely natural ingredients. At Design, the products are made with vintage ayurvedic techniques. The entire process of making is what makes them unparalleled. The return rate of their customers speaks truly about their propitious growth.

Determination to Evolve as a Pioneer Brand

As people are more aware of their expectations from the services being offered, the brand understands this drift. For instance, while choosing beauty products, consumers always check out the full ingredient list and give priority to transparency. If the products stand true to their potential and give realistic results, then there is no seeing back. Treating the customers as great friends is what Deyga emphasizes. Being amiable and trustworthy makes the brand customers' their first choice without any doubt. The feedback is taken on a respectable note and this brings them the motivation to bring products the best of quality.

Presenting Products with Promising Caliber

Deyga Organics provide beauty care products for everyone irrespective of their age group and gender. There is something for every skin type and age! The essential products of daily life, provided by Deyga are high in quality. The brand also serves on an international level. Skin Care, Bath and Body, oral care, Wellness, and Hair Care are their fields of indomitable expertise.

Applaudable Flow of Clients Connection

The brand is closely connected with its clients across various social media platforms. The flow of client interaction and rate of conversion of potential consumers is marvelous. The flair of positive customer reviews makes it even more surreal for them. The brand along with its consumers has grown as a huge family over the years and social media has been their best buddy.

Company's Diligent Marketing Strategies and Initiatives

The brand has established itself on the pedestal of success by moving forward with its effective marketing strategies. To engage with their potential customers, they regularly organize sustainability programs to educate people about the importance of sustainability. They often organize a ceremony as well, where they implement initiatives like planting thousands of saplings as an act of reciprocation for the selfless services of Mother Nature. What just makes them iconic is that even their expired products can be used as manure for plants. Deyga Organics always encourages its customers to opt for needful and mindful shopping. Their inclination toward nature and belief in nature's divine power makes them stand out from all.



Achievements and Awards of Deyga Organics

Achievements are a constant reminder for making meticulous efforts each passing day to come close to glory. Well, the brand has done things similar and etched its name on "Times 40 under 40, for Best Skincare Brand". Taking the legacy further, they have also won the "The Economic Times Award for Green Entrepreneur" and "Times Business Awards 2020 – Brand of the Year 2020".

Will to Conquer Futuristic Goals

Talking about the brand's future aspirations, they are brewing many new surprises for their customers. In addition to it, they are also working diligently towards their policies that would ensure a holistic benefit to the environment and customers as well.

Words of Motivation for the Forthcoming Entrepreneurs

Ending with a note of motivation for the entrepreneurs, Deyga Organics shares that staying committed to your work is the golden rule for any brand's success. There is absolutely no substitute for hard work and enjoying every piece of the aforesaid will make your journey fruitful in the end. Moreover, enjoying your life should also be on your bucket list every day.



5G *advanced will extend the 5g network's reach to new devices, industries, and places*

Technology is spreading its charm with flying colors and making our lives easier day by day. The inception of 5G advanced services has begun in many countries of the world. Some countries are yet to set up the 5G advanced services to speed up the chord of connectivity. The 5G networks are aiming to transform the data speed and welcome a greater dimension of features for the customers. It is predicted with astuteness that 5G advanced will extend the 5G network's reach to new devices, industries, and places.

What is a 5G Advanced Network?

5G networks are the game changers for the upcoming era of AR/VR (Augmented Reality and Virtual Reality) technology. This is meant to multiply connectivity by incorporating artificial intelligence. As per the industrial definition, 5G Advanced is a new evolution of the ongoing usage of the 5G network. This is meant to deliver the fastest internet speed and improve the user experience. The first release of the 5G advanced is expected to be in 2024 or 2025.

Why is the hype about 5G Advanced? How 5G Advanced is beneficial for the future?

Experience of the Metaverse

Now talking about the advantages that come with 5G Advanced, the first is implementing the concept of Metaverse. This technology possesses all the tools required to harbor Metaverse in practical life. For example, if a person is sitting at home and wants to experience the gaming environment or a vacation top beach, then it can be made possible with these AI tools.

