



Food, Civil Supplies and  
Consumer Protection  
Department, Maharashtra

# CFBP

COUNCIL FOR FAIR  
BUSINESS PRACTICES

HAR GRAHAK KI AWAAZ



## Our Mission

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

# CFBP TIMES

AUGUST - SEPTEMBER 2021

## 33<sup>rd</sup> ANNUAL JAMNALAL BAJAJ UCHIT VYAVHAR PURASKAR



Ms. Payal Kothari, Mr. Vineet Bhatnagar, President Mr. Swapnil Kothari, Chief Guest Mr. Anant Singhania, Mr. Niranjan Jhunjhunwala, Mr. Anand Patwardhan, Mr. Pramod Shah with all Award-Winners

# EXECUTIVE COMMITTEE 2020-2022



**SWAPNIL KOTHARI**  
PRESIDENT



**SHEKHAR BAJAJ**  
Founder Member



**VINEET BHATNAGAR**  
Vice President and  
Chairman, Awards Committee



**NIRANJANI JHUNJHUNWALA**  
Hon. Secretary and  
Chairman, Membership Committee



**ANAND PATWARDHAN**  
Hon. Treasurer and  
Chairman, Mediation Cell



**BHALCHANDRA  
BARVE**



**JAGDEEP KAPOOR**



**PRAMOD SHAH**



**ALKA AGRAWAL**



**NIKI HINGAD**  
Chairwoman, Fine Arts Committee



**VIKESH WALLIA**



**RITESH BHATIA**



**KIREN SHRIVASTAV**  
Chairwoman, Programmes Committee



**ASHA IDNANI**  
Chairwoman, Consumer Grievances  
Redressal Committee



**SANDEEP SHAH**



**ASHOK BHANSALI**



**NIRALI BHATIA**



**YUKTI MEHANDIRATTA**  
Chairwoman, Wellness Committee



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\*The claim of India's No.1 Mixing Appliance Brand is based on an independent market research conducted by a 3<sup>rd</sup> party for the financial year 2020-2021. The scope of mixing appliances include Mixer Grinders, Food Processors, Juicers and Juicer Mixer Grinders. ^Test conducted on select ingredients for key micronutrients. This is based on RPD (relative percentage difference) of less than 15%. Higher nutrition retention is found in >90% test cases compared to stone grinding. For more details please visit: <https://www.bajajelectricals.com/terms-and-conditions/2021/>

# ADVISORY BOARD MEMBERS 2020-2022



Shekhar Bajaj



B. N. Srikrishna



Rajiv K Podar



Amla Ruia



Shaina N. C.



Rajyalakshmi Rao



Dolly Thakore



Ajai Kumar



Vishwanath Sabale



Swarn Kohli



Nayantara Jain



Arvind Savant



Sujay Jairaj Thacker

## INVITEES 2020-2022



Renuka Gopalkrishna



Tahera Mandviwala



Prableen Bajpai



Shweta Vyas



Leena Gupta



**SWAPNIL S. KOTHARI**  
President

## Heartfelt from The President

*Satisfaction* – that elusive word! Why Elusive – I will tell you. We often ask ourselves after a long journey whether the destination was worth it – and then to our smug feeling, we answer that in the affirmative. Actually, one should be asking – whether the journey was worth it? Then, perhaps *satisfaction* would not be illusory but at least self-effacing and give you a good night's sleep! For me, it has always been the journey – the destinations are like vistas that one sees when one stands in the balcony of a hill-top hotel – many to savour and few to actually relish!!

August was truly a splendid month as we finally started talking about our Book, “Titans of Fair Business Practices” – that marveled legacy and more of a salutation to some of our legendary workers – the ablest Founders and Presidents. We have started showcasing it to the ones that matter. On 25th August, we had a Webinar on *Diversity And Inclusion – The Why And How* organized by one of our Invitees Tahera Mandviwala. It was well-attended and gave us an insight into the arduous attempts made by determined women to break the proverbial glass ceiling.

On 3rd September, we embarked on our 33rd Chapter of the Jammalal Bajaj Awards and felicitated our deserving Winners at IMC. We had a young dynamic Chief Guest, Mr. Anant Singhania, CEO, JK Enterprises who enlightened us on the aspects of Fair Business Practices besides various aspects of doing business. It was a blockbuster event leaving the audience enthralled and us with a substantial balance as we could complete the event quite economically.

We have a lovely article from one of our members, Srinivas Annamraju on *HDR and the Recent Advances in Consumer Displays*. Also, our regular contributor and EC Member Mr. Jagdeep Kapoor talks about Sub Brands and Hub Brands. Another EC member, Mr. Ashok Bhansali stirs our emotions by how he looks after children with major illnesses. Our Guest Article is that of Mrs. Rajshree Birla who educates us on how to script our lives with some irreversible tenets!

September is the time of the Annual Report, which I happily presented at the 54<sup>th</sup> AGM held on 28<sup>th</sup> September at our office. It has been the end of three years of my leadership, and I had determined to turn around the negative cash flow into a positive one when I began leading the organisation in 2018. I have achieved that and only with the capable assistance of my entire EC team, hard-working staff and the wisdom of the entire Advisory Board. I have many dreams for CFBP – *some tall orders* – but then I like the challenge and try to achieve bit-by-bit.

I must say that I am not yet *satisfied*. I seek solace in the wise words of that iconic French novelist and playwright,

*Little minds find satisfaction for their feelings,  
good or bad in little things.*

**Honoré De Balzac**

Godrej



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## Home Protection



## Personal Protection



## Kitchen Protection

# 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS FUNCTION 2021



## Council For Fair Business Practices

You are cordially invited to the  
33rd CFBP Jamnalal Bajaj Awards Function  
For Fair Business Practices



Chief Guest  
**Mr. Anant Singhania**

CEO, JK Enterprises

On

**Friday, 3<sup>rd</sup> September, 2021 at 5.30 p.m.**

Venue: Walchand Hirachand Hall,  
Indian Merchants' Chamber, Churchgate, Mumbai - 400 020.

**Mr. Swapnil Kothari**

President

**Mr. Vineet Bhatnagar**

Chairman, Awards Committee



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Silver Sponsor



**MANUFACTURING ENTERPRISES - LARGE**  
Trophy

Natural Sugar & Allied Industries Ltd., Osmanabad

**MANUFACTURING ENTERPRISES - SME**  
Certificate of Merit

STAUFF India Pvt. Ltd., Pune

**SERVICE ENTERPRISES - LARGE**  
Trophy

Life Insurance Corporation Of India, Mumbai  
V-Trans India Ltd., Mumbai

**SERVICE ENTERPRISES - SME**  
Certificate of Merit

Bajaj Allianz General Insurance Company Limited,  
Pune

**SERVICE ENTERPRISES - SME**  
Trophy

Dr. L. H. Hiranandani Hospital, Mumbai

**SERVICE ENTERPRISES - SME**  
Certificate of Merit

Teamglobal Logistics Pvt. Ltd., Mumbai

**CHARITABLE ASSOCIATION**  
Trophy

Bai Jerbai Wadia Hospital for Children, Mumbai

**CHARITABLE ASSOCIATION**  
Certificate of Merit

Ekal Gramothan Foundation, Delhi

# 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS FUNCTION 2021





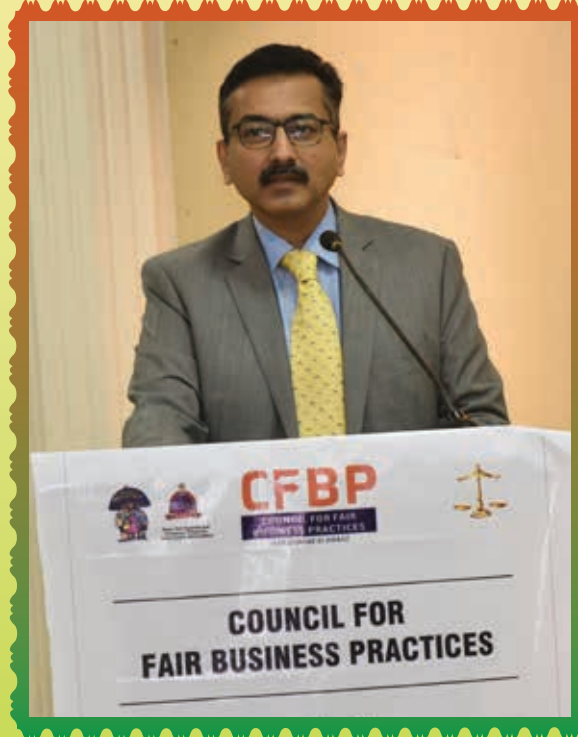
# 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS FUNCTION 2021



