



The Yellow Coin Communication
Company Credentials



We Ensure
REPUTATION
REACH
RESULTS



WHO ARE WE



- Founded in 2012, TYC Communication is a full-fledged brand communication company that serves a variety of industries.
- Apart from Delhi-NCR, TYC Communication has a noticeable presence in more than 180 cities across the country.
- TYC Communication is proud to serve more than 200 brands in different domains.
- TYC Communication is one of the few communication agencies in India that have expertise in both traditional and digital verticals.
- Specialised in serving the clients on projects as well as retainership basis, we help businesses to achieve both long-term and short-term PR goals.



OUR SERVICES



A growing business has multi-faceted needs and we take it upon ourselves to ensure that they are satisfied with our inventory which comprises a myriad of services.



Public
Relations



Social
Media



Content
Marketing



Influencer
Marketing



Mitsubishi Electric India

The team at TYC Communication is really amazing at discovering fruitful PR opportunities and that has taken a lot of burden off our shoulders. They have been brilliant at understanding our needs and conveying the same to the media community which has definitely led to some incredible results.



VALUE CREATION



Client Support Group

The job of this group is to coordinate with the client to discover image gaps and draw up customized PR strategies. It stays in touch with the clients to keep them informed about the latest developments and explore new arenas of opportunity that can propel the brand into limelight.



Media Support Group

This group leverages the robust communication network to deliver the message to the target audience. The team is exceptionally familiar with the workings of the media machinery and is adapted to discovering potential opportunities for PR.



Information Support Group

This group serves both as a vanguard and a backup team for delivering instant updates. Based on the data it collects and it analyzes the available PR opportunities for their potential to help our clients promote their brand effectively.



PRODUCTIVITY
DIFFERENTIATOR



Value Creation

- Enhanced share of voice
- Brand salience
- Differentiation & business impact



SECTORS WE SERVE



Pharmaceuticals



Technology



Hospitals



Start-Ups



Food & Beverage



Automobile



Lifestyle



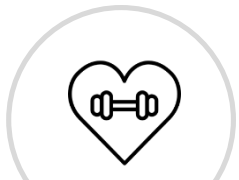
Government



FMCGs



Entertainment



Health & Fitness



Industry Bodies



Manufacturing



Public Figures



Education



Pioneer India

The team at TYC Communication is incredibly smart, creative and strategically astute. The way that they've created media buzz on our product launches has really impressed us. Best of all, they know how to get the results.



We Create **Experiences**, Not Events





THIS IS HOW WE DO IT



- Offering customers novel experiences with the events that leave a lasting impact.
- Innovating and updating content periodically to stay relevant and intriguing.
- Building trust with customers & increasing the approachability factor of your brand.
- High-quality touch points with prospects.
- Focus on adding value; the sales follow automatically.

“

Oncquest Laboratories

Having TYC Communication as our PR partner has been a wonderful experience. They're responsible, flexible & they have proven themselves to be excellent at keeping up with our ever-evolving needs. Their proactive nature in seizing opportunities has brought a great deal of success our way & we're thankful to them for that.



PR ELEMENTS



Industry Stories



One-on-one /
Interviews



Press Conferences
& Exhibitions



Corporate Stories



Product Launch
/ Placement



Highlighting
Service Launch



Reviews



Workshops &
Seminars



Content
Development



Feature Article



Press Release



Award Functions &
Trade Shows

“

AKS

Making the decision to hire TYC Communication has really fared well for us. Our business has grown considerably ever since they got involved in the PR process, and our stories have been covered by some of the largest publications - which, needless to say, has been a delightful experience. Couldn't have asked for better PR partners.



CLIENTELE



It's out there in black and white – our satisfied and prosperous client base and their flourishing businesses stand a testament to our worth as a PR agency. Check out our latest exploits to know more.

We work with small to medium businesses, corporations, government agencies and entrepreneurs from all over India and around the world.

“

IIIT-Delhi

TYC Communication has really impressed us with their unique and reliable PR solutions. The enthusiasm with which they take responsibility for the task and their commitment to the deadlines is what separates them from others in the market. The best thing about them is that they produce the results they promise.



CLIENTELE



Big Corporates / Institutions



JUST ME



BY
Shahnaz Husain



CLIENTELE



Small & Medium Enterprises



Advocate
Dr. VIVEK
SINGH



TELEMATICS WIRE

IMPACT



FFAB



Mr. Anirban
Sarkar

अतुल्य! भारत
Incredible India



REM





CLIENTELE



Some Additional Clients We've Served



Ms. Arushi
Nishank



3RD ANNUAL
PASSAGE TO PROSPERITY





CLIENTELE



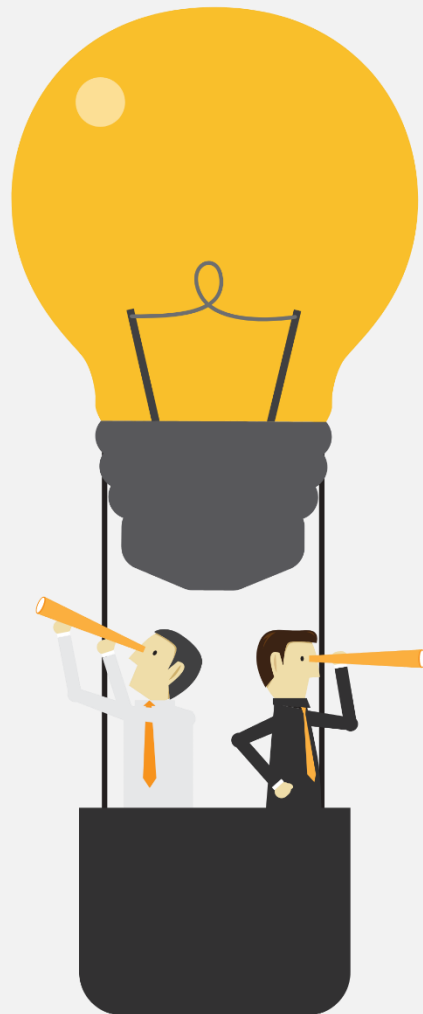
Some Additional Clients We've Served



We have served more than
200 reputed brands
in the market so far
nationally & internationally.



A SNEAK PEEK AT OUR WORK IN THE RECENT MONTHS



No matter whether the times are good or bad, PR is a marketing strategy that never fails. We are sharing some of our work for a few clients as a part of PR and Social Media.

Client :: Sesderma



Sesderma Lab has come up with COVID-19 medicine known as Lactyferin which has cured more than 75 patients in Spain and 300 more test has been conducted in other countries. TYC Communication helped the client to promote the same in the media and bring the initiatives to the knowledge of government (ICMR) through various media activities.

ICMR Antibodies

The Indian Council of Medical Research will see if the plasma of a recovered Covid-19 patient can be a potential treatment option for severe cases of Covid-19 patients. The idea is that the recovered person would have developed antibodies – prove as a shield – which could act as a shield.

Sesderma Protein Supplement

Sesderma in a statement to ET said that its vitamin supplement drug has “successfully cured 75 patients” in Spain and it will be starting trial of this drug in 300 more patients in Madrid and Valencia. The company said it has made an offer to ICMR to treat 30 to 40 patients with this drug, and was waiting for a nod from the regulator.

Beacon Pharma Favipiravir

Beacon Pharma, a generic drugmaker from Bangladesh, will start clinical trials to see if the anti-viral drug Favipiravir is a safe option to treat Covid-19. In an interview to ET, Monjul Alam, senior vice-president, Beacon Pharma, said that the company is looking at the safety profile of the drug compared with HCQ that is being widely used by frontline workers handling Covid-19 patients. Favipiravir is an anti-viral drug of Japanese drug maker FujiFilm.

Scientists in Australia Molecules

Researchers in Australia, in a study published in the Nature magazine, said that they have identified six drug candidates from more than 10,000 compounds that may help treat Covid-19. The research tested the efficacy of approved drugs and drug candidates in clinical trials and other compounds, PTI reported.

Economic Times

स्पेन में एक दवा से कई मरीज ठीक

Sesderma कंपनी ने अपने एक बयान में बताया कि उसकी विटामिन सप्लीमेंट दवाओं ने स्पेन में 75 प्रतिशत मरीजों का सफल इलाज किया। साथ ही 300 और मरीजों पर इसका ट्रायल मैड्रिड और वेलंसिया में चल रहा है। इस कंपनी ने बताया कि उसने आईसीएमआर को भी ये सलाह दी है कि वे 30-40 मरीजों पर इस दवा का परीक्षण करें।

Navbharat Times

Leading Exporters of - Activated Carb

Quality exporters of all types of activated carbon granules at best price India@vivekchemicals.com

Lactyferin Forte Solution For COVID-19 Prevention, Treatment

Sesderma Laboratories communicates the effectiveness of Lactyferin Forte Solution in the prevention and treatment of COVID-19 infection

April 2020
by BW Online Bureau

Spain, a Spanish company specializes in Nanotechnology, has managed to produce an effective drug named Lactyferin (LF) to counter the COVID-19 strain. Lactyferin (LF) is known to exhibit medicinal properties and strengthen the immune system, as COVID-19 strain targets immuno-compromised people, LF can turn out to be a very potent medicine against the virus.

LF activity is associated with the effect of acting as a competitor of cell membrane receptors commonly used by viruses to enter the cell. Specifically, Lactyferin is an ACE2 blocker and prevents the binding of the protein S from the virus spike to the host cell. The nanotechnology of the medicine, the Madrid local authority has asked for the use of Lactyferin as well. It has been also proven by us that from certain doses Lactyferin is able to prevent COVID-19 infection. In addition, we have contributed to the success of compassionate treatments with Lactyferin in at least 4 intubated hospitalized patients with high-risk and virtually evicted analytical signs,” said Dr. Gabriel Serrano Samaniego, CEO and Founder of Sesderma Laboratories.

“The sheer scale on which this catastrophe has encompassed the world has brought us to a point where we desperately need a cure for this disease and looking at the test results and patient response, I believe Lactyferin can help shift the tide in our favour,” he further added.