Accelerate the Concept of Automation

The 5G Advanced works on bringing tools that can become an impertinent partner for the development of autonomous vehicles. For easing our lives, automation is the future. From self-automated cars to self-automated machines, and navigation systems, industries are excited to witness the potential of these tools and increase the efficiency of their operations.

Customize Connectivity to High Performance

These are targeted to curate digital solutions by leveraging the power of the 5G network. As the usage of data volumes is bolstering, the need for tools to control data mobility, connectivity with high bandwidth, and prevention of data lagging, has also increased significantly. The 5G Advanced will surely improve the coverage and capacity to deliver more intelligence. It will also allow people to enjoy the network free of congestion. More connected devices can relish access to instant connections, thereby favoring the IoT. And we think this from an industrial point of view; we can imagine millions of devices sending and receiving information in an instant.

What is the Working Technology Behind 5G Advanced?

The technology behind 5G Advanced is called the IMT 2020 triangle, consisting of three usage scenarios-

- Enhanced Mobile Broadband (eMBB)
- Massive Machine-Type Communications (MTC)
- Ultra-Reliable Low Latency Communication (URLLC)

These three scenarios enable consumers and businesses to use more and more devices to exchange data faster.

This works on intensifying the use of the cloud services and this will make us depend less on the internal memory. The increased use of sensors in this technology has helped us to control the machinery of industry. The technique of network slicing with 5G Advanced will also come with the feature of prioritizing connections based on emergencies.

But as everything comes at a cost, there are some cons as well of 5G Advanced. With the increased use of this, there will surely develop a potential space for cyber-attacks. Cyber criminals can use the expansion of bandwidth and steal databases easily. As 5G promises to connect hundreds and hundreds of devices at a time, the chances of attacks also increase. Moreover, due to the lack of end-to-end encryption in the initial stages, the attackers can plan their attacks. But conscious efforts are also being taken to decimate these threats with the initial rollout of 5G Advanced.



Alniche Lifesciences

COGNIZANT OF FABRICATING HIGH-PERFORMANCE NICHE THERAPIES



Mr. Girish Arora | MD & Founder
Alniche Lifesciences

A Vignette of Dedication and Competence

Established in 2007 by Mr. Girish Arora- Managing Director and Founder of the dynamic pharmaceutical company, Alniche Lifesciences, the brand has carved a name in the Indian Pharmaceutical Market. The company has its headquarters in New Delhi, India, and markets specialized, best quality, cost-effective, and value-for-money niche products in India. Starting with profound knowledge of the disease area, backed with the perseverance of the medical fraternity and whole-hearted devotion, Alniche Lifesciences has scaled an immense array of ambitious milestones.

Today, the brand operates with more than 800 employees with 1500+ distribution points both for prescriptions and OTX brands. The company covers 30,000 hospitals and 70,000 doctors associated with them across the country. The sigma rule behind their success on a PAN India basis is because of their continuous re-investments in introducing new therapy areas and field expansions.

When it comes to quality, Alniche becomes an indomitable king and so the manufacturers are 100% certified with ISO, WHO-GMP, and cGMP certifications. Every product undergoes a rigorous process of testing leaving no stone unturned in leveling up the bars of quality. Moreover, the brand also has its own Medical and Pharmacovigilance department to coordinate intricately with the manufacturers.

Creating Avant-Garde Formulations for Indian patients

Being a fervent believer in the 'Make in India' notion, the company encourages Indian researchers to present their novel technologies. So, Alniche has formed a trustable R&D alliance with the prestigious Delhi Pharmaceutical Sciences and Research University (DPSRU) – Govt. of NCT of Delhi. With this collaboration of industry and academia, the brand unveils the pages of upcoming developments and assures the concoction of innovations meeting the medical requirements of the Indian population.

Other than the magnificent contribution in encapsulating "Specialty Focused Organization" the brand is promoting some distinct concepts in India.

Standing Passionate to Innovate and Expand

One such factor that completely sets the class for Alniche is their meticulous efforts to bring innovative formulations to their niche products. Their products are capable of encompassing the divergent aspects of therapy ranging from preventive, curative, and maintenance perspectives. The value systems of the company motivate their employees to deliver quality keeping customers as their foremost preference. During the petrifying phase of the COVID-19 pandemic, Alniche came up with its exclusive critical care range which includes COVID-19 supportive and immunity booster therapies.