# 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS FUNCTION 2021



# 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS FUNCTION 2021



Chief Guest  
**ANANT SINGHANIA**  
CEO, JK Enterprises



# 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS FUNCTION 2021



# 33<sup>rd</sup> ANNUAL JAMNALAL BAJAJ UCHIT VYAVHAR PURASKAR WINNERS

## Manufacturing Enterprises - SME Trophy Winner Natural Sugar & Allied Industries Ltd., Osmanabad

### Background :

Natural Sugar is a public limited Company registered under Indian Company Act. 1956. It is the first sugar plant completed in February 2000 in a shortest span of 9 months and at the lowest cost of Rs.20.00 crores with the strong financial support from farmer and banks with Rs. 11.00 crores and Rs.9.00 crores respectively. Company has an ISO 9001:2015 certificate for Sugar Dvn. and HACCAP certificate for dairy Dvn.

Various projects of Natural Group :

Within a span of 21 years, Natural Sugar has expanded its activities vertically and horizontally. By year 2021 the Natural Sugar has developed strength in various activities as follows.

- a) Sugar Plant : 5000 TCD
- b) Co-Generation Plant : 23 MW
- c) Ferro Alloys (Steel) Plant : MVA
- d) Distillery Project : 150 KLPD
- e) Bio-Gas base power plant : 1.5 MW
- f) Sugar Refinery : 250 MT/D
- g) Bio-Compost Plant : 25000 MT/Yr.
- h) Milk Processing Project : 75000 Ltr./D
- i) Natural Sugar Unit No.2 : 2500 TCD
- j) Natural Oxygen Plant : 25m<sup>3</sup>/ Hr.
- k) Compressed Biogas (CBG) Plant : 5500 kg/D
- l) Natural Hand Sanitizer Plant
- m) Silk Reeling Unit

### Socio Economic Development of Area:

Natural Sugar has the Socio Economic Development project of Kallam Taluka, which is industrially backward region of Marathwada. Following socio economic development programme was under taken

- a) Approach Roads :-
- b) Telephone Exchange :-
- c) Sakhar Shala (Seasonal School) :
- d) NSAI Gramin Hospital
- e) Housing with Free Light and Water :
- f) Natural Palya Pension Yojana :
- g) Shri Sai Gramin Bigar Sheti Sahakari Patsanstha :-
- h) Natural Bazar Consumer Stores Ltd,
- i) Natural English School & Sai College of Computer Education.
- j) Natural Jalsandharan Yojana.
- k) Tree Plantatation 30000 trees.
- l) Sugar cane Development Schemes.

## Manufacturing Enterprises - SME Certificate of Merit STAUFF India Pvt. Ltd., Pune

- Name of the company** : **Stauff India Pvt. Ltd.**
- Address** : Sanghar warehousing Lonikand Pune-412216
- Year of Establishment** : 2000
- Product Range** : Manufacture and trading of Precision Hydraulic components & Accessories.

Stauff India Pvt. Ltd. is a 100% Subsidiary of Walter Stauffenberg GMBH, internationally leading developer, manufacturer and supplier of pipe work equipment and hydraulic components under the brand name STAUFF.

More than decade of experience, highly motivated and qualified staff, state-of-the-art manufacturing technologies and a foresighted management give us the reputation of being a competitive partner.

Our in-house laboratories carry out constant tests in line with international standards on all products. Certified in accordance with ISO 9001:2015 (Quality), ISO 14001:2015 (Environmental Protection) and ISO 45001:2018 (Health and Safety) our management system continually strives for perfection.

Our well-stocked warehouses and flexible production lines ensure prompt reactions and short delivery times.

# 33<sup>rd</sup> ANNUAL JAMNALAL BAJAJ UCHIT VYAVHAR PURASKAR WINNERS

## Service Enterprise - Large Trophy Life Insurance Corporation Of India, Mumbai

### LIC-65 YEARS OF COMMITMENT AND TRUST

Life Insurance Corporation of India, a premier financial conglomerate with footprints in 14 countries, enters into 66th year of its existence on 1st September, 2021.

True to the objective of nationalization, LIC is committed to propagate the message of life insurance to reach all insurable people at a reasonable cost.

Starting with an initial capital of Rs.5 Crore in 1956 today LIC has Asset base of Rs. 38,04,610 Crores, with Life Fund to the tune of Rs. 34,36,686 Crores. As per a survey report released by Brand Finance Insurance 100, LIC is ranked as the 3rd Strongest and 10th most valuable brand, in the world.

Despite two decades of opening up of insurance sector, the Corporation continues to be a Market leader by holding majority of market share viz 66.18% in First Year Premium income and 74.58% in number of Policies. During the year 2020-21 Life Insurance Corporation of India has sold 2.10 Crore new policies and registered a growth of 3.48% in the New Business in terms of the First Year Premium by collecting an amount of Rs 1.84 Lakh Crore as at 31st March, 2021. Our Pension & Group Superannuation Business vertical crossed one trillion mark successively for two years in a row by collecting Rs.1,27,769 Crores as New Business Premium Income .

Through its 8 Zonal Offices, 113 Divisional Offices, 74 Customer Zones, 2048 Branch Offices, 1546 Satellite Offices, more than 42000 Premium Points and Life Plus Offices, over one lakh employees, 13.53 Lakh agents, Customers are assured to be provided with our best of services. Besides this, LIC has tied up with 8 PSU Banks, 6 Private Banks, 13 Regional Rural Banks, 41 Cooperative Banks and 1 Foreign Bank to enhance productivity. LIC has formidable distribution channel to bring about qualitative and quantitative improvement in business.

LIC has always been a front runner in the financial and infrastructure development of the nation since its inception in 1956 by deploying the funds to the best advantage of the policy holders as well as the Community at large. National priorities and reasonable returns to the policyholders are the main criteria of our investments. The total funds, so invested for the benefit of the community at large are Rs 36,76,170 Crores as on 31st March 2021.

Today LIC offers a bouquet of 32 plans for sale under Individual Business, each catering to the needs of various segments of the society viz Endowment, Term Assurance, Children, Pension, Micro Insurance, Health Insurance and Unit Linked products etc. Customers are offered with the best products as per their changing needs.

In 2020-21 LIC has settled 229.15 lakhs claims amounting to Rs. 1,47,754 Crores. LIC has always been embracing technology for providing hassle free services to our Customers and for making sales and services easy. Many customer-centric initiatives have been taken by LIC besides improving pricing and creating operational efficiencies.

LIC has leveraged various digital platforms for electronic premium payments to provide a seamless experience to customers which facilitate payment of premium Anytime, Anywhere. Premiums can be paid by giving standing instructions to banks, through debit/credit cards, through Netbanking, IMPS, Wallets, Prepaid Cards, Apps, through authorized premium collection centres apart from payment in branches and Satellite Offices. Premium can also be paid online using MyLIC App downloadable on Android and Windows phones. PayTM, PhonePe, GooglePay, Amazon Pay, Mobikwik are some of the more recent app based modes that are available to customers for premium payment digitally (except ULIP, Health and e term policies).

Renewal premium collection transactions through the Digital infrastructure have reached an all-time high of 74.8% in terms of total amount collected.

Online facility of Loan Repayment and Loan Interest repayment is available with or without logging through Customer Portal. Online loan request through Customer Portal is available for Premier service registered Customers only.

LIC has now facilitated revival of policies in the satellite offices and submission of claim form in any branch across the country. A special Revival Campaign has been launched by LIC from 23.08.2021 to 22.10.2021 to facilitate revival of lapsed policies.

Switching of fund type under ULIP Policy can now be done online by our Customers.

LIC's Chatbot, 'LIC Mitra', is capable of answering a variety of questions on the plans available for sale, servicing related queries and also premium payment enquiries.