Treatment with Lactyferin has already begun in Madrid at the Isema Hospital and today itself the medicine will be tested on 300 patients at different hospitals in Madrid and Valencia. Seeing the overwhelming success of the medicine against the COVID-19 strain, Sesderma has initiated an official contract with the health authority of Valencian community.

Business World

BioSpectrum ASIA EDITION

Detect total Bacteria and Fungi in 3 hours
Obtain on-time QC results for the patient safety
Get DataSheet

Sesderma Labs produces Lactyferin to counter the COVID-19 strain

10 April 2020 | News

The company has approached ICMR to conduct its own trial to verify the effectiveness Lactyferin

For early phase clinical bio manufacturing - see Luina Bio

5th Healthcare Policy Asia Pacific Summit 2020
June 10-11, 2020, Pacific Hotel Sanyuan, Singapore

Biospectrum Asia

2020-04-13 19:39:05

लॉकडाउन 2.0 पर 'राष्ट्र संदेश'

स्पेन को मिली कोरोना की संजीवनी ?

स्पेन की कंपनी Sesderma की दवाओं का कोरोना पर असर

कोरोना वैक्सीन बनाने में लगीं महाशक्तियां

कोरोना BREAKING 15 राज्यों के 25 जिलों में 14 दिन से कोरोना का केस नहीं

Zee News

Client :: Shahnaz Husain



We are working to highlight Shahnaz Husain as the internationally renowned brand for organic beauty care, based on Ayurveda, blending ancient traditions with advanced techniques. We have tapped the leading media houses, magazines and online portals to cater success stories, achievements of Shahnaz Husain, product reviews, tips and recommendations etc.

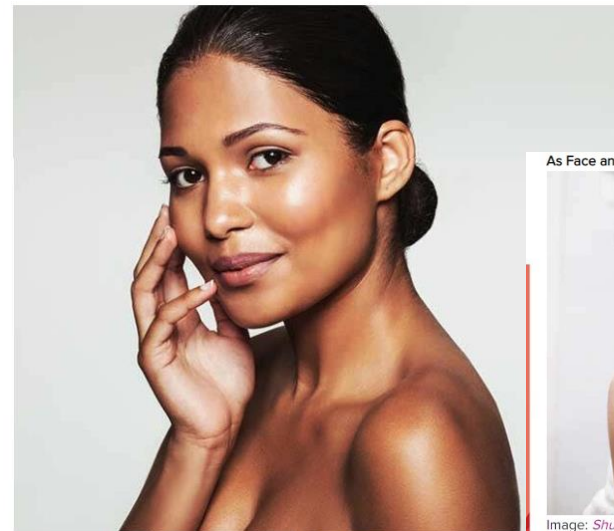
BEAUTY

Entrepreneur Shahnaz Husain on putting India on the world's herbal beauty products map

By Debolina Biswas | 6th Apr 2021



"Ignore the naysayers and follow your dreams," says entrepreneur and pioneer of herbal beauty care in India, Shahnaz Husain.



Femina

As Face and Body Scrubs



Image: Shutterstock

Sesame seeds can easily be used in scrubs for face and body. In fact, it would help to remove tan. Take sesame seeds, dried mint leaves, one tablespoon each lemon juice and honey. Crush the sesame seeds coarsely and powder the dried mint leaves. Mix them with lemon juice and a little honey and apply on the face and arms. Sesame seeds help remove tan and produce an even colour tone. Mint has a stimulating effect and adds a glow to the skin, while honey moisturises and softens the skin. Rub gently on the skin. Leave on for a few minutes and then wash off with water.

Since sesame seeds are rich in nutrients, the oil can also be used for the hair. In fact, it helps to keep the hair and scalp free from problems like dandruff and fungal infections. In fact, it is said to promote hair growth and check hair loss. Applying warmed sesame seed oil on the hair helps hair that has been subjected to chemical lotions, dyes and colours. It nourishes the hair and softens it. In fact, sesame oil treatments are said to prevent split ends and add shine to the hair.

Your Story

Mash the banana and avocado to a smooth paste. Next, add the yoghurt and honey to prepare your pasty mask. Apply the mixture to your face, leave it on for 10 minutes, and gently rinse off with tepid water afterwards.



Client :: Oncquest Laboratories

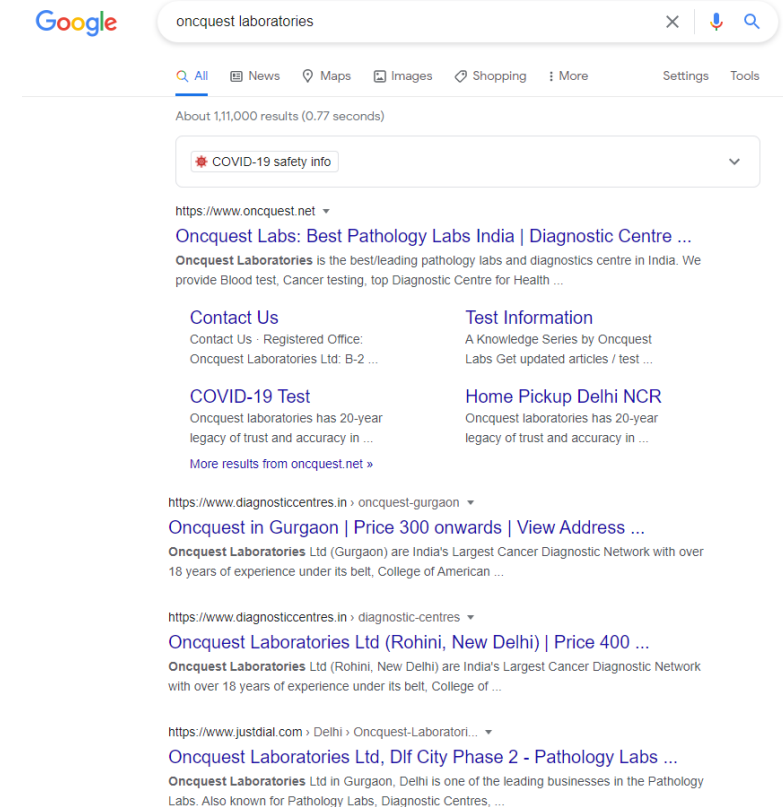
Oncquest Laboratories is the best/leading pathology labs and diagnostics centre in India. We have been handling their PR from 2017 till date.

ACHIEVEMENTS TILL DATE

- Since the inception of work, we have achieved more than 500 coverage for the client so far.
- We have cracked top profiling stories and electronic panel discussions for Dr. Ravi Gaur, Director of Oncquest Laboratories. Per year coverage ratio is around 160 -170.
- If you Google them or keywords related to Cancer Diagnostic diseases they are working on, there is plenty being said about their research and achievements upto several pages.
- Apart from health stories we have achieved business story in media like Times Now Electronic Channel for Dr. Ravinder Deep Singh Sethi, COO, Oncquest Laboratories.

TARGETS FOR THE YEAR

- This year we plan to achieve 150+ coverage for Onquest in top print, electronic and online media. The focus would be on Coronavirus testing, Cancer diagnosis, TB, Diabetes, Thyroid diseases on which the client is working. We will place Oncquest Laboratories' expert point of views in the industry.
- We are planning to crack all the top news channels which we haven't achieved so far for Dr. Ravi Gaur.



FEW RECENT COVERAGE



Business World



India TV



Times Now

Private Labs May Move SC Over Testing Order

May also seek govt intervention as they feel free testing will be financially unviable

Biswarup Gooptu, Teena Thacker & Divya Rajagopal

New Delhi | Mumbai: India's top private diagnostics laboratories are thinking of moving the Supreme Court, seeking to reconsider its order directing free testing for Covid-19 virus infections. Simultaneously, they are also lobbying with the government to intervene in the matter, as the apex court had, in an interim order on Wednesday, asked the government to ensure that private labs conduct the tests free of charge.

The labs, including SRL Diagnostics, Max Labs, Dr Lal Path-Labs and Core Diagnostics, are in the process of drafting a petition that is expected to argue that testing for free is a move that is financially unviable.

The plea is also likely to contend that some private labs may even be forced to shut down if tests are conducted free of charge.

"The Covid-19 pandemic has achieved enormous proportions; thus, all essential services including those being offered by the applicants have suffered a major setback... the revenue of the applicants has been completely denuded; however, the overhead costs to be borne by

them remains fixed," the draft petition, a copy of which ET has accessed, read. Since private labs import the test kits, costs have increased due to higher global demand, the petition said.

"There are costs involved, raw material, manpower, for example, as we don't manufacture testing kits... Technicians have to be provided with personal protective equipment, but the cost of these PPEs is not reimbursed," the CEO of a leading diagnostics company told ET on the condition of anonymity.

A number of India's leading diagnostic laboratories started conducting the tests at a government mandated price cap of ₹4,500 per test after the Indian Council of

Medical Research (ICMR), the country's nodal health research body, gave approvals to some labs to start testing for Covid-19 infections on March 24.

"Government or corporates, through their CSR funds, should reimburse ₹2,000-₹2,500 to private labs so that their material costs are recovered," said GSK Velu, managing director of Neuberg Anand Diagnostic Laboratory, a private lab chain that is conducting tests for Covid-19 infections.

"We will do tests free of cost for now, but we don't know how long we can afford this," said Ravi Gaur, chief operating officer of Oncquest.

The Economic Times



Client :: Gaurav Bhagat Academy

We're handling the complete PR activities of Gaurav Bhagat Academy - Asia's largest business mentorship and sales training academy since December 2020.

ACHIEVEMENTS TILL DATE

- Guest speaker opportunity in ZEE Business Show
- Several interaction opportunities explored with magazines like The Week, SME World Magazine etc.
- Prominent articles published in Deccan Herald, ETHR.com, Higher education digest etc.
- Video interaction with India TV
- Participated as a panelist in CII event

TARGETS FOR THE YEAR

- Position him as the top business coach and a sales trainer in mainlines.
- Crack significant speaker opportunities and top events.