Noteworthy Achievements of the Company

A colossal player in the Indian pharmaceutical market, Alniche has been felicitated with numerous prestigious awards, both national and international, which showcase its potential that has been polished for more than a decade. Some of these awards are-

- » Best Organization in Nephrology Drugs & Novel Formulations Award - Business Sphere, New Delhi, India
- » Fastest Growing Brands & Leaders Award - Asia One, Dubai, UAE
- » Excellence in Pharmaceutical Brand Management Award (New Product Launch) by CPhI, Netherlands (India Pharma Awards 2019)
- » Healthcare Elite Award - Business APAC, India
- » Super 30 Companies Award - Silicon Review, New Jersey, USA
- » Noteworthy Biotech & Pharma Company - Business APAC, India
- » Company of the Year 2019- Business Connect, India
- » 10 Companies with the Most Disruptive Innovation by Business Berg, Dublin, Ohio, USA.
- » Pharma CEO of the year and Emerging brand of the year – Time2Leap Awards – MSME edition issued by Ministry of Micro, Small and Medium Enterprises India
- » The 10 Outstanding Healthcare giants in India – The CEO Magazine
- » The Outperformer, Indian Business Legends - Forbes India
- » Prestigious Brands of India 2021 – Herald Global, BARC ASIA
- » Excellence in Healthcare – Times Group
- » Excellence in Collaboration – ET Health

One of the massive achievements bagged by the company was its introduction of NIZRAL, a global brand of Ketoconazole shampoo solution. Additionally, the brand has also been chosen as their marketing partner by Alliance Pharma, UK.

Taking this on a further note, Alniche has successfully shaken hands with global pharma leaders and organizations to welcome these novel brands in India from various companies. These include

the alliances made with companies like JW Life Science (Korea), and Melow Hope (China), Biovite (Australia), Dongkook (Korea) amongst others.

Company's Philosophy of Navigating with Customer Satisfaction

As discussed above, the company is inspired by values and driven by the vision to bring excellence to the healthcare sector. Having an astute marketing strategy for the targeted audience is their pivotal focus. Their proficiently designed scientific marketing strategy sketches connections with doctors and keeps them ahead of the curve. Organizing various CMEs, Web Hosting, Tele Consultations, and diverse programs related to the latest therapeutic regimes, awareness about decision enhancement tools, and a few others have done the job of connecting with their customers efficaciously. With wavering standards of brand promotion, they have adopted various digital marketing techniques on various digital platforms.

Futuristic Aspirations of the Brand

The brand wishes to establish its name on the list of top 10 pharmaceutical companies in India and elevate the paradigms of the pharma sector. Alniche is meticulously committed to bringing such creative and innovative products to the Indian market which contributes to making patients' lives healthier.

Down the line, they aim to venture into the export sector with their manufacturing unit Effikasia Lifesciences. In addition to it, the company is aiming to make its debut in the complementary market of medical devices and consumables aligning with the present range of pharma. They are working towards their target of bringing global companies offering therapy differentiation and trailblazing product concepts to India.

Compassionate Gestures for the Society

As a responsible brand that leaps ahead in giving back to society, Alniche invests a portion of its profits in CSR activities with an NGO that undertakes the task of helping adolescent underprivileged girls, educating them about the importance of maintaining hygiene, and distributing sanitary pads. They also donate medical services to charities dealing with rural development. To serve customers and patients 24X7 they have launched helpline as well.



7 Explanations on Why Beauty Parlours Are Important

Looking beautiful and feeling confident about our personality is something we all desire veraciously, and beautiful things deserve a proper maintenance routine, don't they? Some short errands to a beauty parlour captivate everyone, as getting that special care from experienced professionals detoxes our tired souls. After reading these 7 explanations on why beauty parlours are important, you'll be convinced to reward yourself with some #metime!

Here is Why Visiting Beauty Parlours is Important

Do you also feel that the relaxation one gets after visiting a parlour can't be the same in our homes? In this chaotic lifestyle, our body and mind tend to lose their peace and oftentimes we desire to take time for ourselves. That is when a parlour can get the job done for you. You'll be amazed to read about the importance of visiting a beauty salon once in a while.