Digital learning platform has been provided to the employees and agents. Launch of Gyanpeeth for enhancing knowledge of employees of the Corporation is a step in this direction. LIC has launched a Mobile App "ANANDA (Atma Nirbhar Agents New Business Digital Mobile Application) as a tool for onboarding process for new policy through a paperless module.

LIC Golden Jubilee Foundation, established in the year 2006, caters to the Community Development Initiative of the Corporation and works on a

# 33<sup>rd</sup> ANNUAL JAMNALAL BAJAJ UCHIT VYAVHAR PURASKAR WINNERS

large variety of projects focusing on Relief of poverty or distress, Advancement of education, Medical Relief and Advancement of any other object of general public utility. Since inception, the Foundation has supported NGOs dedicated to the above causes by sponsoring through 589 projects. Apart from being a leading Life Insurance Company, LIC is an internationally recognized financial conglomerate with its presence in fourteen countries. It has also ventured into other financial services through its Subsidiaries and Associates viz LIC HFL, LIC Pension Fund Ltd, LIC Mutual Fund and AMC Ltd, LIC Cards Services Ltd, IDBI Bank Ltd, LICHL Care Homes Limited, LICHL Financial Services Limited, and LICHL Asset Management Company Limited.

LIC has won 19 Awards in Insurance Category in the year 2020-21. Notable ones being Golden Peacock Award for Corporate Governance and Readers Digest Awards-Most Trusted Brand.

LIC has stood tall in challenging times of Covid -19 Pandemic and has been able to provide seamless, unhindered, hassle free services to our esteemed policyholders.

On this Anniversary, we thank our Policyholders and Stakeholders for reposing their unflinching trust in us. We rededicate ourselves to the welfare of our customers in true spirit of our moto "Yogakshemam Vahamyaham", (Thy Welfare is Our Responsibility).

Dated at Mumbai on the 31st, August, 2021

For further Information please contact :

Executive Director (CC)

LIC of India, Central Office, Mumbai.

Email id : ed\_cc@licindia.com

Visit us at [www.licindia.in](http://www.licindia.in)

## Service Enterprise - Large Trophy V-Trans India Ltd., Mumbai

### About V-Trans:

V-Trans started its operations in 1958, around 62 years ago as a Road Transporter with one truck and 2 offices and today turned into a complete solution provider with its 3 divisions VT which is into Road Transport Pan India, VX – Door to Door express cargo movement and V- Logis into warehousing. As a combined entity, it provides all logistics related services under one roof.

V-Trans is enabled with best-in-the-business infrastructure and has presence across the nation having more than 750 branches, fleet strength of over 1300 advanced trucks with GPS tracking facility, over 10 lakh sq. ft of warehousing space capacity with platform lever bays, fully weather proof and secured against all risk. It has complete automated infrastructure and provides virtual mapping of warehouse in WMS enabling optimum space utilization and inventory control. The massive volumes of over 22 LAKH tons every year from diverse industries is a proof of the trust that its customers have placed over V Trans.

V- Trans was one of the early companies to receive the ISO 9001:2015 certification. This certification is till branch level which testifies that the company runs on SOPs and does not compromise on the quality and standards.

The V-Trans team drives market leadership through its motivated people; cutting-edge technology; wide range of innovative, vertical specific products and value-added services to deliver unmatched standards of service quality to its customers. The company's single minded focus is to live up to their customer expectations and drive excellence in its commitment to serve each customer with passion and pride.

V-Trans market leadership is further validated by numerous awards and recognitions from customers. The company has won numerous awards including Iconic Brand of India 2020 by Economic Times, overall Supply chain excellence by CII – Scale Awards, 'Best Road Transport Company in India' for 2018 & 2019 consecutively, at ICC - Supply Chain Logistics Summit & Excellence Award; ICC Supply Chain & Logistics Excellence Award, and the

prestigious CFBP Jamanalal Bajaj Uchit Vyavhar Puraskar, CEAT Tyre – HR excellence awards earlier.

V-Trans accepts its social responsibility and has CSR programs deployed in the field of health, education, sports and community upliftment. V-Trans also conducts regular training programs for drivers of their owned and attached vehicles in association with external associates like Castrol Institute, Bharat Benz etc. to hone their driving techniques and apprise them on changing trends.

# 33<sup>rd</sup> ANNUAL JAMNALAL BAJAJ UCHIT VYAVHAR PURASKAR WINNERS

## Service Enterprises - Large Certificate of Merit Bajaj Allianz General Insurance Company Limited, Pune

Bajaj Allianz General Insurance Company Limited is a joint venture between Allianz SE, the world's leading insurer, and Bajaj Finserv Limited. The company received the certificate of registration from IRDA on 2nd May 2001 to conduct general insurance business in India. Bajaj Allianz General Insurance, today, is one of the largest private insurer in the industry with offices in over 1100 towns and cities. The company has been constantly expanding its operations to reach out to its customers.

On May 2nd, 2021 we completed 20 years of operation. In our two decades long journey we rose from a humble start-up to an industry leader. We have gained the trust of close to 11 crore customers with the help of over 9000 employees, a robust distribution network of more than 80,000 agents, almost 9,000 motor dealer partners and over 240 bank partners. We are also associated with most brokers, web aggregators and major e-commerce platforms. We have formed meaningful relationships with our partners, customers and employees in the course of our journey so far.

The Company recently changed its brand identity to 'Caringly Yours'. The objective behind adopting the new identity is to reposition itself in the minds of Indian consumers as a brand that protects and cares in great detail about all their financial worries around their most prized possessions - their health, home & content, vehicles, businesses etc. With this, the Company not just aims to take its service to the next level, but also aims to provide the best customer experience at every touchpoint and make insurance a pull rather than a push product.

Bajaj Allianz General Insurance has embraced digitalization as a primary enabler and has been working continuously on automation and digitization of its service offerings. It offers a real-time solution to its customers and partner via mobile applications and dedicated portals. The industry-first initiatives by the company like artificial intelligence-driven chatbot, app based instant motor claim settlement, proactive claim travel claim settlement through blockchain technology, cashless claim settlements, wellness app and portals, digital offices and mobile applications such as Eezee Tab and Caringly Yours app have set a benchmark in the industry. It is the first insurance company in the country to lay the foundation for usage based insurance through its telematics offering, Drive Smart.

Bajaj Allianz General Insurance caters to individuals across demographics of the country and the corporate sector with its wide range of products and services that go beyond insurance. The company is not only bringing insurance solutions to the customers' doorstep but also improving insurance penetration, with its advanced digital and mobile applications. Today through its digital offices it has reached out to over 1000 new Tier 2 and 3 towns across India. The company has a strong focus on customer centricity and aims at delivering superior value with an excellent and caring experience for the customer. Today the company is taking its relationships with the customers beyond insurance, by offering them a plethora of digitized customer-centric initiatives.

## Service Enterprises-SME Trophy Dr. L. H. Hiranandani Hospital, Mumbai

Commissioned on 22 February 2004, Dr L H Hiranandani Hospital was built in the honor of the legend Padmabhushan Dr L H Hiranandani. The hospital, located in Powai, has come a long way, moving from being a 130-bed facility to a 240-bedded quaternary care institute. With the mission "To be the preferred choice for healing and good health", the hospital has imbibed the values from the Chairman Padmabhushan Dr L H Hiranandani and taken the quality-driven path. We recognised early on, that to make a real and substantial contribution, one had to redefine the standards themselves, instead of doing more of the same. That set the tone of our endeavour and guided us every step of the way, luring us towards ambitious solutions, services, teamwork and quality that suited us. The hospital was the first in the western region of the country to be accredited by the prestigious NABH in 2007. Only eight hospitals in the country had achieved the accreditation before us. The Department of Laboratory Medicine and the Blood Centre have been accredited by NABL and NABH. It has featured as the winner of the IMC Ramkrishna Bajaj National Quality Award for Excellence twice over. We also won the coveted International Asia-Pacific Quality Organization Global performance Excellence Best in Class Award in 2016. We were arguably the only hospital in the country to win the award in this category.