Gaurav Bhagat

Initiatives by the Gaurav Bhagat Academy:

Role of Mentoring in Entrepreneurship

As a fresh-faced entrepreneur navigating through the murky waters of the business industry, you're bound to encounter a few obstacles. The quicker you can overcome them, the quicker you can climb the ladder of success. While it is a good practice at times to experiment with ideas and see whether they bring you success or failure, it isn't always a feasible option. Given that failure, is one of the greatest teachers, sometimes the stakes are too high to afford it. In such situations, it is best to pursue mentorship and training, so that you can avoid making mistakes altogether. Let us take a look at some of the reasons to pursue training and mentorship in business. Learn from other's experiences

Among all the species in the animal kingdom, we're the best at learning from experience - whether it is ours or someone else's. There are some mistakes that every entrepreneur makes when he/she is trying to figure out how to settle in the business industry. However, by hiring a mentor, you can learn from their mistakes, their experiences, and avoid making mistakes that would have otherwise cost you dearly.

Mentor and success

According to surveys conducted by several independent research institutes, 80 - 90% of startups believe that mentorship plays a very important role in ensuring success. The chances of succeeding can be amplified by working with the right mentor. With the right mentor, you can get valuable connections, timely advice, and regular monitoring - which improves your chances of becoming successful in the ever-competitive business industry.

Networking

Investors are more likely to invest in businesses that have been recommended to them by someone they trust. Competent mentors not only have an abundance of knowledge but also have an expansive network that you can leverage to fast-track your growth. Since a mentor is invested in your growth they don't mind letting you tap into their network either. Without a mentor, it is difficult to get in touch with the right people - especially during the early stages.

Mentorship promotes longevity

India is the startup capital of the world, another home to more than 50,000 startups. However, studies show that more than 50% of the businesses that do not have mentors got finished within the first 5 years, on the other hand 70% of the businesses, who invest in mentors last more than 5 years on an average.

Gaurav Bhagat Academy is a sales training and business mentorship academy, founded by the business prodigy Gaurav Bhagat. The organization seeks to empower corporates, entrepreneurs & working professionals to help them fulfill their growth objectives, achieve their sales goals, and live the 10X life. The academy is headquartered at a state-of-the-art facility in Noida, just a few minutes away from the national capital. The facility is geared with all the right training equipment and has the perfect ambience for learning.

FEW RECENT COVERAGE



Companies can either upskill or perish

Gaurav Bhagat

Could this pandemic be a catalyst for a health emergency that is a wake-up call for the world's workforce?

Many businesses—small and large—perished during the pandemic, including retail stores. Companies that have survived have done so by pivoting and adapting to the new normal. While the pandemic is a wake-up call, it is also a wake-up call for the world's workforce. Many businesses have not only survived but have also thrived during the pandemic. They have done so by pivoting and adapting to the new normal. While the pandemic is a wake-up call, it is also a wake-up call for the world's workforce. Many businesses have not only survived but have also thrived during the pandemic. They have done so by pivoting and adapting to the new normal.

STARTUPS THE UNICORNS

primary market, hedge funds and a loose monetary policy for at least a few years (keeping interests low to spur business recovery after the pandemic) could mean increased investments, with more companies hitting one-billion-dollar valuations. Global investor biggies like Tiger Global and SoftBank have been lavish in throwing dollops of dollars at Indian startups. "We believe the market opportunity is huge," said Scott Shleifer, partner at Tiger Global. The US-based investment firm, if speculations are to be believed, has plans to invest \$3 billion in Indian startups. Another report says the company plans to conclude funding rounds with 25 Indian companies



The pandemic has turned out to be a golden period for the Indian startup ecosystem.

—Apoorva Ranjan Sharma, co-founder of Venture Catalysts and managing director of 9Unicorns Accelerator Fund

22 | THE WEEK • MAY 16, 2021

The Week

this year alone—only 10 have been announced so far. This obsession with Indian startups does say something about the country's resilience and resourcefulness. "The new-age entrepreneurs are super innovative and disruptive; they are coming up with crazy ideas every day," says Sharma. "VCs have stopped chasing me-too startups. They are looking at the pedigree of the founder(s) and what problem the product/service is solving. Just look at some startups that have created a whole new category."

All this action has not escaped the eyes of India's big business houses. "Digital adaptation is now in people's blood. Large successful traditional brick-and-mortar companies saw this coming and made a very effective pivot," said Bhagat. Sharma, however, feels they are "late to the party." The new-age businesses are passionate about solving a problem, to disrupt and are more agile than the traditional behemoths," he said. The solution would be to "acquire some of these innovative startups going forward." That, in fact, is already happening, with Reliance Jio's take-over of e-pharmacy NetMeds and Tata's acquisition of grocery retailer BioBasket.

While naysayers smell a bubble in this big billion rush, most experts have a different take. "It is a high risk, high reward game!" said Bhagat. "The detractors will be proved right in seven out of 10 cases, maybe even more. There will be more misses than hits, but the hits will cover all the losses and more!" The track record of Indian unicorns is a testimony to this. The country's first unicorn InMobi (2011) and the early-year Unicorn Snapdeal (2014), for instance, have had chequered trajectories since they were adjudged unicorns.

But there are also examples that have soared to the stratosphere. While Paytm and OYO are already decacorns (\$10 billion valuation), the



All indicators point to a 50 per cent growth in the number of unicorns that will arrive on the scene in 2021 as compared with 2020.

—Gaurav Bhagat, business analyst and founder of the Gaurav Bhagat Academy

latest round of funding of Byju's puts its value at \$16.5 billion, making it India's most valuable startup.

"At a time when traditional businesses were thrown out of gear by the pandemic, tech-based startups not only stayed afloat, but also went on to create massive businesses," said Sharma. He is confident of more fat cheques flying in. And if one's appetite for going big and gaining big is still not satiated, food aggregator Zomato could show the way. It has filed for a \$1.1 billion IPO. How the stock is received could be a true testament to whether the unicorn success sagas are worth the hype.

people matters

Hot Topics > | Raise The Bar | Aon HR Learning Center | Next Gen HR Hub

Virtual training on the rise amid pandemic

In such a chaotic and dynamic environment, the aspiring professionals, or the ones who are already in a job, need something more than a simple one-time degree. They need to show their prospective employers that they're keen to learn and grow in the industry and can keep up with the ever-evolving technological landscape.

MONEY GURU

गौरी चड्ढा **स्याति रैना** **गौरव भगत**

HRWorld.com

Post Covid businesses will need sales training: Gaurav Bhagat

How technological advancement is making training and mentorship easily accessible

To survive and thrive in the new normal, businesses need to reinvest in training and mentorship programmes and technological innovation is making them easily available for everyone!

ETHRWorld Contributor • February 28, 2021, 06:31 IST



By Gaurav Bhagat

The success of a business, depends largely on the workforce that runs it and the teams who manage it. As such, it is necessary that both the workforce and the business executives must undergo proper training to know how to best perform their roles, how to achieve their personal

goals and the company goals.

According to a report by IBM Institute for Business Value and Oxford Economics, 90% of the Indian startups fail within the first five years of their inception. One big reason for this is the lack of guidance and mentorship. The ecosystem is a highly volatile place and without a mentor to guide you or draw a roadmap to show you the way, getting lost and frustrated is pretty easy.

It should be noted though that earlier, mentorship programmes came with their set of challenges, especially when it came to delivery. Learning and Development teams had to previously spend a lot of time, trying to find a mentor who matched the organisation's temperament and fulfil the learning objectives. Needless to say, this process involved a lot of hit and miss, which resulted in unnecessary wastage of resources. However, those days are long gone.



In conversation with Gaurav Bhagat, Founder, Gaurav Bhagat Academy.

What are views on business development and sales coaching needed in India?

The sales training market in India has been consistently growing over the last few years. Large organisations have always had access to programs that groom leaders like Gaurav Bhagat, Manoj Choudhary and others. The smaller firms have not had a lot of in-house talent as well. There are a lot of smaller coaching firms and organisations coaches who have come up over the years and played their respective roles in training and coaching as well. At the Gaurav Bhagat Academy, we realised there is a lot of scope of improvement in both the content and the delivery of sales training in particular compared to what is being done globally. Keeping this in mind we set up with Gaurav Bhagat Enterprises in Mumbai, India. Gaurav Bhagat has been recognised by Forbes magazine as the world's best sales trainer and his content has led to the successful 10X movement. At the GBA, we are creating and delivering this content for businesses in India and helping them have their sales knowledge and systems to the next level.

What is the requirement of sales training post Covid?

The Covid-19 pandemic may have started as a health emergency, but it has now turned to be an economic disaster. During the lockdown period, many young businesses perished and many had to resort to reducing salary cuts. Over 12 crore Indians lost their jobs, and 20% of start-ups are in serious trouble. Consumer behaviour has changed drastically during the pandemic phase and most small businesses do not have a flexible sales strategy. They are witnessing a constant loss of demand for their products and services. Many have even reported zero sales during Q1 of 2021. As such it is time, the importance of sales training cannot be overemphasised. Once the pandemic subsides, a new normal will arrive, and to make the most of the opportunities that present themselves, businesses will need sales training.

Please express your views on employee welfare and work from home.

Like I already mentioned, working professionals were put through the gauntlet during the lockdown period and since many organisations did not recover from the initial shock, their employees are still facing salary cuts. This is why organisations need to ensure that their employees morale stays high. It can be achieved simply by communicating and being transparent. If the organisation is planning to bring in new policies, they should get the employees involved in the decision-making process to make sure they're not betrayed. They should also focus on bringing training and workshops for their employees to help them acquire new skills that will be needed in the new normal. This will help the employees have confidence and motivation to be more productive.

Work from home used to be something that was frowned upon. However, during this crisis, this model has emerged as a lifeline. Some organisations have found it to be so effective that they've permanently shifted to it. It is a huge avoid that work from home is here to stay long after the pandemic subsides and it will become an integral part of our lives.

Business World

People Matters

ET
HR World

Higher
Education Plus

04 | Hindustan Times | MY PUNE

Hindustan Times The answer is actually quite simple and holds true with or without the existence of a pandemic – it is the desire to keep pace and change with the real world & evolving technologies. So far had nobody thought that the education sector needed to leverage technology, and therefore continued running the same age-old framework. As is with every sector or business, without a need, there is no desire to either invest or change. Digest BWEducation

Client :: Pearson VUE



Pearson VUE has been a pioneer in the computer-based testing industry for decades, delivering more than 16 million certification and licensure exams annually in every industry from academia and admissions to IT and healthcare. We are handling their complete PR activities and helping them to tap potential print, electronic and online media houses to feature their activities.