Releasing the Stress

The most common of all has to be releasing stress. Going to a salon for treatments immediately kicks off the hormones responsible for releasing all the stress accumulated in your nerves. To see yourself getting groomed by professionals and enjoying quality time aligns all the attention of your body in a relaxing mode. A makeover can help to eliminate the thoughts which cause depression and dissatisfaction concerning beauty.

Achieving Healthy Skin

It is quite a cumbersome task to promise a habit of ardently using quality skin and body care products, for that snatched healthy skin. Going to salons can make that happen. The professionals have astute knowledge and can suggest products according to your skin and body type. Moreover, it also allows you to see the performance of these products on your skin, and then you can choose the products as per your liking.

Pampering your Self Confidence

Imagine the scenario where you'll feel the vibe of a different personality after a new hair color or hairstyle. According to human psychology, men and women feel way more confident when they change their appearance and sense the feeling of being driven by happiness. Visiting parlors is an excellent way to turn insecurities into an asset for your personality and bolster one's self-esteem.

Indulge in Exclusive Treatments for Healthy Hair and Skin

Healthy hair requires a whole lot of attention, consistency, and elaborate knowledge. That is when hair stylists and salon professionals come to our rescue and bring a new life to our hair. Especially women are always at the forefront to experiment a lot with their hair as well as skin and flaunt their flamboyant looks. Our skin and hair require regular polishing and trimming to prevent the continuous flow of damage.

No need to Purchase Expensive Products

This is for those who are not too consistent with their visits to parlors. If a person visits a parlour once or maybe twice a week, it makes absolutely no sense to purchase expensive products. Instead one can relish the pamper routine in an apprehensive manner, given by the professionals. You can also switch your products from time to time. Additionally, the commoner caught between hustles may not have the correct skills to perform these treatments at home.

Perching High on Self Love

Many times we're surrounded by an environment where we feel unvalued and self-love goes down. But visiting a parlour can make you high on self-love and press the reset button. The moment you see the newer version of yourself, you again feel motivated to achieve more things with flying colors. It is equally important to take care of the body and believe in positive affirmations. It is perfectly said that "Outer flaws can be concealed with XYZ products but embracing your beauty must come flawlessly from inside".

Learn Tips and Tricks about Grooming

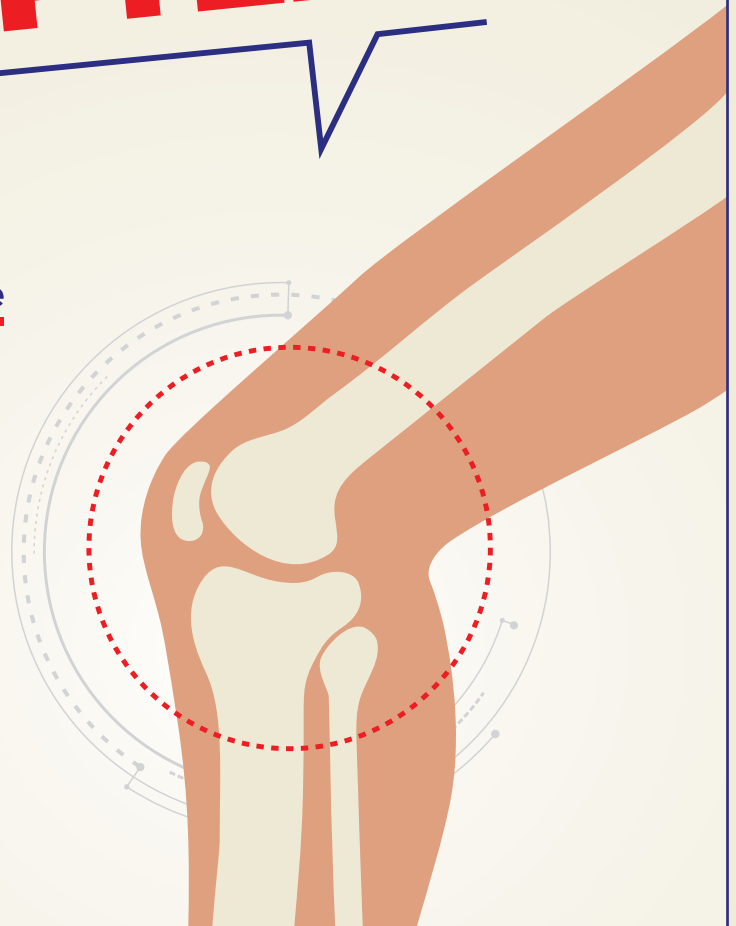
Everyone needs to learn basic, healthy grooming habits for overall maintenance. One can easily learn some important tips and tricks about the aforesaid at parlours and start to incorporate them.