Major services that we provided include:

- Centres of Excellences – Departments of Cardiology, Obstetrics & Gynaecology and Orthopaedics
- Advanced Gastroenterology & Liver Disease Centre
- Advanced Cancer Care
- Centre for Advanced Dental Surgery
- Physical Rehabilitation and Sports Medicine Centre
- Ophthalmology Centre
- Executive Health Check
- Diagnostics & Blood Centre



# 33<sup>rd</sup> ANNUAL JAMNALAL BAJAJ UCHIT VYAVHAR PURASKAR WINNERS

## Service Enterprises -SME Certificate of Merit Teamglobal Logistics Pvt. Ltd., Mumbai

### **As Teamglobal, we strive to offer our customers a well defined and a well structured Logistics Services**

Teamglobal is an integrated Logistics services provider headquartered in India. We are offering services in multiple segments of logistics Viz. Sea Freight, Airfreight, Project Cargo Transportation, Cargo Terminals and Coastal Shipping. It has 18 offices in India, Bangladesh, Kenya and Tanzania.

Established in 2005, Teamglobal is an ISO 9001:2015 (QMS) & ISO 27001:2013 (ISMS) certified company with strong business ethics. Teamglobal specializes in carriage of (LCL) Less than Container load shipments and is the largest operator in India in this category. We have been accredited with the Best Consolidator of the Year – All India 10 times in a row from 2010 to 2019.

Teamglobal is a member of leading global networks like World Wide Alliance, Air Cargo Group and GPLN for the different segments of business it operates. Teamglobal offers transport services between all major international cargo centers using combination by land, sea and air thus making us one stop logistics shop for all our customers Logistics requirements globally.

### **Our Work Philosophy**

At Teamglobal we are committed to our core values and continuously strive to achieve them by committing ourselves to foster a learning environment that is based on Shared values, Openness, Trust and Respect for each other. Our endeavor is to be the best place to work, which is followed by best professional practices for employees to sustain in competitive environment. Innovation and creativity is encouraged and support is provided for initiatives. Employees are encouraged to work without fear and to be innovative and creative. At Teamglobal diversification of workforce is practiced for better relationship between employees, generation of new ideas, for interpersonal growth and also for the growth & development of organization.

### **Our Services:**

- Sea Cargo Consolidation
- Sea freight forwarding
- Air Freight
- Project cargo forwarding
- Container station
- Coastal Shipping

### **Global Footprint**

Teamglobal is a member of leading global networks like World Wide Alliance, Air Cargo Group and GPLN for the different segments of business it operates. Teamglobal offers transport services between all major international cargo centers using combination by land, sea and air thus making us one stop logistics shop for all our customers Logistics requirements globally.

### **Our Service Excellence**

- Speedy communication
- Timely financial settlement
- Process excellence
- Strong focus on business development

### **Information Technology**

Teamglobal takes pride in its IT capabilities and we operate our business using online systems and versatile web module which facilitates quick customer interfacing. Teamglobal has launched TIVA (Teamglobal Interactive Virtual Assistant) offering customer service using latest Chatbot Technology giving info pertaining to Sailing Schedules, Track & Trace, Agent details on Watts App and Mobile App. In addition to these services we offer online business transactions like e-BL, e-DO, e-invoice, e-statement on our Web Portal. These systems are constantly upgraded to adapt to changing statutory and business environments.

### **Process Excellence Center**

Teamglobal has achieved uniformity in delivery of our services through 'Process Excellence Centre' which is our captive back office. It covers processes of all India Export & Import Documentation, local and international invoicing, settlements, Sailing Schedules, cargo tracking for all our offices within and outside India. This initiative also has a strong supervisory mechanism through which all service parameters are monitored thus ensuring a very high quality uniform service across customers and geographies.

### **Human Resources**

At Teamglobal, our Human Resource Management team is a key driver to spread knowledge, skills and ensures positive work attitudes of our team working at all levels. Strong HR processes are in place to attract and retain talent.

As a business partner of Teamglobal you are assured of efficiency in operational and ethical conduct.

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## Charitable Association Trophy Bai Jerbai Wadia Hospital for Children, Mumbai

Bai Jerbai Wadia Hospital for Children (BJWHC) is India's first, one of the largest and best known hospitals for Paediatric care established in the year 1929 for the poorer classes of the society. It is the first ever-public hospital established in India exclusively for Children by a joint agreement between the Municipal Corporation of Greater Mumbai and the Wadia Family.

A teaching hospital of worldwide repute, this 525-bed hospital is propelled by a highly accomplished team of over 100 Paediatrics specialists and more than 40 super specialty services. BJWHC is conveniently located in the Heart of the Mumbai city in Parel area. In brightly painted wards, surrounded with their favourite cartoon characters, children are treated for a wide spectrum of rare and complex conditions, in an environment that does its best to keep their spirits high. With tender care by the staff and each doctor taking a personal interest in every child's health and well-being, the hospital sees its responsibility as much more than just medical treatment. Besides providing comprehensive clinical care it also offers rehabilitation and family focused methods of promoting a healthy environment for the child, thus striving to prevent childhood diseases. What keeps BJWHC at the forefront of Paediatrics in India and beyond is the professional competence, continuous innovation and dedication of all departments who manned BJWHC during last ninety years.

Bai Jerbai Wadia Hospital for Children has been at the forefront to fight the COVID-19 pandemic and worked dedicatedly for management of COVID-19 patients, testing of patients and implementing the vaccination drive. First Hospital in India to identify the condition of Multisystem Inflammatory Syndrome (PMIS) in COVID-19 positive children.

### Key achievements:

- A leading centre for specialized treatment for rare and complex medical conditions.
- A prestigious teaching hospital with worldwide reputation.
- State of the Art Paediatric Cardiac Centre
- State of the Art Bone Marrow Transplant Centre
- State of the Art Hemat-Oncology Centre
- Designated Research Centre Facility
- 155 bedded NICU, One of the Largest NICU in the world
- Nodal Centre for Club Foot of Maharashtra State, India
- The only Zero Day Dialysis Centre for Paediatric in Western India
- Rehabilitation Centre for Multiple disabilities and vision impairment
- Nutritional Rehabilitation Centre in association with UNICEF
- Referral Centre for Multi Drug Resistant (MDR) Tuberculosis (TB)
- Received Accreditation from National Accreditation Board for Hospitals & Healthcare providers towards BJWHC for Hospital Accreditation, for Nursing Excellence Accreditation, for Ethics Committee and NABL Accreditation for Pathology Lab & Molecular Lab at BJWHC.
- Human Milk Bank

75<sup>th</sup> आजादी का अमृत महोत्सव

बचत का महा उत्सव!

पीएनबी फेस्टिवल बोनाबाज़ा 2021

1 सितम्बर से 31 दिसंबर 2021 तक

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# 33<sup>rd</sup> ANNUAL JAMNALAL BAJAJ UCHIT VYAVHAR PURASKAR WINNERS

## Charitable Association Certificate of Merit Ekal Gramothan Foundation, Delhi

### Gramothan Profile

The main activity of the Gramothan Foundation of India is to motivate and educate the villagers to adopt an Eco-Friendly life, train farmers in organic farming and high value crops, provide Skill Development training to youth & women for better livelihood, husbandry and promoting agro based local entrepreneurship. It has also setup 14 Gramothan Resource Centers (GRCs) in different remote places all over India.

### Skill Development

Training  
The training to farmers is imparted for organic farming through production and use of vermi-compost and organic pesticides, commercial crops, tools for packaging and marketing, water conservation etc.

### Services

- Skill training – Tailoring, Digital Literacy, Organic Farming, Solar Repair etc
- Connection to markets – Self Help Groups formed to connect trainees to market opportunities
- Production Center – Organic Haldi and mustard oil has been harvested.
- Demo Farms

### Digital Education

#### Computer Labs

Each centre and Computer Sub centers, 25 in all, is equipped with Computer Labs where the rural youngsters can learn the skill of operating the Computers and are taught basics of Computer. Apart from that, they are also taught how to use their mobiles for their Bank Accounts, ATM Operation, and Government Schemes, etc.

We also run 34 mobile Computer labs reaching the remotest villages.

#### Sewing Classes

Making women self-employed through teaching them skills of Tailoring and helping them to start their own business. Thousands of women in rural India have been benefited through this.