Assessing students online

Computer-based testing model has evolved as a prime assessment tool. Divylok Chetan Sharma offers some tips for students who take tests online



In the changed scenario and with the launch of various digital learning initiatives, the role of e-assessments has become pertinent in shaping the country's higher education and professional qualifications landscape. The pandemic has further given a big push for online assessment methods.

In recent years, an increasing number of institutes have transitioned from paper-based testing to computer-based testing (CBT) in order to make the assessment process more efficient, secure and flexible.

Computer-based tests enable institutes to offer their exams globally and are much more convenient for candidates. Instead of having to test all candidates on the same day at a single location, CBT allows candidates to choose a test centre and time convenient to them.

While traditional methods of paper-based testing are still prevalent, they are being fast-replaced by computer-based tests as the latter has been successful in eliminating several issues which are inherent to the traditional methods.

Paper-based testing carries the risk of papers getting lost or leaked, and despite the best efforts from the invigilators, cheating persists. CBT can tackle leaks

by revealing encrypted exam papers to individual candidates after login. Also, with the help of smart algorithms, CBT can deliver multiple exam papers in the same format and same level of difficulty. By randomising the content and order of questions in individual CBT exams, candidates are discouraged from trying to copy from others.

Another attraction of any online examination or computer-based test is that it reduces administrative and logistic tasks required for paper-based testing, including physically delivering exam papers to test centres and marking them. A further advantage is the varied option of content or item types in a CBT mode such as video questions, drag and drop etc., which

are not possible in the traditional testing method. CBT enables educational institutions to get comprehensive data to investigate issues such as test bias, or systematic errors in the measurement process that differentially influences scores for groups defined by age, education, culture, ethnicity or gender.

Candidates under 18 are also permitted to take computer-based tests with a parent or guardian's permission.

While most candidates will testify to the benefits of CBT, some still feel more comfortable with the pen-and-paper exams that they are accustomed to. Also, it is felt that CBTs are more suitable to those from urban areas who are comfortable

using digital gadgets rather than those from rural and poor households. Also, there have been instances of proxy test-taking.

Exams delivered directly to individual candidates via internet-based testing and online proctoring will only work if candidates use equipment which meets the specifications recommended by the test publisher with regards to operating system, random-access memory, as well as reliable and stable internet connection speeds.

Nevertheless, CBT is going to evolve as the prime assessment tool. So, let us take a look at some tips for computer-based test-takers:

Before the test day, make sure you visit

your exam programme's home page in advance to ensure you have all the necessary documentation needed to verify you as a test candidate.

Check your computer set-up in advance and make sure everything is working properly to avoid any technical glitches during the exam.

Arrive at the venue before time so you can get settled comfortably. Go through all the test instructions and abide by the guidelines.

Don't panic! Take your time and carefully read the questions before answering. (The author is with a computer based testing solutions provider)

PERSPECTIVE

Future of assessments

Computer-based testing (CBT) is redefining the evaluation process of the education system as we know it

■ DIVYLOK CHETAN SHARMA

To equip the youth of India with relevant skills for their professional journey, the Indian Government is focusing on digitising the education sector. This can be seen from initiatives like the New Education Policy (NEP) 2020, SWAYAM, the National Digital Library, Virtual Labs, e-Yantra, and FOSSEE.

With many people turning to online learning, certifications are now being granted on the basis of computer-based testing (CBT). The convenience, security, and efficiency that CBT brings to the table outlines the traditional pen-and-paper based method of testing. Scheduling a computer-based exam through a test centre is convenient for both the examiner and the test-taker.

The latter doesn't have to travel to a test centre and, since they're being monitored remotely, any irregular behaviour can be easily flagged, thereby maintaining the integrity of the test. This way, both students and professionals can gain new certifications without having to take time off from work or travel long distances. The organisation offering the exam

can deliver the test globally, without any geographical constraints. CBT also allows the candidate to choose the date and time according to their convenience.

Added benefits

With CBT, the problems of the traditional test are nullified. A digital test paper is uploaded to the test centre on the day of the exam and encrypted. Furthermore, with the help of AI, different question papers can be set at the same difficulty level and, by randomising the order of questions and possible answers, each question paper becomes different.

Another major benefit of CBT is that it significantly reduces logistical expenses of procuring answer sheets, printing question papers, transporting answer sheets to the evaluation centre, and so on. Offering CBT in small test centres can offer a valuable alternative to pupils who are unable to take their exams in schools.

However, with the majority of rural India still not having access to high-speed Internet and technology penetration still being quite low, people who haven't been exposed to technology are often sceptical. The National Testing Agency (NTA) has already started tutoring students in rural areas on how to take tests on computers. By participating in regular mock tests, students have become more confident and are better able to understand the benefits of CBT.

As AI and machine learning continue to advance, we can be sure that CBT will shape the future of assessment in India.

The writer is Senior Director, Client Development (India and SAARC), Pearson VUE India.



10/5/2020

The evolution of Computer-Based Testing (CBT) in India and beyond - The Times Of India - Delhi, 10/5/2020

The evolution of Computer-Based Testing (CBT) in India and beyond

Test owners in India recognise the need to adopt global assessment method in order to improve the evaluation standards, writes Divylok Chetan Sharma

India has the largest youth population in the world with 365 million people classified as young adults according to a recent IBEF report. The political drive to upskill a growing population provides huge opportunities for the education sector in general and online learning and testing.

According to TechSci Research, the online assessment market in India is expected to reach \$750 million by the end of 2021 as technology penetrates the education sector. With government's aim to support digital learning and digital literacy through initiatives, such as SWAYAM (a popular open online courses), National Digital Library, Virtual Labs, e-Yantra and FOSSEE, the role of e-assessments has become more pertinent in shaping up India's higher education and professional qualifications landscape.

Rise of CBT

In recent years, an increasing number of test centre owners have transitioned from paper-based testing to Computer-Based Testing (CBT) in order to make the assessment process more efficient, secure



and flexible. Test owners in India recognise the need to adopt global assessment methods to improve the assessment standards and attract more international students. CBTs enable test owners to offer their exams globally. The format also allows candidates to choose a test centre location and time that is convenient for them. This is especially beneficial for professionals looking to acquire career-enhancing certifications with minimal disruptions. While traditional methods of

paper-based testing are still prevalent, they are being fast-replaced by CBT as the latter has been successful in eliminating several issues which are inherent to the traditional methods. CBT can offer increased security in several ways. Firstly, CBTs can tackle leaks by exclusively revealing encrypted exam papers to individual candidates after login.

(The author is senior director, Client Development (India and SAARC), Pearson VUE India)

Times of India

Deccan Herald

The Hindu



Client :: Modern Public School

Modern Public School, Shalimar Baghis known for achieving excellence in state-of-the-art infrastructure, for exemplary faculty, and for gaining an extra edge in co-curricular activities. We have been handling their PR and Social Media since September 2019 till date.

ACHIEVEMENTS TILL DATE

- Since the inception of work, we have achieved more than 500 coverage for the client.
- We have cracked 25-30 top profiling stories and electronic panel discussions for Mrs. Alka Kapur, Principal, Modern Public School.
- She has been featured in top education media like India Today, Hindustan Times, Times of India, DainikJagran, Education World, Education Brainiac, Progressive Magazine, Career 360, Brainfeed, Mentor Magazine, etc.
- Top channels like CNN News 18, News 24*7 Channel, ETV Bharat, Zee Business, ABP News now invite her as a panelist very often due to PR achievements. Per month coverage ratio is around 30 - 35.
- When we started the work, people didn't know about the school much and were confused with the other schools holding similar name but now they are a renowned name in the education sector.
- If you Google Modern Public School, Shalimar Bagh, the results speak about their achievements in top results.
- Mrs. Alka Kapur, Principal, MPS also got awarded with the Excellence in Education #Award by Mr. Arvind Kejriwal, CM, New Delhi with the help of PR.



Client :: Modern Public School

ACHIEVEMENTS TILL DATE

- Mrs. Alka Kapur has been featured on the cover page of Mentor Magazine in the month of April 2021. She has also been covered by Wonder Publish and K-12 Digest Magazines in their leading stories.
- One of the students of MPS innovated a touchless doorbell and for this particular achievement only, we generated more than 45 coverage & 5 electronic interactions. With the support of PR, even the HRD Minister of India tweeted about this.

TARGETS FOR THE YEAR

- This year, we plan to achieve 200+ coverage for MPS in top print, electronic and online media and we will also get the Wikipedia active for Modern Public School and Mrs. Alka Kapur, Principal.
- We are planning to crack all the top news channels which we haven't achieved so far for Mrs. Alka Kapur.
- We are also planning for the participation of Mrs. Alka Kapur in most renowned awards and speaker opportunities.