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Michael Collura, who revolutionized the healthcare education system



**Michael Collura | President and CEO
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While earning a career via artistic efforts is not new, the notion of the creative businessperson is, especially for Mr. Michael Collura, the creator of Matthews Education. The online world, in particular, has provided him with the resources and tools he needs to earn a profession from his natural gifts and knowledge. Here is what you should know and learn from one of the top creative business founders of 2022, Mr. Collura, if you want to develop a company around your ability and join the expanding number of creative entrepreneurs.

The Result of Pure Determination

Michael Collura's motivation to lead stemmed from being told that he was "nothing" in his childhood. While growing up as a young man, he expected to be "nothing" and "never amount to anything" in society and within himself. Childhood bullying played a major role in this perception of Mr. Michael in his early days. It is because everyone around him bullied him when he was younger. Eventually, Michael substituted bullying with motivation and motivation as a strength source rather than allowing it to hold him back.

Furthermore, Mr. Michael's younger brother, Matthew, was the only person in Mr. Michael's life who felt he was capable of anything and trusted

him as the saying goes that nothing is earned without a loss. Mr. Michael's life turned upside down and became less joyful when Matthew, his younger brother, died. At that moment, Michael wanted to return the planet to its former glory. As a result, he did the best he could by founding Matthews Education. The main objective of this foundation is to create a special school for individuals who wish to bring comfort and safety into the lives of others by serving as caretakers.

Challenges Excelled by Mr. Michael

COVID-19 has been the most evident and sad obstacle in health care from 2019 until now. Hence, most healthcare industry entrepreneurs deal with this problem by ensuring the safety of people around them and their team first. They also never allow this awful intruder, coronavirus, to get in the way of their vow to care for the defenseless people.

Importance of R&D for Mr. Collura

One piece of advice that Mr. Michael preaches is that “for dealing with business uncertainty is to acknowledge the reality that the uncertainty is real”. He believes that uncertainty exists and that even if you believe you are prepared, uncertainty is not. Hence, he suggests that you be ready to be humbled by circumstances beyond your control before investing yourself aggressively in R&D.

In terms of R&D trends, there are many important elements to consider in today's healthcare industry. One is an innovative technology, which Matthews Education is at the forefront of and continues to develop. It is all the massive result of Mr. Michael's passion for creating a larger-than-life healthcare foundation as a tribute to his younger brother. Matthews Education created a first-of-its-kind website that provides caregiver certification and training in all 50 US states. To commemorate the birthday of Matthew, Mr. Michael's younger brother, a new course will be released on July 5th, 2022. As of 2022, it is challenging to get a healthcare program approved and recognized by IBHE. However, Matthews Education has the first caregiver certification program recognized and approved by the IBHE (Illinois Board of Higher Education). It was not easy, however. This initiative has been the most difficult yet creative R&D in the healthcare industry, Mr. Michael. The aforesaid recognized program is a career-defining achievement for Matthews Education.

Motivation and Accomplishments

In times of crisis, leadership must react because you may either collapse, fail and flee, or you can fight back, stand and lead. It is in what Matthews had always believed. It is among the compelling reasons that Matthews Education is becoming the most popular healthcare program provider.

After analyzing the journey of Mr. Michael Collura so far, we believe that nothing is impossible if you discover the fortitude and bravery to confront it front-on.