#### Women Empowerment

Women Empowerment through the Self help groups has made women entrepreneurs and also employ other women under them, this has generated an economic upgradation in these villages.

#### Poshan Vatika

An unique scheme to tackle the malnutrition problem in the villages. Grow and eat is our motto. We supply saplings and seeds of green vegetables and fruits to these farmers to help them grow and be healthy.

We run more schemes depending on the location and the need of that particular region.

## STATE CHAMPION 2021 AWARDEE PP RTN. BHALACHANDRA BARVE



With great pride and privilege we share some phenomenal news with all of you Today **Governor Bhagat Singh Koshyari** presented the Maharashtra State Champion Honours to 34 Corona Warriors at a felicitation held at Raj Bhavan, Mumbai. Standing tall amongst these warriors was our very own **PP Rtn. Bhalachandra Barve**.

*Congratulations and Jai Ho Mr Bhalchandra Barve You make us all shine bright.*

**State Champion 2021 Awardee**

**PP Rtn. Bhalachandra Barve**

# 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS JURY

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**Judge B. N. Srikrishna**  
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## 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS JURY MEET



# WEBINAR

## A CONVERSATION ON DIVERSITY AND INCLUSION: THE WHY AND HOW

(25<sup>th</sup> AUGUST, 2021)



**Our Mission**

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction for consumers and other stakeholders."

**SWAPNIL KOTHARI**  
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### A CONVERSATION ON DIVERSITY AND INCLUSION: THE WHY AND HOW

When: Wednesday, 25<sup>th</sup> August 2021,  
4.30 pm to 5.30 pm VIA ZOOM

**DISTINGUISHED SPEAKERS :**



**PADMAJA RUPAREL**  
Co-Founder and President,  
Indian Angel Network

**MODERATOR**



**TAHERA MANDVIWALA**  
Senior Partner, TGT LEGAL

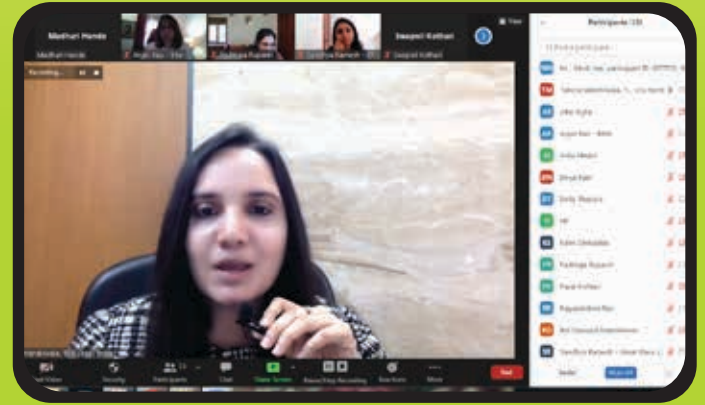
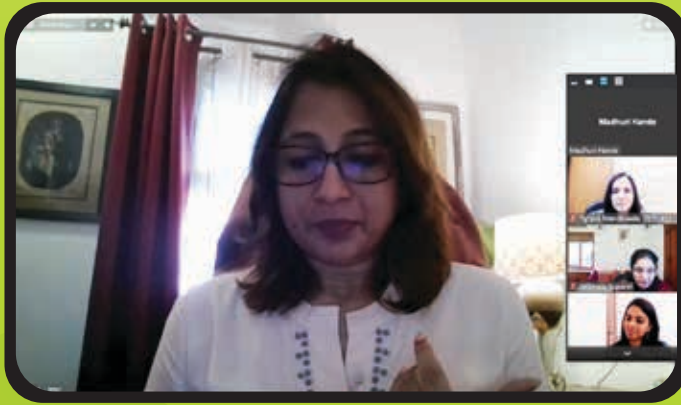
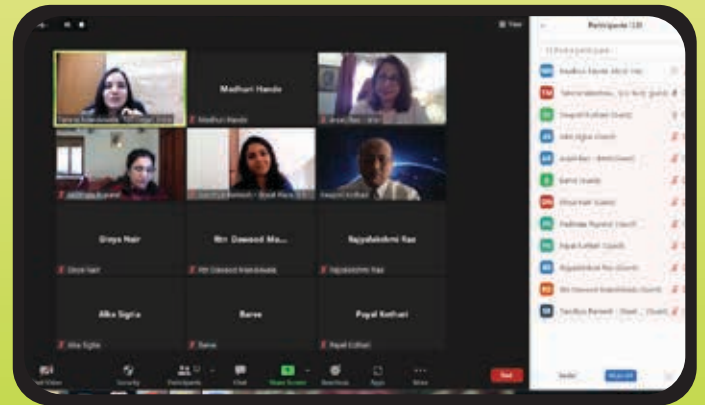


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Senior Director, HR, Intel



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# HDR AND THE RECENT ADVANCES IN CONSUMER DISPLAYS



## Srinivas Annamraju

Screenwriter working in the Indian film industry who has created and authored numerous film and TV projects in collaboration with studios and executives in Los Angeles.

In recent years, consumer displays such as televisions and projectors have made a tremendous leap forward with the advent of tech such as 4K, HDR, increased color bit depth, and a wider color gamut called BT.2020 — all of which together make up the new UHD (Ultra High Definition) format. 4K, in particular, has become a buzzword used by pretty much everyone, from television manufacturers to streaming giants. While higher resolution (i.e., 4K) does indeed provide a much sharper image, this end result in regard to sharpness is still dependent on a multitude of other factors such as video bitrate and the workflow of the actual project (i.e., movie / TV Show). Bitrate is simply the amount of data transmitted/encoded for a unit of time, commonly measured as megabits per second (Mbps). A higher video bitrate results in a sharper image. i.e., less soft and hazy. This difference is particularly evident in scenes with a lot of distinct minuscule moving parts such as debris, foliage, or even raindrops — where a low bitrate would result in a blurry mess. This is also why a lower resolution 1080p stream with a high bitrate could be perceived as better-looking than a 4K-resolution stream with a low bitrate, even more so due to the absence of unwanted artifacts which typically accompany lower bitrates. However, higher bitrate naturally comes at the cost of tremendously larger file sizes — despite advances in compression such as the H.265 codec. This is fortunately not an issue for physical media such as Blu-ray discs. While it's usually possible to get away with lower bitrates on smaller devices such as phones and tablets, higher bitrates become a necessity with larger consumer displays such as projectors. Higher bitrates also play a key role in accurately reproducing the original texture of the image — which directly impacts how a viewer experiences a piece of art. An example of this

would be the fine grain of Kodak 16mm film stocks that were specifically used by director Jonah Hill and his cinematographer, Christopher Blauvelt, for their film, *Mid90s*, to evoke a specific emotional response in the viewer. This type of beautiful fine grain would be lost with lower bitrates, leading to a smoother/waxier-looking image.

In essence, 4K and high bitrate isn't about producing a clean grain-free image as much as it is about reproducing the original creative intent as accurately as possible — even if that means a grainier image.

HDR (i.e., High Dynamic Range), in simple terms, is mostly all about brightness. It directly affects how we perceive light in the image and has not only been instrumental in truly transforming the way we experience films, but it is also an important storytelling tool for filmmakers. While SDR (Standard Dynamic Range) caps out at around 100 nits of brightness, most high-end consumer HDR (OLED) displays can achieve up to 1000 nits of peak brightness — albeit on a 10% window. This extra luminance of the display comes into play for accurately depicting bright (emissive) objects in the frame, such as lamps, flashlights, laser beams, the sun, bright skies, and light reflections off of metallic surfaces.

HDR, as such, has the potential for a myriad of creative applications in the world of filmmaking. For example, hypothetically, if one were to make a film with a scene where a character has been involuntarily drugged, then, in the HDR grade, for all the scenes leading up to that moment, the filmmaker could, technically, choose to curb the luminance levels of all light sources in the environment, and once the character has been drugged, the luminance levels of emissive objects in the frame (i.e., practicals) could then be suddenly pumped up — making the audience also experience the same

sudden sensory overload as the character, and thus put them in the character's (disoriented) shoes.