Dr Ramesh Pokhriyal Nishank

@DrRPNishank

I am glad to see how students are coming forward to contribute to the [#FightAgainstCorona](#). Sarthak Jain, a class XI student of Delhi, has devised a touch-free doorbell. I encourage all young innovators to share with me their innovations using [#BalSena](#)



FEW RECENT COVERAGE



कोरोना से निपटने में सहायक बनेगी 'टचलेस डोर बेल'

जागरण संवाददाता, नई दिल्ली: पूरा देश आज कोरोना वायरस से जंग लड़ रहा है। हर कोई खुद को संक्रमण से बचाने के लिए तमाम उपाय कर रहा है। इसी कड़ी में शालीमार बाग स्थित मॉडर्न पब्लिक स्कूल के 11वीं के छात्र सार्थक जैन ने कोरोना वायरस की चेन तोड़ने के उद्देश्य से टचलेस डोरबेल डिजाइन की है।

यह घर के प्रमुख दरवाजे के बाहर लगी ऐसी घंटी है जिसे आप बिना छुए ही बजा सकते हैं। इस डोरबेल में अल्ट्रासोनिक सेंसर लगे हैं। सेंसर 30 से 50 सेंटीमीटर की दूरी तक किसी व्यक्ति की मौजूदगी को डिटेक्ट कर सकता है और घंटी से 'बीप' की ध्वनि सुनाई पड़ती है।

सार्थक बताते हैं कि कोरोना के संक्रमण से बचने के लिए लोग दिनभर मास्क पहने रहते हैं। वह कुछ दिन से यह चिंतन कर रहे थे कि वायरस का संक्रमण कहां-कहां से फैल सकता है। ऐसे ही एक दिन वह यह सोचकर चिंतित हो गए कि उनके घर में दरवाजे की घंटी के जरिये



टच लेस डोर बेल दिखाते सार्थक जैन • फोटो सौजन्य: स्वयं

भी वायरस आ सकता है। इसीलिए उन्होंने एक स्वचालित घंटी डिजाइन करने का फैसला किया ताकि वह इस वायरस की चेन तोड़ने में किसी तरह से लोगों की मदद कर सकें। इस घंटी में सेंसर लगा है। सार्थक बताते हैं कि इस घंटी को बनाने में उन्हें दो दिन का समय लगा। इसे बनाने में महज पांच सौ रुपये खर्च करने पड़े।

Dainik Jagran



India Today

'तकनीक के बेहतर इस्तेमाल से बढ़ रही छात्रों की तार्किक शक्ति'

तार्किक शक्ति को बढ़ावा देने के लिए टिकर वेबिनार का आयोजन

रैतिव मिश्रा • नई दिल्ली



अल्का कपूर • फोटो सौजन्य: स्वयं

लॉकडाउन के बीच शिक्षा के प्रवाह को बनाए रखने के लिए ज्यादातर स्कूल ऑनलाइन सत्र आयोजित कर रहे हैं। इस दौरान शिक्षक छात्रों के साथ ऑनलाइन माध्यमों से जुड़ रहे हैं और व्याख्यान दे रहे हैं। शालीमार बाग स्थित मॉडर्न पब्लिक स्कूल की प्रधानाचार्या अल्का कपूर ने बताया कि स्कूल के सभी शिक्षक माइक्रोसॉफ्ट टीम, जूम एप, यू-ट्यूब ट्यूटोरियल और वाट्सएप में ब्रॉडकास्ट मैसेज जैसी तकनीकी सहायता का उपयोग करके छात्रों को अध्ययन सामग्री दे रहे हैं।

अल्का ने बताया कि वह खुद एक घंटे की सत्र की अध्यक्षता और निगरानी करती हैं। वहीं, छात्रों को रोजाना एक उचित समय सारणी

ऑनलाइन क्विज और खगोल विज्ञान सत्र आयोजित हो रहे हैं। छात्रों में पढ़ाई को लेकर जिज्ञासा बनी रहे और उनकी तार्किक शक्ति को बढ़ावा देने के लिए स्कूल की एटीएल टीम ने हाल ही में टिकर वेबिनार का आयोजन किया। वह डिजाइन थिंकिंग की अवधारणा को पेश करने के लिए स्टैम रोबोट के सहयोग से आयोजित किया गया था। उन्होंने बताया कि लॉकडाउन खुलने तक स्कूल ने रैट टाचर मॉडिफिकेशन को ऑनलाइन फॉर्मेट में शिफ्ट करने का फैसला लिया है। स्कूल में कक्षा 10वीं और 12वीं के छात्रों पर भी विशेष जोर दिया जा रहा है। जो छात्र अपनी बोर्ड परीक्षाओं में उपस्थित नहीं थे स्कूल उन छात्रों का मनोबल बढ़ाने और उन्हें एक स्पष्ट कैरियर मार्ग देने के लिए भी परामर्श सत्र आयोजित कर रहा है।

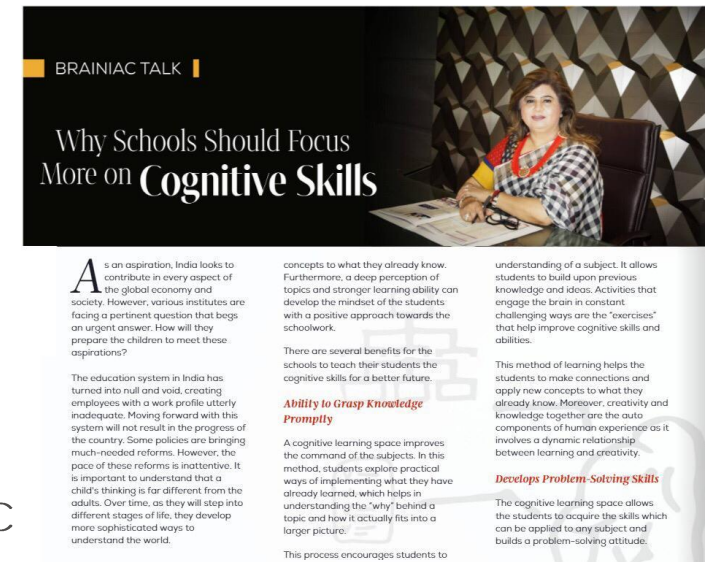
Dainik Jagran



TV 9



Education Brainiac Magazine





Client :: Komaki Electric

Komaki the most reliable and well equipped manufacturers of Electric Vehicles with best services at nominal prices. Komaki's infrastructural unit is based in Thrissur, Kerala and Kapashera, Delhi with offices and warehouses in Delhi NCR. We have been handling their PR and Social Media since January 2021 till date.

ACHIEVEMENTS TILL DATE

- Since the inception of work, we have achieved more than 150 media coverage for the client.
- We have cracked profiling stories for Mrs. Gunjan Malhotra, Director, Komaki Electric Division.
- We have given top product review opportunities in the media like Zigwheels, Hindustan Times, Evo India, Autocar Professional, Car & Bike India etc.
- In spite of being old player in the market, Komaki Electric Division was not well known in the segment but now they are a renowned name in the Electric Vehicle sector.



Gunjan Malhotra

KOMAKI

What the Future Holds for E-Vehicles: Changing Transport Ecosystem in India

Electric Vehicles have been gaining popularity all over the world for the past few years. After all, they are cleaner as compared to their fossil fuel-based counterparts, more efficient, and have many exciting features. The world is becoming more and more environmentally conscious and people are looking for ways to reduce their carbon footprint. A staggering 27% of air pollution today is caused by tailpipe emissions from fossil fuel-based vehicles. Therefore, one of the best ways to tighten the leash on air pollution is to look for alternative sources of energy, and electricity is one such source.

It is being estimated that owing to the growing population and rising standard of living, the number of motor vehicles on the road will double in the coming 8 to 10 years. This means that the air quality index is going to plummet even further unless people switch to electric vehicles. The government is also supporting this change and which is reflected in the national budget that has been released recently.

India is going electric

Unlike fossil fuel-based vehicles, electric vehicles promise zero tailpipe emissions and can, therefore, play a huge role in controlling air pollution – especially in urban areas. The government is also dedicating its energies towards the development of schemes that encourage the adoption of electric vehicles and aims to reach a 30% electric vehicle penetration throughout the country by 2030. By offering tax deductions on the interest on loans for EVs, removing the restrictions to avail input tax credit of GST paid on automobiles, and reducing the GST on lithium-ion batteries, the government can give a boost to the sector.

The schemes create demand incentives for EVs and focus on the deployment of charging stations throughout the country – since the range has been a major factor that has been dissuading people from buying electric vehicles. Although electric vehicles give better mileage than petrol or diesel-based vehicles, the lack of charging stations means people have to avoid long journeys and always stay fully charged before leaving from home.

Several state governments, however, have now sprung into action to deploy charging stations throughout their region of control to facilitate the growth of the electric vehicle segment. Delhi government, for instance, has recently launched a new project, under which, 100 charging stations and 500 charging points will be set up throughout the national capital within a year. If all these combined efforts come to fruition by 2030, it is being estimated that they will generate a saving of up to 474 million tonnes of oil equivalent (Mtoe) and 846 million tonnes of net CO2 emissions over their lifetime.



Electric vehicle

It is necessary to keep the customer in mind while developing the new-age EVs that can replace the tradition on the road. Challenges like congestion, affordability, lack of charging infrastructure, and transit system localized issues. People will be driven to buy expensive vehicles when their income increases. For the time being, the focus needs to be on manufacturing vehicles that solve the problems of the common people while staying affordable.

How can India keep up with the world in terms of EV sales?

According to a survey conducted by the Economic Times, 90% of Indian car owners are willing to switch to electric vehicles, provided that the appropriate infrastructure is in place. Surprisingly though, the electric vehicle market penetration in India is only 1% of the total vehicle sales. Another important thing to note is that 95% of electric vehicles on Indian roads are two-wheelers or three-wheelers.

The EV manufacturers from all over the country, authorities responsible for developing charging infrastructure, batteries and mobility service providers, and other stakeholders are now taking serious action to ramp up the sales of electric vehicles. Many companies have realized that unless they release vehicles suitable for Indian customers, they will have a hard time selling them, despite all the additional features that they incorporate.

Diversity is a factor that needs to be taken into account

India is a huge country in terms of diversity, and the support of central and state governments is crucial for scaling the deployment of electric vehicles.

Different states are now taking different actions according to their demographic realities. For instance, since Delhi has been struggling with air pollution for a while now and it is also one of the most sought-after employment hubs in the country, its policy targets the components of electric vehicles that have achieved parity in terms of the life cycle and total cost of ownership with internal combustion engine (ICE) vehicles. It also seeks to develop employment opportunities for battery swapping operators.

If we take the example of Karnataka, which boasts several technology hubs like Bengaluru, it seeks to become an EV manufacturing hub and invest in R&D for battery manufacturing.

Kerala is focusing primarily on public transport and seeks to deploy electric trains, electric buses, and other energy-efficient systems.

Tamil Nadu has created an EV venture capital fund while providing tax exemptions for manufacturing and land subsidies, meanwhile, allocated parking spaces for EV in commercial spaces as well.

Every state is facing different circumstances and is, therefore, charting out different policies. The good news, however, is that the country as a whole is moving towards the adoption of electric vehicles.