Inspiration and Leadership of Mr. Michael

Matthew, the younger brother of Mr. Michael, is the only inspiration Mr. Michael had while founding Matthews Education. The foundation is built as a memorial to Matthew, who was a brilliant light in the world to everyone who knew him, not as an economic success. Mr. Michael believes that his greatest success is ensuring that Matthew's legacy lives on with a purpose to do good, assist others, and serve countless people. As a part of Mr. Michael's leadership, he instills confidence in his colleagues with trust. He



claims that the nicest thing about leading an incredible bunch of bright people is that his team members are much more ready than he was when he first began as a creative business owner. Mr. Michael Collura also boasts that his team does and accomplishes more than he could have imagined. As a result, he only hopes that his team continues down this road, making him even less significant.

Michael's Success and Failure Perceptions

Michael emphasizes the importance of having a vision and assembling a team that can outperform abilities. It is critical to Mr. Michael that he provides his staff with the resources and tools they need to be more and expand the brand into something it has never been before. Mr. Michael does not perceive himself as having any worth in what matters as a founder. He enunciates that you would miss shots you never attempt if you weigh success and failure. In addition to that, Mr. Michael expresses gratitude for failures, which he believes are necessary for success. He proudly asserts that if you are afraid of failing, you are unprepared to achieve.

Matthews Education's Core Values Founded by Mr. Michael

What Matthews Education offers in terms of quality and value is important and will always be a key indicator of its success. For elements that motivate to accomplish more, innovate further and be better, the foundation and Mr. Michael make a difference in people's lives for customer comfort and satisfaction.

Future Created by Mr. Michael

Mr. Michael says that Matthews Education will continue to extend its course catalog in the future to offer the greatest level of certification and training for caregiver students in the United States and abroad. In the closing statement, “Do what matters to you and what you love; a passion will never be squandered in time, resources, or energy.” says Mr. Michael Collura, a creative business entrepreneur.

8 things you need to remember when searching for an employee

Hiring the right employee for your business makes it more robust, effective and meaningful to the world. Only the right employee can channel the motives of the organization into the right way. Employee recruitment is about managing stress as one has to constantly judge their selection and abide by the rules of the company. Let us look into some of the things to be kept in mind while hiring an employee:

Checking compatibility

The employee must fit into the company's culture and shape himself or herself with the norms of the organization. His social skills must get along with others. A background check on how he had managed the previous companies or played his role must be taken into consideration. Also, the candidate must possess a willingness to work. An employee who cannot co-relate his ideas and working process with others cannot function smoothly.

Hire hardworking or struggling interns

Interns must be hard-working, competent and understand the value of time and money in an organization. Not only his strengths but also his weaknesses, skills, knowledge and attitudes are key factors to be analyzed and assess before hiring. One who is already struggling and has high aspirations can surely benefit the company with his potentials. However, it is to be noted that they find peace while working with your company's people.

Must have excellent learning and analytical skills

Use different methodologies to assess the learning and analytical skills of the candidates. The testing might be tricky but then also candidates cannot be assessed without proper evaluation of their resume just because of their overconfidence. With the right educational skills and proper confidence at the correct place, an employee can be hired with assurance. The candidate must bear profound knowledge of their job role and know how to deliver content on time.





Should have career commitment

A person committed to his or her career is the one that needs to be hired because someone who switches very often and shifts his journey isn't suitable to work with. Also, he/she must be loyal to the company otherwise hiring such a person can prove both a waste of time and energy. Have a look at the candidate's previous job duration and find out if there were any discrepancies. This will make the hiring process more accurate.

Improve the hiring process

Hiring employees for the big or small organization also demands a better hiring process and is the foremost factor to be focused upon. Don't ask irrelevant questions in the interview and make sure to explain all pros and cons of the job role to be clear from the very beginning about any dynamic changes. Involve many people in the evaluation process for more interaction. Also, don't forget to make a list of what needs to be seen and checked on a priority basis and whether the selected candidate's documents are properly submitted or not.

Being social with the candidates

It is a very key factor in employee handling and management. Hiring the right employee is not possible with much friendly and social interaction with them. Ask personal questions, don't make them feel awkward. The HR team must analyze the candidate presence in social media. It is their social presence that accounts for both their inner and outer worlds. Any kind of social interaction can make you understand his whereabouts and background.