The Season 1 finale of Netflix's superhero show, *Umbrella Academy*, has one such creative utilization of HDR, where a (light-emitting) character gets progressively (and noticeably) brighter throughout the course of the scene as she starts to lose control of her superpower – instilling a greater sense of foreboding in the viewer when experiencing it on a calibrated HDR display. The entire show is a textbook example of a marvelous HDR grade.

Apart from movement within a frame, light is, and always has been, a very important tool for filmmakers for guiding a viewer's eyes. Thusly, on the flip side, overutilization or improper utilization of HDR runs the risk of not just making the image garish but may actually end up distracting the viewer, leading them to look at areas of the frame where they're not meant to be focusing – such as an unimportant bright (practical) floor lamp in the distant background. In fact, the pros and cons of HDR is a hot topic among many cinematographers and filmmakers.

Apart from just sheer brightness, HDR also allows us to resolve more highlight detail (on capable displays) – as opposed to SDR, where most of these highlights end up getting clipped. This is especially true with elements such as explosions, where HDR makes the extremely bright flames visible as opposed to them just being a giant patch of white. Director Zack Snyder's *Batman v Superman* (with cinematography by Larry Fong) contains numerous mesmerizing examples of blindingly-bright highlights – such as Batman's glowing Kryptonite spear, and constant specular highlights on his metallic armor.



HDR



SDR

The beauty of HDR is that it makes it possible to maintain rich color saturation (in the highlights) and overall tonality while simultaneously having extremely high luminance levels AND being able to resolve details in these bright highlights – further enriched if the chosen (high-end) consumer display is capable of covering most of the BT.2020 color gamut.

A more subtle example from the same film would be the establishing shots where Lois Lane arrives at the Capitol Building. Apart from the sky literally (subtly) glowing in the HDR version, it also has a lot more detail in the highlights – setting the mood for the solemn hearing to soon follow. One could even interpret the sparse sunlight that's being snuffed out by the dark clouds as a metaphor for Clark's fading glimmer of hope that is about to be completely extinguished.



HDR



SDR

Of course, blown-out highlights aren't always an unintended effect, especially since they can sometimes be an integral part of the original creative vision for the look/mood that the filmmakers and cinematographers are going for.

Remastering older movies (which, back in the day, were originally graded for SDR) for the UHD format is an especially tricky process, as it's important to not override the original artistic vision. The recent 2020 UHD release of *The Empire Strikes Back* is an excellent example of this having been done properly, with the new restoration not just being conservative with the intensity of the highlights in the HDR grade, but also recreating the original color grade of the 1980 theatrical release – thus bringing back the original beautifully-nuanced, moody, (desaturated & shadowy) look that had been previously altered in the 2004 DVD release due to changes during the restoration process in the late '90s by Lowry Digital.



The DVD release in 2004



The UHD release in 2020

Because of how carefully and meticulously the color grading of a project is done by filmmakers on reference monitors at studios, a viewer simply purchasing a high-end consumer display isn't enough. It is absolutely vital for a consumer/viewer to calibrate their purchased display so that the content being watched is reproduced as accurately as possible (getting the consumer display as close as possible to the studio monitor)— so that the viewer experiences the same intended mood, tone, and atmosphere when experiencing the film at home.

In this day and age, this process has been made relatively simple for consumers to do by themselves by using calibration software such as CalMAN and colorimeters such as the SpectraCal C6 colorimeter by Portrait Displays.

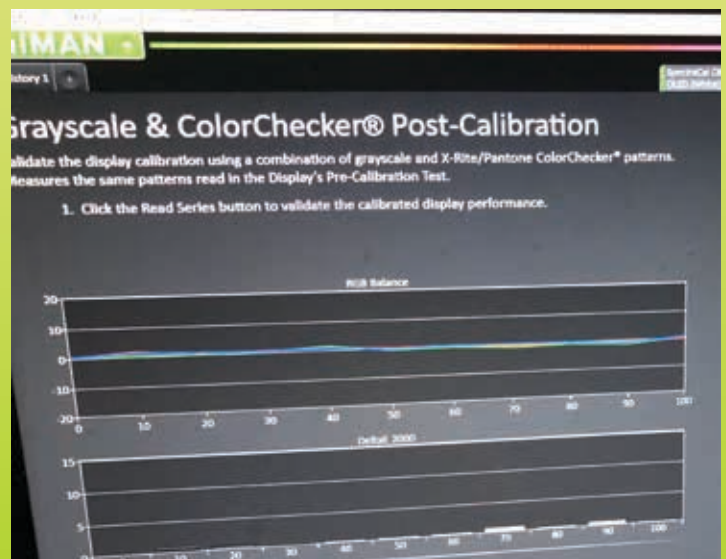
Apart from ensuring accurate color reproduction, calibrating the display will also ensure that its black level has been set up correctly, thus preventing crushed blacks, washed-out blacks, and loss of shadow detail – especially when using the display with ambient lighting. This is crucial for properly experiencing gorgeous high-contrast content such as the Battle of Winterfell from Game of Thrones.

OLED panels are a true marvel due to being self-emissive and having the ability to independently control the brightness of each individual pixel in the frame – something that is a sight to behold, especially with otherwise challenging scenes such as a pitch-black night sky with bright, tiny, twinkling stars. However, due to brightness limitations of OLED televisions (at least when compared to reference monitors at studios), proper tone mapping becomes crucial. This is especially true for HDR projectors, where a finely-tuned custom gamma curve becomes an absolute necessity – with the viewer being

forced to compromise over how much highlight detail they're willing to sacrifice in exchange for brightness.



RGB Balance of a brand-new OLED panel before calibration.



RGB Balance after the first round of calibration.

With microLED panels (which have the same OLED-like per-pixel brightness control but with the ability to go much brighter), HDR is all set to look better than ever, even when viewed in rooms with lots of ambient lighting. This is a particularly exciting time as HDR has not only revolutionized how we experience films, but it has also enhanced the worlds of video games, especially when combined with the implementation of ray-traced global illumination, such as in the recent PlayStation 5 release of Metro Exodus. And with microLED panels gearing up to enter the consumer space in the very near future, the future is indeed bright – pun intended!





## FIVE ROCK SOLID PRINCIPLES

### Ms. Rajashree Birla

Chairperson of Aditya Birla Centre for Community initiatives and Rural Development and Director on the Boards of Aditya Birla Group of Companies.

In the totality of one's experience in a life spanning several decades, the foundations laid during the formative years can never be over-estimated and most of us are rooted in these precepts. Among these five principles form my life-force, the **first** is being mindful that respect and dignity of the human being is paramount, and is agnostic in every sense. Regardless of one's station in life, as so well said by Sir John Templeton, the American Philanthropist, "While it is nice to be important, it is even more important to be nice." To be kind and compassionate follows. When you pursue this path you discover the uniqueness of people, in a similar vein recall Michelangelo's seminal quote, "Inside every block of stone dwells a beautiful statue. Similarly inside every human being dwells a divine you. Remove the excess material to unravel the beauty within."

**Second**, is to lay store on the power or positivity. One can do so by not letting any seepage of negativity into the thought progress. One believes that to have positivity, one must set aside some time as reflective time. It invariably stokes moments of quietude, leading to inner peace and lifting one's spirit.

**Third** is to constantly reinvent yourself. One's take moves beyond learning new things. Transcending into a philosophical tenor, of leaving behind the baggage of the past, forgetting is a source of freedom as you hold

nothing against anyone. No unsavoury episodes are sequestered in the mind. One was taught never to disparage anyone. Instead look at the point of discomfort and try to find its genesis, training yourself in the process to rise above them. One understood that everyone in some way or the other is fighting a hard battle.

**Fourthly**, for many seekers like me spiritualism is a great route and no better anchor than faith in God and of course family. "Spirituality means acceptance of what is ... the ability to find peace and happiness in an imperfect world, and to feel that one's own personality is imperfect but acceptable. From this state of mind come both creativity and the ability to love unselfishly, which go hand in hand," avers Bernie Siegel - an American Writer.

**Fifthly** and finally, an attitude of gratitude, was constantly dinned into our heads. And one question that we had to always ask of ourselves, before we hit the bed in the quiet of the night was: "what we have done today that makes us proud?" Each one of us is the author of the book or our life and each one scripts his/her own story. And this is how one's story of life ..... ENDS.