Conclusion

It is necessary to keep the customer in mind while developing the new-age EVs that can replace the traditional vehicles currently on the road. Challenges like congestion, affordability, lack of charging infrastructure, and transit systems availability are only localized issues. People will be driven to buy expensive vehicles when their income increases. For the time being, the focus needs to be on manufacturing vehicles that solve the problems of the common people while staying affordable.

In a country as big and as diverse as ours, there is no such thing as one-size-fits-all. The industry players will need to plan future production based on a clearer understanding of local objectives and plans. Carrying out mass transition for a country of 1.3 billion people is not easy by any means. However, with collaboration, understanding, and faith in the future, we can accomplish this task.

About Gunjan Malhotra

Gunjan Malhotra, Director, Komaki Electric Vehicle Division is a dedicated environmentalist and the co-founder of Komaki Electric Vehicle, one of the fastest evolving brands in the Electric Vehicle Segment. Gunjan is passionate about making India pollution free and is working everyday to make it happen with Eco friendly mode of transportation. She launched Komaki in 2016 with a vision to make India a cleaner, greener country.

Born to be an entrepreneur with excellent leadership qualities, Gunjan built Komaki with hard work, perseverance, and an unwavering focus. She has great insights in designing and possesses a superb trend forecasting ability. Under her outstanding leadership, Komaki has launched a total of 9 low-speed electric scooters and bikes models and is the only company in the industry to have 3 high-speed registration models of electric scooters and bikes.

With a solid 30 years of experience in the quality and precision-oriented Bearing and Driveshaft industry, Gunjan Malhotra has ventured into the auto sector with a vision to make eco-friendly vehicles at affordable prices for all Indian markets. She is very actively involved in the production of vehicles – from R&D to design development to incorporating innovative features.

It is under her supervision that Komaki has expanded its reach all over the country – from Kashmir to Kanyakumari and Rajasthan to Manipur – and is now being recognized as one of the leading Electric Vehicle manufacturers in India.

FEW RECENT COVERAGE

Komaki MX3 electric motorcycle launched: Range, features & price

Komaki MX will come equipped with a self-diagnosis system, reverse assist, regenerative braking, three speed modes, an in-built Bluetooth speaker and more

By: Express Drives Desk March 21, 2021 3:26 PM



Komaki recently announced the launch of another electric motorcycle after the introduction of the high-speed motorcycle, M5 earlier this year. The manufacturer has now unveiled the fourth addition to their electric motorcycle range – the MX3. This is the fourth launch from Komaki this year. The newly-launched Komaki MX3 is an urban commuter with 17-inch wheels, telescopic shock absorbers, and a large wide seat. It gets LED turn indicators.

Komaki MX will come equipped with a self-diagnosis system, reverse assist, regenerative braking, three speed modes, an in-built Bluetooth speaker for connectivity on-the-go, and a full-colour LED instrument cluster.

Also read: Simple Energy to launch its first electric scooter with 240 km range in May: Secures additional funding

Promising a range of 85-100 km in a single full charge, Komaki states that MX3 consumes not more than 1-1.5 units of electricity. It gets a removable Li-ion battery. The MX3 comes in three colour schemes – garnet red, deep blue and jet black.

Komaki states that the MX3 offers a robust build-quality and a clearance through stringent quality & safety checks.

In February this year, Komaki launched a new electric two-wheeler for commercial purposes. The new Komaki XGT CAT 2.0 commercial electric bike was launched at a starting price of Rs 75,000 for the gel-based battery tech whereas the Li-ion version costs Rs 10,000 more.

The electric bike also boasts a high 300-350 kg payload capacity. At the same time, Kom also promises that this bike will have a range of 125 km on a single charge. The electric t will only consume 1-1.5 units of electricity. At the same time, there is no time mentioned the charge time. Other details include LED headlights, a digital instrument cluster and several storage spaces.

Komaki Electric to set up new plant in Kerala

Delhi-based EV maker, which has a 200-strong retail network across India, readies manufacturing operation. Sricharan R reports on how it plans to tap the rising demand for electric two-wheelers.

Among the revelations of the latest India vehicle sales statistics is that a total of 2,011 electric two-wheelers have been sold in the April 2020-February 2021 period, a year-on-year growth of 1,118 percent albeit on a very low year-ago base of 165 units. Every month sees a new player announcing entry or an existing OEM expanding operations. Komaki is the latest to do so.

"The EV market in India is expected to grow at staggering rate of 44 percent CAGR between 2020 and 2027. Once the adoption rate of electric vehicles is sufficiently high, the demand will rise and we will inevitably have to consider expanding our manufacturing capacity to meet the demand with an adequate supply. Keeping this in mind, we are in the process of developing a new manufacturing plant in Kerala," Gunjan Malhotra, director, Komaki Electric Vehicle Division, tells Autocar Professional. The Delhi-based firm set up a new EV-specific division in 2016, carving it from KLB Komaki. Since then, it has expanded its network to over 200 dealers across India. Komaki has a 13-model portfolio comprising three high-speed models and 10 low-speed models. The X3 has sold more than 4,000 units and the TN95 has over 1,200 bookings since its launch in



January 2021. Currently, around 60 percent of the parts in these vehicles are sourced from India with the balance brought in from Japan and Europe. Komaki is targeting 100 percent localisation by 2022, and has already invested Rs 50 crore towards this goal. "With most governments pushing for the conversion of rickshaw fleets into electrically operated models, the demand for them will significantly rise in the near future. Electric two-wheelers have already displayed the strongest growth in the EV industry. With such promising adoption rates, we are confident that electric two-wheelers will phase out fuel-powered models very soon," she said. "Compared to their peers in the 'IC engine-powered' category, EVs are within the

Komaki claims its electric scooters and loader are seeing good demand in India.



Gunjan Malhotra: "We have to consider expanding our manufacturing capacity to meet demand with an adequate supply. The Kerala plant is in line with that strategy."



same price range. But they also come with a plethora of new features that you would not have seen before on traditional two-wheelers. Also, a full charge on a typical Komaki two-wheeler consumes not more than 1-1.5 units of electricity for a range of up to 100km. And with the evolution of technology, we may even be able to achieve more," adds Malhotra. Skyhigh petrol prices are also helping the EV mission. Malhotra says, "The demand for EVs varies on demographics, regulatory policies and extent of urbanisation. The demand for commercial EVs is the highest in more pollution-ravaged cities like Delhi where it is imperative to replace entire vehicle fleets with eco-friendly machines, thus making it a massive market. We are expecting a huge rise in EV demand in

Delhi. With the government subsidy coming into effect, the incentives and the obvious difference in the cost of using an EV, Delhi will soon switch to electric mobility solutions." "With many companies obtaining FAME II certification, sales of high-speed EVs are set to go through the roof. E-rickshaw sales are expected to witness rapid growth with access to new markets like Raipur, Indore and Bhopal," says the Komaki director. The company is in talks with a few e-commerce companies. Komaki's recently launched Cat 2.0 loading vehicle is seeing demand for e-commerce last-mile deliveries. Meanwhile, Komaki is also at work on some new projects like electric motorcycles but that is an altogether different story.

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हिन्दुस्तान

BREAKING NEWS दिल्ली में क्रान्ति व्यवस्था बनाए रखना दिल्ली प्रशासन की जिम्मेदारी है: ए.पी. सिंह

दिल्ली सूत्र - अजय - Komaki ने जलियाँ तिरु हाई स्पीड इलेक्ट्रिक स्कूटर और बाइक्स के तीन नए मॉडल, 150Km का ड्राइविंग रेंज और कीमत है इतनी

Komaki ने लॉन्च किए हाई स्पीड इलेक्ट्रिक स्कूटर और बाइक्स के तीन नए मॉडल, 150Km का ड्राइविंग रेंज और कीमत है इतनी

सादर प्रतिक्रिया दिल्ली | Published By: Ashwathi Tawari Last updated: Wed, 20 Jan 2021 03:07 PM



Komaki Electric Scooter & Bike: भारतीय बाजार में इलेक्ट्रिक वाहनों की डिमांड तेजी से बढ़ रही है, खास कर दोपहिया सेक्टर में एक से बढ़कर एक इलेक्ट्रिक मोबाइल पेश किया जा रहा है। जब देश की प्रमुख इलेक्ट्रिक वाहन निर्माता कंपनी Komaki ने हाल में हाई स्पीड रेंज में स्कूटरों और बाइक्स के 3 नए मॉडलों को लॉन्च किया है। जिसमें Komaki TN95, M5 और SE शामिल हैं। जो अच्छे जलने हैं इन वाहनों के बारे में -

Komaki TN95: यह कंपनी की सबसे नए पेश की जाने वाली हाई स्पीड स्कूटर है, इसे कंपनी ने वाहनर डीजन सिमिलि को ध्यान में रखकर बाजार में उतारा है। इस स्कूटर में एल्यूमीनियम फ्रेम भी दिया गया है, जिसे पीछे की तरफ लगाया गया है। इसमें बॉडी पर मोटोर्स गैरई और बॉडी पर टायर ट्यूबलेस भी दिया गया है। जो कि जलने और आसानी और सुविधि साथ प्रदान करता है। कंपनी का दावा है कि यह स्कूटर बिना चार्ज में 100 से 150 किलोमीटर तक का ड्राइविंग रेंज देता है। इसमें बार्बर डिस्क, फिक्स स्विट, फुल स्पोर्ट और रिसेटिंग फ्रेमिंग सिस्टम सेबी कीपारि रिप मय हैं। इसकी कीमत 98,000 रुपये (एक्स-शोरूम) तक की गई है।

Komaki SE: कंपनी की इस दूसरी हाई स्पीड स्कूटर को घर बाइकलेट करार में पेश किया गया है, जिसमें सॉलिड ब्यू, मैट्रिक्स गैर, जेट बॉक और गैरई रेंज करार शामिल है। कंपनी का दावा है कि यह स्कूटर बिना चार्ज में तकरीबन 100 से 120 किलोमीटर तक का ड्राइविंग रेंज देती है। इसमें डुअल ब्रेक तक का भी विकल्प दिया गया है। इसमें भी कंपनी ने Li-ion बैटरी का प्रयोग किया है। इसकी कीमत 96,000 रुपये (एक्स-शोरूम) तक की गई है।

Komaki M5: स्कूटरों के अलावा कंपनी ने बाजार में अपनी पहली हाई स्पीड इलेक्ट्रिक बाइक को भी लॉन्च किया है। यह देश की दूसरी इलेक्ट्रिक बाइक है। इसमें भी कंपनी ने Li-ion बैटरी तक का इस्तेमाल किया है। यह बाइक बिना चार्ज में 100 से 120 किलोमीटर तक का ड्राइविंग रेंज प्रदान करती है। यह बाइक गैरल और सिमर करार में बाजार में उतारना होगी। इसकी कीमत 99,000 रुपये (एक्स-शोरूम) तक की गई है।



लाइव हिन्दुस्तान टेलीग्राफ पर भी उपलब्ध है। यहां क्लिक करके आप समाचार पढ़ सकते हैं।

mint

Home >Auto News >Komaki introduces new electric motorcycle in India at ₹95,000: Details here

Komaki introduces new electric motorcycle in India at ₹95,000: Details here



This new Komaki MX3



Client :: Risers Accelerator

Risers Accelerator was launched in March 2019 and since then we have been handling their PR and social media activities. It has been an inspiring experience to witness the journey of the brand since its inception till today as becoming a known name among investors and startups circles.