Look out for employee's requests

A better employee can be hired for a post only if the company's managerial people can be lenient and easy in handling him. The employee's little requests or his part of life must be heard out so that if those can be allowed or helped, then the employee will love to work dedicatedly and function efficiently as per the company's norms. Also, the pay scale must accord with the work for which he is being hired as per his/her previous experiences.

Maintain a checklist to hire a candidate

Making a checklist for employee hiring will systematize the hiring process, making it faster and efficient. It may be your first employee or numerous employees that you have hired before. But this checklist for hiring a candidate helps you track your recruiting efforts as well and can be easily made communicable with the progress rate of your hiring employees.



Top 10 healthy foods to eat everyday

Improving diet, going on a healthy lifestyle or maintaining the levels of nutrition can be difficult to maintain at times, provided our busy schedules of life. These require rigid self-discipline and sacrifice. But, it doesn't have to be that way and still one can stay healthy and nutritive provided he eats health foods or stays on a healthy diet whenever and wherever possible. Taking good decisions about eating healthy foods can make the body acquire a healthy boost. Different healthy palatable dishes can be added or supplemented with our main diet to have a toned body and mind. Let us look into some balanced-diet food options that should be eaten regularly or at least some of them.

Brussels sprouts

They are green crunchy little balls much like a mini cabbage with dense nutrition and low calories. It includes on a whole a collective composition of vitamin A, C, K and folate. It contains bioactive compounds such as antioxidants that prevent chemical cell damage inside our body. Some people find them tasty while to some it may feel a bit bitter. However, roasting them with a pinch of olive oil can reduce their bitterness. Adding chopped nuts can add extra crunch and flavour too.

Nuts

Nuts of any kind contain an infusion of oil, proteins and vitamin E. almonds, walnuts, peanuts can either be eaten salted or roasted or raw. However, eating them raw is the best for health any day. Some people may think them possess a high calorie but taking them in indefinite amounts regularly supplements our body with various nutrition.

Blueberries

These berries are small, dark blue or violet coloured with a rich composition of high anti-oxidants particularly vitamin C. 100gms contains 56 calories along with



a good dose of vitamin A and fibre. If blueberries are not available around the corner, one can have similar items like pomegranate or cherries. Frozen blueberries with plain yoghurt are indeed tasty.

Salmon

This is the only bright ink colour fish known for its rich omega-3 value with fatty acids. It not only supplies necessary healthy proteins but also benefits our heart and brain. It also provides bodybuilding strong vitamin D for strong bones and muscles. The cod liver oil capsules available in the market are made from none other than the salmon fish.

Plain Yogurt

This creamy textured food has a rich source of probiotics that has healthy bacteria to keep normal functioning of the gut and overall health. It is a nutrient-rich food that fuels our body with protein, magnesium, calcium, vitamin B12 and fatty acids. It is also a high protein source that perfectly trims the waistline. There are flavoured yoghurts available in the market yet the plain yoghurt is beneficial for health. It can be coupled with many vegetables or can be infused into salads and made a 'Raita' for perfectly savouring its taste.

Eggs

They are a high-quality vegetarian protein that gives a lot of body power. One egg has 70 calories and 6gms of protein. The egg yolk contains lutein and zeaxanthin-two antioxidants that are good for eyesight. It also reduces age-related macular degeneration which is the leading cause of blindness in people over 50. Lutein is also believed to shield skin from UV damage.

Sweet Potatoes

These are small to big brilliant pinkish or dark pinkish vegetables with a lot of nutrition and goodness. It has a lot of alpha and beta carotene which are converted by our body into the active form of vitamin A boosting better eyesight, strength of bones and immune system. The phytochemicals also operate as antioxidants, decreasing the disease-prone radicals in our body. It also has a rich source of vitamin C and B6 with elements of potassium, manganese, lutein and zeaxanthin.