(This article was originally published in ET/ TOI' Speaking Tree in February 2021.)

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# TOUCHING LITTLEHEARTS



## Ashok Bhansali

Avenue Co-Chair - District Thrust Area - Water  
Mission Muskan 2021-22  
ZONAL CO-CHAIR MUMBAI SOUTH  
Rotary Club Mumbai Cuffe Parade

"Material gifts are temporary, but some gifts are timeless."  
I have always been inspired by Rotary's motto, "Service Above Self".

The most life-changing experiences have been, when I was able to assist an underprivileged family with a Heart Surgery for their child with a congenital Heart disorder.

It touched my soul and transformed my lives by bring radiant smiles in the life of the child after the HEART SURGERY.

I am glad to inform that we ROTARIANS under ROTARY DISTRICT 3141, Three ROTARY CLUBS together, who contributed/collected total US\$ 150,000 and an additional US\$.100,000 under GLOBAL GRANT (GG) Approval from ROTARY INTERNATIONAL (RI), Evanston, Illinois.

Total funds collected was US\$ 250,000 in the year 2020-21, equivalent to Rs.1,85,00,000/-, (One Crore eighty five Lakhs). This will go towards "LITTLE HEART SURGERY", for Paediatric kids between the ages group 0-18 year.

- 1) A team comprising of one doctor, one GP & one cardiologist from SRCC HOSPITAL visit the villages of Maharashtra, conduct medical camps with the help of local Municipal authority & identify the children born with or currently have a congenital abnormality and/or HEART PROBLEM.
- 2) After the preliminary diagnosis of the child's condition in Mumbai at SRCC hospital, the operation is done at a discounted rate as per the MOU agreement between the Hospital & the Rotary Club District 3141.



Each Paediatric Heart Surgery falls in the range Rs.75,000/- to Rs.300000/- .

- 3) 50% of the cost is provide from ROTARY, and The balance fund is arranged by the hospital from other sources like Government of Maharashtra, Ayushman Bharat, Siddhivinayak Temple, Corporate CSR, NGOs & personal donors.

- 4) A DEDICATED ROTARY TEAM monitors day to day progress of all the patients tillthey are discharged.

A complete record of all the patient treatment files,after auditing, is submitted to ROTARY INTERNATIONAL (RI), Evanston, Illinois, by ROTARY MUMBAI.

- 5) I serve as the "ZONAL CO-CHAIR MUMBAI SOUTH" for Rotary 3141. I take care of all the HEART SURGERIES at SRCC Hospital.

SRCC Hospital, STATE OF ART, is one of its kind, super specialty hospital in Mumbai dedicated solely to children up to 18 years age. All the operations are carried out with comprehensive and extensive care.

This year ROTARY DISTRICT 3141 aims to do a total of 2000 PAEDIATRIC HEART SURGERIES

in different Hospitals in Mumbai.

I humbly request all the members of CFBP to help us in this noble cause. If you come across an underprivileged child with a Congenital Heart Disorder or with any other Health Problems, please feel free to contact me. We will take responsibility for his/her treatment.

**"SEVA IS NOT JUST AN ACTIVITY, IT IS AN DIGNIFIED ATTITUDE."**

# SUB BRANDS, HUB BRANDS



## MARKETERS SHOULD USE THIS 'SANSIKA STRATEGY' TO INCREASE SALES, MARKET SHARE AND PROFITS

**Jagdeep Kapoor**

Chairman and Managing Director - Samsika Marketing Consultants

A brand family is important to the portfolio of any company. What I call the hub brand is the mother brand, under which there are sub brands. This entire configuration is what is called the brand family. I call this the Samsika sub brands, hub brands strategy module™. Sub brands, under hub brands, in the brand family, are engines of growth. This Samsika sub brands, hub brands strategy is a powerful strategic tool to build brands and businesses with.

The hub brand is the 'mother' and the central and most important part of any brand activity. It is like the central part of a wheel - let's say, a brand wheel. Under that, there are sub brands, which help propel the brand family and the company's business grow in wonderful and fascinating ways. In my opinion the Samsika hub brands, sub brands Strategy Module™ should be followed to get amazing, profitable and growing results.

Sub brands are subsidiaries or their hub brands, introducing the company to new markets and revenue streams. into new product categories and target audiences and achieving differentiation and distinct positioning. Examples of successful subbrands under the hub brands are McDonald's McAfe, Samsung Galaxy, Toyota Corolla, Lenovo Think Pad, Sony Play Station (in the gaming sub category), Microsoft Xbox, Philips Hue, Amazon Prime, Sunfeast Yippee (in the noodles sub category), Sunfeast Farmlite (in the healthy biscuits sub category), Sunfeast Delishus (in the cookie category). Apple iPhone, Apple iPad, Apple MacBook, Sony Walkman, Britannia Goodday, as also many others.

Recently, two major initiatives have been announced by two large companies, using subbrands under their hub brands, to be able to segment, position and differentiate themselves through interesting sub brands, with the objective of growth in sales, market share and profit. These two companies are ITC in its hotels division and Tata Motors. These moves, to my mind, are sensible, good, solid, steady and positive brand moves by these two companies, using the sub brands, hub brands strategy.

Cigarettes-to-hotels conglomerate ITC is set to foray into the boutique hotels space with the launch of a new brand called Storii. Through this, it plans to attract new-age travellers. The company has disclosed in its annual report that Storii will be looking to offer 'curated travel experiences to the new age traveller'.

The launch of Storii is part of ITC's assetright strategy, where the

company is looking at expanding through managed properties, rather than owning them. ITC has said that, going forward, a large part of the Incremental room additions will come through management contracts. The Storii will be a collection of intimate-sized boutique lifestyle properties in the upscale segment that look to offer experiential holidays and stays. According to sources, this new brand will work with independent hotel owners to take on and manage their properties, maintaining the standards of the ITC Hotels. Each property is expected to be modelled around a 'distinct experience'. The business is witnessing growing interest amongst property owners, who want to align with its iconic brands, resulting in a healthy generation of leads and pipeline for management contracts/ reads the company's annual statement.

In addition to luxury ITC hotels, the company runs the Welcomhotel brand in the upper-upscale segment, with 19 hotels. In the mid-market to upscale segment, ITC has the Fortune brand comprising 39 properties and nearly 3,000 rooms across 35 cities. Tata Motors has unveiled 'XPRES.' an exclusive brand for the fleet segment that is expected to gain traction in the coming months, because of its high growth potential. Under the brand, the firm will unveil offerings, catering to fleet-specific needs. All vehicles for the fleet segment will sport the XPRES badge, clearly differentiating them from the growing new range of Tata cars and SUVs that cater to the personal segment. The first vehicle to be introduced as part of the brand will be an electric sedan, called the XPRES-T EV (T for Tata Tigor), the company informs.

One or two more models from the existing vehicle body types will be added soon and this brand will have vehicles with different power-trains, company officials confirm. Targeted at mobility services, corporate and government fleet owners, the XPRES-T EV will come with an optimal battery size and captive fast-charging solution, which will ensure low cost of ownership in addition to safety and passenger comfort, says a company spokesperson.

The two relevant examples - Storii from ITC and 'XPRES' from Tata Motors - reinforce the strategy that has been put forward. I would recommend that marketers should use the 'Samsika sub brands, hub brands strategy module™' to increase their sales, market share and profits., while also strengthening their brand family™. This is something the companies must explore, to grow more.

...

# 'Parents must draw a clear line when it comes to allowing kids internet access'

**H**ow much internet exposure can be too much for children? Cyber psychologist Nirali Bhatia tries to help you draw a line. In conversation with **Nanzer K Bharuchia**, she explains how immersion in an online world impacts the children's emotional and social development and warns of risks that come with easy access to internet.

**Q: What exactly is cyber psychology?**

**A:** Cyber Psychology is the study of the impact of technology on human mind and behaviour.

It is now an established discipline under behavioural sciences, and is a mostly research-based field, concerned with how humans and technology interact with one another.

**Q: Do people, especially children, behave differently on the internet/social media?**

**A:** Yes. It is because of the Online Disinhibition Effect—the lack of restraint one feels when communicating online in comparison to communicating in-person.