ACHIEVEMENTS TILL DATE

- The client is not less than a PR baby for us. Right from their launch, we have taken care of entire communication & content marketing for them.
- Till date we have achieved more than 80 to 90 PR coverage for the brand and most of them includes profiling stories of the company directors. Being 5 company directors handling different verticals of operations, we have managed to achieve 20 to 25 profiling stories and 40+ industry stories of the group.
- We have arranged more than 40 pitches from different start ups for the group to screen and invest with the help of PR and SM activities.
- We have provided them next level PR apart from coverage, including event participation, seminars of startups, workshops etc. With the support the group has become a big name in the investment / start-up funding sector in such a short span of time.

TARGETS FOR THE YEAR

We shall be connecting the group members to more relevant media and industry players. Our target is to increase the brand visibility to a level that industry players and innovative startups begin to approach them directly for their funding and mentorship requirements. We shall also be creating a networking platform for them for a higher recall of the brand.

FEW RECENT COVERAGE

TECHNOLOGY

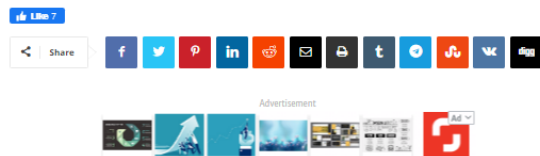
In Brief: Pegasystems rolls out free app to help clients track Covid-19; Risers Accelerator backs NuNu TV



Tech Circle

Fighting COVID-19: Risers Accelerator Funded Company Cosmeto Food Produces and Distributes Free Hand Sanitizers

By Chander Sood - April 8, 2020



8th April 2020: To combat the COVID-19 crisis, Cosmeto Food, a Risers Accelerator funded company, manufacturer of organic skincare products, has started manufacturing hand sanitizers. The company has fast established itself as an organic manufacturer and has now set up a special plant in Nalagarh, Himachal Pradesh, just for producing quality hand sanitizers.

According to WHO (World Health Organization) one of the most effective ways of fighting COVID-19 is to regularly sanitize your hands in order to kill any COVID-19 strain that may have found its way to your skin through contaminated surfaces. The hand sanitizers, therefore,

Will coronavirus pandemic lead to job losses? The fear is real but so is hope

Updated: March 26, 2020 06:18 PM IST

- The United Nations recently estimated that globally over 24 crore people could lose their jobs due to the coronavirus pandemic.
- IMF has already cautioned that coronavirus recession could be shodder than the global financial crisis of 2009.



Covid-19 or commonly known as coronavirus has created uncertainty across the world. Business operations have suffered immeasurably and share markets are practically in a free fall. While work from home is the new mantra imbibed by companies till lockdowns are in place and more importantly social distancing is necessary, production has come to a grinding halt and supply chains have been broken.

Given the unprecedented situation when money is at forfeiture, can companies continue giving salaries to their original workforce strength for a long time? Or is the already predicted recession going to hit the job market and is a job crunch inevitable?

The United Nations has recently estimated that globally over 24 crore people could lose their jobs due to the coronavirus pandemic. The International Monetary Fund (IMF) has already cautioned that the coronavirus recession could be shodder than the global financial crisis of 2008-09.

It is hard to estimate the extent of job losses for the simple fact that no one knows for how long this crisis will last, but considering that we have been asked to stay home, aviation, tourism, and hotel industries are sure to take an instant direct hit.

"If we are going to remain quarantined for another quarter, one can expect massive job losses in sectors such as tourism, transport, real estate, construction, and manufacturing. Many workers in these sectors are daily wage earners who won't be able to manage their household in case of layoffs," says Vijay Kuppia, Co-founder, Orowealth.

Umesh Mehta, Head of Research of Samco Securities seconds Kuppia's thoughts.

Another aspect is that given the threat of survival, consumer credit can take a serious beating and so will demand for consumer discretionary. Consumer buying habits will take a hit as one's consumption pattern is likely to change.

Businesses houses might also be forced to change their daily operation patterns which will have a cascading effect.

"People across the globe will travel less and businesses will largely communicate digitally both internally and with customers. That will entail heavy and permanent job losses in NBFCs, travel and tourism, consumer discretionary businesses including autos, jewelry, etc," Mehta notes.

The uncertainty about when things will go back to normal has also cast a cloud over one's earlier expenditure planning.

Income will now go into primary necessities like essential goods, education, and health. Luxury and other things, which means, are going to struggle for another six months, opines Pravin Khandewal of Risers Accelerator - a group of entrepreneurs hailing from a diverse range of industries.

"People will now work on appraisal efficiency. The companies will try to gain maximum efficiency from the existing people, working hard would be culture from now on. Technology will also see a boost in the coming times. Salaries may take a hit and companies are definitely going to cut the manpower and lay off the non-productive people," he says.

Most companies have already stopped new hiring for the next three to six months.

On the other hand, Honey Katiyal, Founder of investors Clinic has a different perspective. He believes that it is a temporary scenario. The government has implemented strict regulations and awareness programmes at an early stage and the learnings from China, Italy will work for India's benefit.

"The outbreak can be controlled before it reaches Stage 3, which is also very important for saving the Indian job market scenario in the longer run," he says.

What we can hope is for a quick medical solution to the menacing coronavirus. If the crisis ends soon, impact on jobs may be minimal. As Andy Dufresne says in Shawshank Redemption, "Remember, Red. Hope is a good thing, maybe the best of things."

(Check all coronavirus-related updates here)

Fighting COVID-19: Risers Accelerator Funded Company Cosmeto Food Produces and Distributes Free Hand Sanitizers

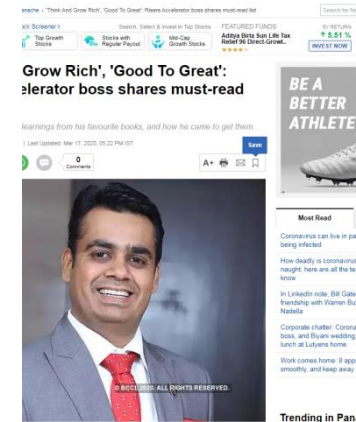
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Startup Success Stories



Economic Times

Pravin Khandewal tracked down 'The Mind of the Leader: How to Lead Yourself, Your People, and Your Organization for Extraordinary Results' by Ramon Hougaard for a very long time. "The book is about how a humble and passionate leader builds an organisation. After a 10-day long meditation and Vipassana session, one of my friends in Hong Kong recommended this book, and said, 'now you are ready to grasp it'." He explained that his friend always recommended this book to people when he felt they were ready to understand the learning in this book.

The Risers Accelerator boss prefers a physical book over any other form of reading. Describing the importance of the feel of the paper, he said that being able to underline

Startup Success Stories

CNBC TV 18



Client :: Pioneer India

Pioneer India is the world leaders in technology enabled car audio and video segments, an Indian Subsidiary of Pioneer Corporation, Japan. We have been handling their PR and Social Media since September 2018.

ACHIEVEMENTS TILL DATE

- Till date we have achieved more than 600+ coverage for the client including product reviews, interviews, article placements etc.
- One of their major products launched in 2020 is detachable tablet. From that particular activity itself, we were able to generate more than 50 media coverage in print, electronic and online portals and that too without physical event.
- We targeted best technology youtubers and influencers with their reach in millions and all of them did positive stories about the brand and its products
- Top tech journalists like Gopal Sathe from NDTV & Jinoy Jose from Hindu Business Line with over 10 lac followers have reviewed Pioneer products with the support of PR.
- We have provided them next level PR apart from coverage, including collaboration opportunities by making them participate in industry events / symposiums. With the support of PR, the brand has received commendable positive stories and reviews for their products. With these positive stories, the brand witnessed an increase in their sales volume.

FEW RECENT COVERAGE



Pioneer India launches detachable tablet combo for Rs 33,890

Smart unit receiver SDA-835TAB and SPH-T20BT as a combo has certified access to genuine Android OS and comes with pre-installed apps such as Google Maps, YouTube, Gmail, Pioneer's unique app "Pioneer Smart Sync app" and more.

Updated: Apr 13, 2020 00:56 IST

Indo Asian News Service
New Delhi



Hindustan Times

Aftermarket detachable car infotainment touchscreen: Pioneer launches SDA-835TAB and SPH-T20BT

The Pioneer SDA-835TAB and SPH-T20BT combo has been launched in India and it offers a detachable touchscreen in-car infotainment system that runs on Android.

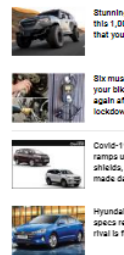
By Express Drive Desk
Published: March 23, 2020 7:27:41 PM



Pioneer India has launched an all-new in-car touchscreen infotainment system aftermarket solution that enables a detachable tablet-like screen. The Pioneer's Smart Unit Receiver SDA-835TAB and SPH-T20BT cost Rs 33,890 as a combo and also offers Pioneer's parking sensors as an option to which it can connect as well. The system runs on Genuine Android™ OS.