Broccoli

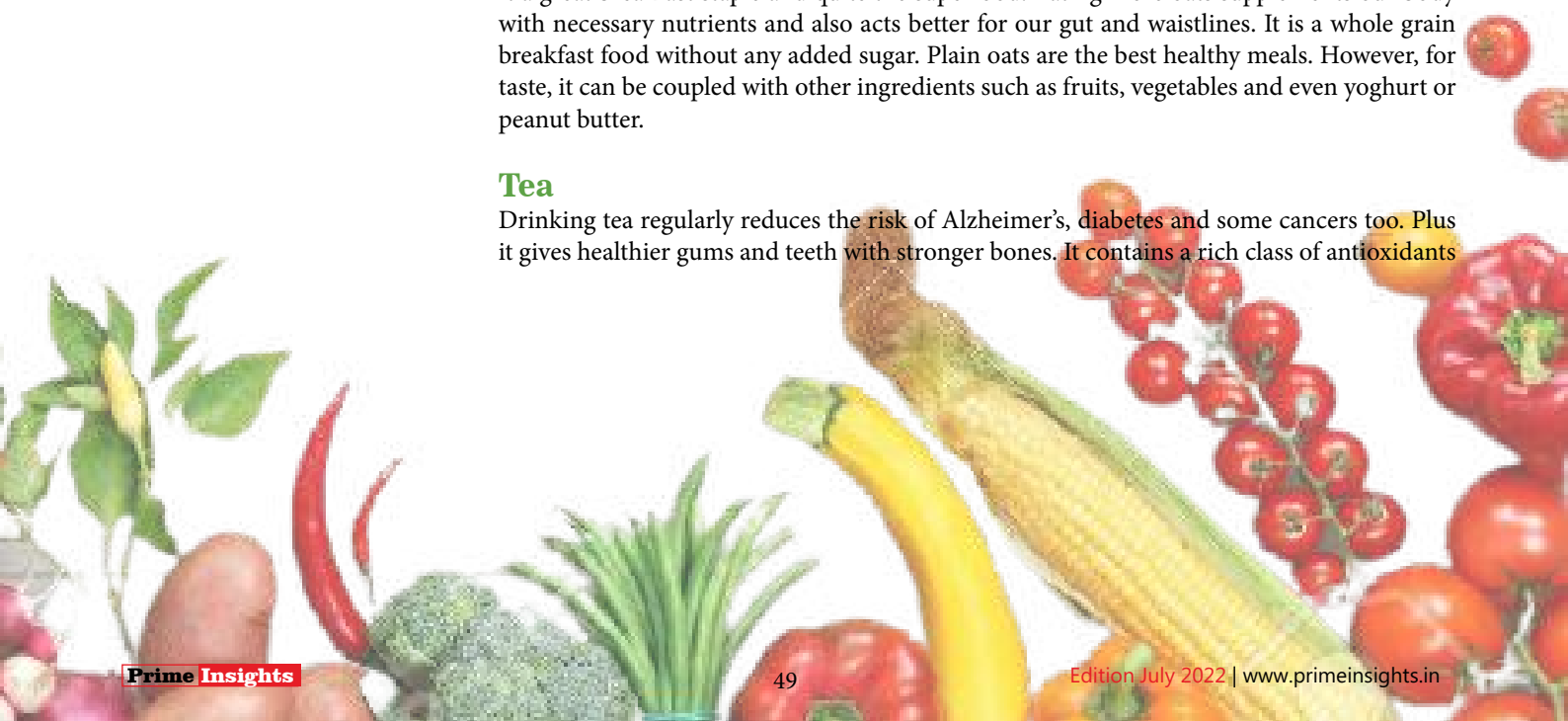
It is a pure green vegetable as well as folate that tops the superfoods list. It has a healthy dose of sulforaphane, a type of isothiocyanate that is believed to remove cancer by helping to stimulate the body's detoxifying enzymes.

Oats

It a great breakfast staple and quite the superfood. Eating more oats supplements our body with necessary nutrients and also acts better for our gut and waistlines. It is a whole grain breakfast food without any added sugar. Plain oats are the best healthy meals. However, for taste, it can be coupled with other ingredients such as fruits, vegetables and even yoghurt or peanut butter.

Tea

Drinking tea regularly reduces the risk of Alzheimer's, diabetes and some cancers too. Plus it gives healthier gums and teeth with stronger bones. It contains a rich class of antioxidants



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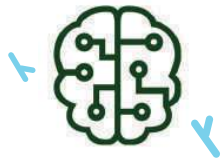
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