Unlike our real world where we have defined civilisation guidelines, societal code of conduct, cyberspace is a free will space and does not have a fram-

ework defining accepted behaviours.

Social media has given rise to a new cultural paradigm that has changed the way people interact. It gives the users freedom of speech along with the power of anonymity.

However, the sensory cues (such as body language, tonality, facial expression etc) present in a face-to-face communication are missing in online texting and interaction, which in turn impacts online behaviour.

**📢 Cyberbullying is the biggest threat to children in cyberspace. Doxing, trolling, impersonation, exclusion, and cyberstalking are some of the types of cyberbullying. Hate speech, sexually abusive harassment, online grooming, exposure to pornographic content, child sexual abuse material (CSAM) are other growing threats to children in cyberspace**

Nirali Bhatia, cyber psychologist

For young children and teens who are still in their formative years, it becomes very difficult to interpret and communicate appropriately.

**Q: Given that the internet is almost another**

**limb now, how can we create a balance of using it without it taking over?**

**A:** The key lies in identifying and managing the purpose of use.

Define usage time for productive, educational and entertainment usage.

**Q: How do you feel internet addiction impacts children differently than adults?**

**A:** Children are still growing and developing their own cognitive skills. Immersion in an online world will impact



They form faulty belief systems which can affect their mental health.

**Q: Do you believe internet addiction is going to get more and more normalised?**

**A:** The term "addiction" has certainly got extremely normalised. People do not understand the difference between excessive usage and being clinically diagnosed as addicted. Internet addiction is a rising concern, which needs immediate attention and intervention.

**Q: What are the educational benefits and what are the fears? Many feel that the internet enables more democratic and widespread access?**

**A:** The internet in itself is not good or bad. It is our intent and awareness that shapes up our experience in cyberspace. However, it is important to understand that the internet world is an unmonitored and unaccountable space of information. So, using our discretion is extremely important when relying on it for information.

While it offers multi-fold benefits that drive technology, education and businesses it also is a hub for cyber criminals and predators.

**Q: If you were to advise the parents of an adolescent on internet usage, what would**

**you say?**

**A:** Adolescence is a rebellious stage. Not force but inclusion is what works best.

My advice to parents is to be indulgent parents.

Include your children in making screen time rules for the family.

Know your teenagers' world – Be aware of the latest internet/social media trends. Children have technological know-how but you have the wisdom to foresee the dangers.

Keep the communication two ways – Remember it's human to make mistakes and these are new-age mistakes. Don't react. Listen to them and respond.

**Q: What kind of threats kids face today?**

**A:** Cyberbullying is the biggest threat to children in cyberspace. Doxing, trolling, impersonation, exclusion, and cyberstalking are some of the types of cyberbullying. Hate speech, sexually abusive harassment, online grooming, exposure to pornographic content, child sexual abuse material (CSAM) are other growing threats to children in cyberspace. Besides, there is also a rising concern of desensitisation of children due to exposure to extremely violent and aggressive content which leads to extreme behavioural actions and changes.



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- 🏆 Only Hospital to get IMC Ramkrishna Bajaj National Quality Award for Excellence in Healthcare 2014
- 🏆 NABH Nursing Excellence Certificate Award 2015
- 🏆 Winner of Asia Pacific Quality Organization Global Performance Excellence Best in Class Award 2016
- 🏆 Council for Fair Business Practices (CFBP)- Jamnalal Bajaj Uchit Vyavahar Puraskar 2020 - 2021
- 🏆 AHPI Excellence in Healthcare Award (National Level) 2021

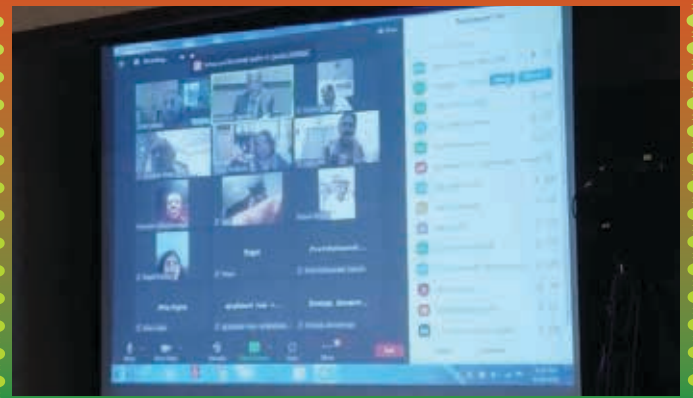
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# 54<sup>th</sup> CFBP ANNUAL GENERAL MEETING

(28<sup>th</sup> SEPTEMBER, 2021)





# COUNCIL FOR FAIR BUSINESS PRACTICES

## Our Mission

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

## 33<sup>rd</sup> Annual Jamnalal Bajaj Uchit Vyavhar Puraskar for Fair Business Practices

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# CFBP

COUNCIL FOR FAIR  
BUSINESS PRACTICES

HAR GRAHAK KI AWAAZ

## 33<sup>rd</sup> CFBP JAMNALAL BAJAJ AWARDS FOR FAIR BUSINESS PRACTICES

# Felicitating the torchbearers of Fair Business Practices!

CFBP seeks to create an environment where business confidence is built through best business practices and fostered in an atmosphere of trust and respect between businesses and consumers. The 33rd Jamnalal Bajaj Uchit Vyavahar Puraskar is a significant milestone that recognises and commemorates businessmen and industrialists who uphold the highest ethical practices in business. Constituted in 1966, these awards are judged on eight vital parameters, including customer satisfaction, employee motivation, environmental protection and corporate social responsibility, among others.

### Awards Ceremony

Date: September 3, 2021. Time: 5:30 p.m. Venue: Indian Merchants' Chamber, Churchgate, Mumbai.

Live streaming on:

YouTube: <https://youtu.be/f9GnR9hGMI8> • Facebook: <https://fb.me/e/1wZDBNDnw>

Founder Member - CFBP



Mr. Shekhar Bajaj

President - CFBP



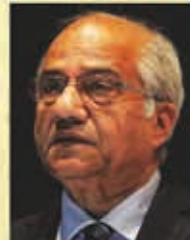
Mr. Swapnil Kothari

Chief Guest



Mr. Anant Singhania  
CEO  
JK Enterprises

Chairman of the Awards Jury



Justice B. N. Srikrishna  
Former Judge,  
Supreme Court of India

Vice President - CFBP



Mr. Vineet Bhatnagar  
Chairman,  
Awards Committee

### TROPHY

Manufacturing  
Enterprise - SME



Mr. B. B. Thombare  
CMD, Natural Sugar &  
Allied Industries Ltd.,  
Osmanabad

Service  
Enterprise - LARGE



Mr. L. K. Shamsunder  
Addl. Executive Director,  
Life Insurance  
Corporation of India,  
Mumbai

Service  
Enterprise - LARGE



Mr. Mahendra Shah  
MD  
V-Trans (India) Ltd,  
Mumbai

Service  
Enterprise - SME



Dr. Niranjana Hiranandani  
Chief Managing Trustee,  
Hiranandani Foundation,  
MD, Hiranandani Group  
of Companies, Mumbai

Charitable  
Association



Dr. Minnie Bodhanwala  
CEO, Bai Jerbai Wadia  
Hospital for Children,  
Mumbai

### CERTIFICATE OF MERIT

Manufacturing  
Enterprise - SME



Mr. Bipin K. Chirmure  
CEO & MD,  
Stauff India Pvt. Ltd.,  
Pune

Service  
Enterprise - LARGE



Mr. Tapan Singhel  
MD & CEO, Bajaj Allianz  
General Insurance Co. Ltd.,  
Pune

Service  
Enterprise - SME



Dr. Samta Jain  
Vice President - HR, IR & Admin  
Teanglobal Logistics Pvt. Ltd.,  
Mumbai

Charitable  
Association



Smt. Chandralekha Roongta  
Chairperson,  
Ekai Gramothan Foundation,  
Delhi

**CFBP**  
COUNCIL FOR FAIR  
BUSINESS PRACTICES  
HAR GRAHAK KI AWAAZ

**COUNCIL FOR FAIR BUSINESS PRACTICES**

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