LATEST AUTO NEWS



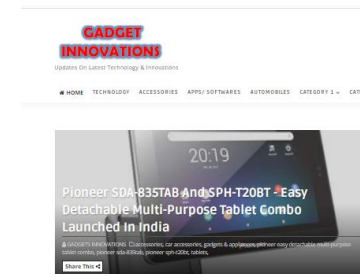
Financial Express

PIONEER INDIA LAUNCHES EASY DETACHABLE MULTI-PURPOSE TABLET COMBO, SDA-835TAB, AND SPH-T20BT

By Press Release | Published on 22 Mar 2020



Digit.In



PIONEER India, a subsidiary of Japanese giant Pioneer Corporation, and known for its audio-entertainment systems, launches Smart Unit Receiver SDA-835TAB and SPH-T20BT as a combo. This latest out-of-the-box infotainment system is meant for those who enjoy quality entertainment on-the-go.

The main features that set this multimedia entertainment system apart are its Genuine Android™ OS, magnificent graphics, best-in-class audio quality, high-end safety features, and plethora of navigation and entertainment apps ready to download.



Gadget Innovation



A tab that doubles as a car stereo

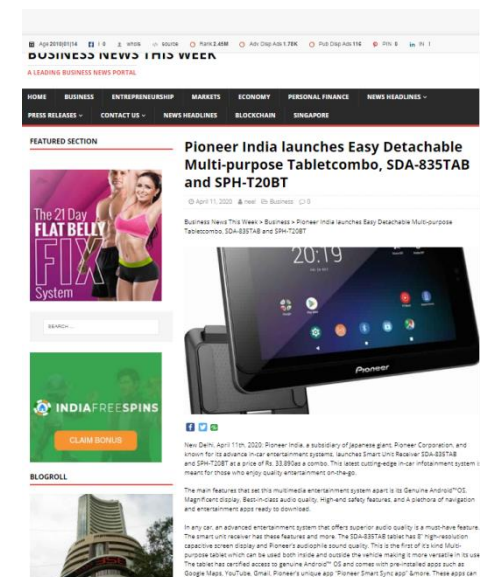
The customisation features are limited unless you have an iPhone

By Swachchhaile Basi
Published 29.03.20, 7:50 PM · Updated 29.03.20, 7:50 PM



The 8-inch touchscreen tab can be operated irrespective of whether you are in the front or back seat.
Sourced by: The Telegraph

Telegraph India



Pioneer India launches Easy Detachable Multi-purpose Tabletcombo, SDA-835TAB and SPH-T20BT

Business News This Week · Business · Pioneer India launches Easy Detachable Multi-purpose Tabletcombo, SDA-835TAB and SPH-T20BT



New Delhi, April 11th, 2020: Pioneer India, a subsidiary of Japanese giant Pioneer Corporation, and known for its audio-entertainment systems, launches Smart Unit Receiver SDA-835TAB and SPH-T20BT as a combo. This latest out-of-the-box infotainment system is meant for those who enjoy quality entertainment on-the-go.

The main features that set this multimedia entertainment system apart are its Genuine Android™ OS, magnificent graphics, best-in-class audio quality, high-end safety features, and plethora of navigation and entertainment apps ready to download.

In any car, an advanced entertainment system that offers superior audio quality is a must-have feature. The smart unit receiver has these features and more. The SDA-835TAB receiver has 7" high-resolution capacitive touchscreen display and Pioneer's audio sound quality. This is the first of its kind multi-purpose device which can be used both inside and outside the vehicle, making it more versatile in its use. The tablet has on-board access to genuine Android™ OS and comes with pre-installed apps such as Google Maps, YouTube, Gmail, Pioneer's unique app "Pioneer Smart Sync app" and more. These apps can be downloaded from the Google Play Store or the Apple App Store. For further information, visit the Pioneer India website.

This Week

Client :: IIIT Delhi



IIIT Delhi is a government aided technology research institute. We have been handling their PR services since 2016.

ACHIEVEMENTS TILL DATE

- Till date we have achieved more than 2000+ coverage for the client.
- All their researches have been given good placement in top media like The Times of India, Indian Express, The Economic Times, ANI, NewsX etc. with the help of PR, which has brought national and international recognition to the client, and helped them explore more avenues to grow both physically and intellectually.
- With COVID 19 and technological advancement by the Institute to fight the menace, we have been able to garner 20+ coverage in top publications for their single research.
- Top journalists like Mohammad Ibrar from Times of India and Rhythm Kaul from Hindustan Times have already covered IIIT-Delhi's researches and achievements.

TARGETS FOR THE YEAR

Our target for next quarter is to get as many researches of the institute recognized by top publications as possible and even take their achievements to international level too with the PR support. In a nutshell, we hope to achieve 2500+ coverage.



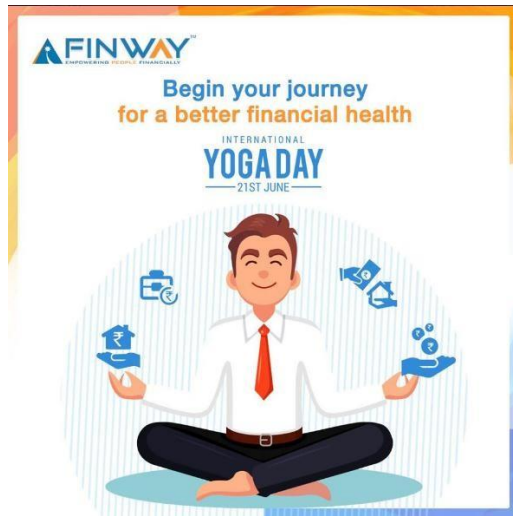
DIGITAL GLIMPSE



To remain relevant, seen and heard in the market, you need a widespread digital footprint. That's what we have been helping our clients with.

FINWAY FSC

35K+ Followers



PIONEER INDIA

1.6M+ Followers



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your rides would be safer, smoother and seamless.

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Pioneer

MUSIC IS EVERYWHERE!

We know you miss jamming to your favourite songs on the go, but for now stay at home and discover the musician in yourself!

Pioneer

SALUTE TO NURSES

for their role at the frontline in the fight against COVID-19 and unwavering service to the nation.

Pioneer

ARE YOU 18+?

Have you registered for the vaccine?
Do it now!

Pioneer

SAY AND IT WILL BE DONE!

MVH-S329BT
has been upgraded with alex built-in

Pioneer

The Indian Premier League is suspended,

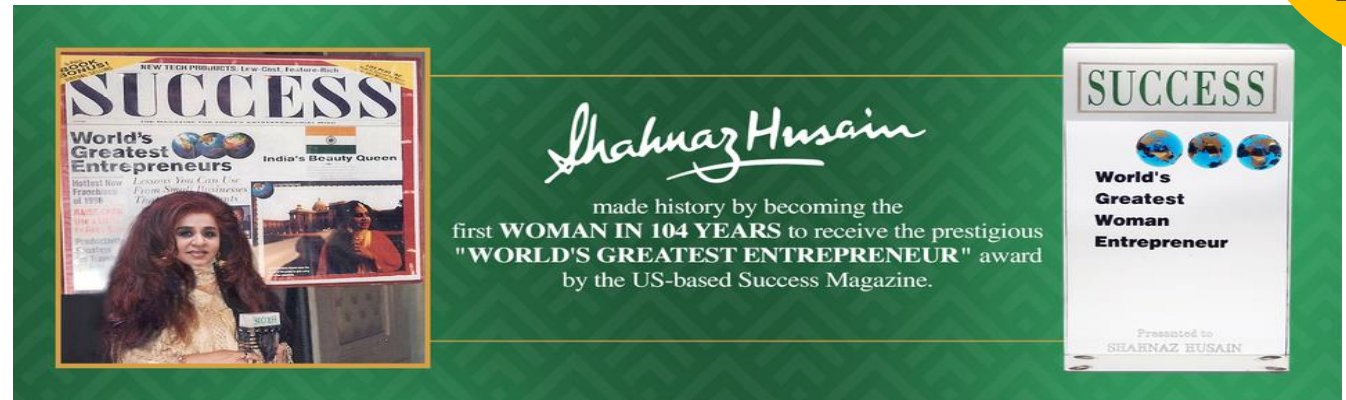
but another IPL is still on

INDIA PROTECTION LEAGUE

Stay Home. Play Safe.

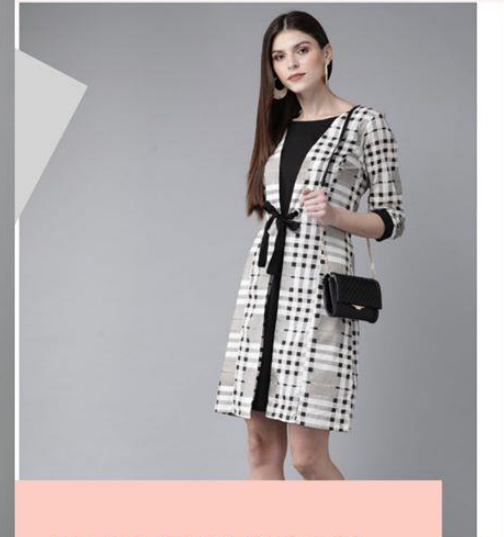
SHAHNAZ HUSAIN

31.3K+ Followers



AKS

215K+ Followers



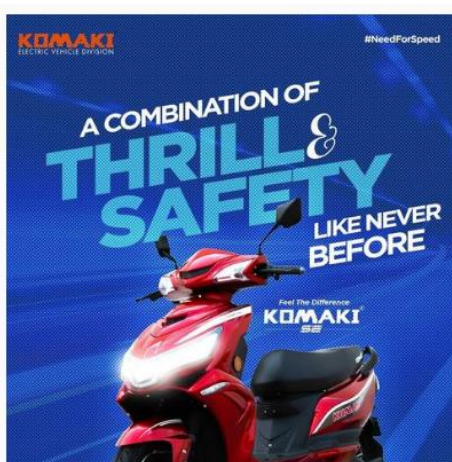
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KOMAKI

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