

IndianOil elevates culinary experience with Chef Sanjeev Kapoor as Brand Ambassador

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NEW DELHI: IndianOil announced its collaboration with renowned Celebrity Chef Sanjeev Kapoor as the brand ambassador for its innovative Indane XTRATEJ LPG brand. The announcement was made at the prestigious Indane XtraTej Hotelier Harmony Meet in Bengaluru, a confluence of culinary excellence and industry insights.

The event witnessed the unveiling of the new XTRATEJ TV commercial featuring Chef Sanjeev Kapoor, who commended IndianOil's commitment to culinary innovation and efficiency.

Kapoor praised the company's dedication to creating a cost-efficient solution that conserves LPG while enhancing business operations, thereby meeting evolving customer expectations.

Satish Kumar, Director (Marketing), IndianOil, revealed the brand-new video commercial for the Indane XTRATEJ LPG brand in the presence of Sanjeev Kapoor, K Sailendra, Executive



IndianOil officials with brand ambassador Chef Sanjeev Kapoor.

Director (LPG)-HO, P Gur Prasad, Executive Director & State Head of IndianOil in Karnataka, and Sandeep Sharma, Executive Director (Corporate Communications & Branding), HO.

K Sailendra, Executive Director (LPG) in his address, highlighted the substantial efforts invested by the R&D team to craft an additive for LPG, resulting in the birth of the innovative product, XTRATEJ. The product's initial trial took place in Belgaum, Karnataka, and since then, IndianOil has observed significant year-on-year growth in market volume. Sailendra emphasized the forthcoming

launch of a high-pressure variable regulator and a commercial LPG Hose, which are currently awaiting approval from LERC, underscoring IndianOil's commitment to supporting hoteliers and caterers.

Renowned Chef Sanjeev Kapoor, a fervent advocate of IndianOil's XtraTej LPG Cylinders, emphasized how the landscape of cooking has transformed. He praised IndianOil's unwavering dedication to customer efficiency, underscoring how the hospitality industry now benefits from innovations like XtraTej that enhance business operations. Kapoor applauded IndianOil for

providing a cost-efficient solution that conserves LPG, essential in an era where customer expectations continue to evolve rapidly. Kapoor expressed his honor in endorsing a brand as impactful as Indane XTRATEJ and extended his commendation to IndianOil for its commitment to culinary excellence.

Sathish Kumar, Director (Marketing), underscored IndianOil's enduring commitment to customers. While IndianOil initially focused on domestic segments, the company now extends its prowess to commercial sectors. Holding a remarkable 49 percent market share, IndianOil caters to a staggering 16 crore customers connections and delivers 27 lakh cylinders daily. This achievement is bolstered by an expansive distributor network and modern LPG bottling plants. IndianOil's progressive product lineup prioritizes green fuels and energy-efficient solutions. XTRATEJ, a game-changing product, promises a minimum 5 percent efficiency boost, with potential for

more based on usage.

He highlighted the pivotal role of IndianOil's commercial pressure regulators and LPG hoses in ensuring safety and preventing accidents. Despite challenges like inclement weather and pandemics, IndianOil remains steadfast in its commitment to serving the nation, ensuring uninterrupted cylinder supplies and fuel station operations, he said.

The event was also a platform for Sanjeev Kapoor and Sathish Kumar to felicitate major Indane XTRATEJ customers and celebrate their unwavering brand loyalty. The event catalyzed meaningful discussions between hoteliers, chefs, and industry leaders, exploring the vast potential of IndianOil's pioneering product offering, XTRATEJ.

The Indane XtraTej Hotelier Harmony Meet served as a remarkable testament to the power of collaboration, innovation, and shared aspirations, symbolizing IndianOil's commitment to culinary excellence, customer welfare, and a greener future.

National Business Head, Retail & Business Banking, ICICI Bank calls on Lt Governor

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SRINAGAR: Rajesh Rai, National Business Head, Retail and Business Banking, ICICI Bank called on Lieutenant Governor Manoj Sinha on Sunday.

Rai apprised the Lt Governor regarding progress of the bank, work done under CSR and extension of the services by the bank in Jammu Kashmir.

The Lt Governor asked the National Business Head ICICI Bank to put dedicated focus on the priority sectors especially for the empowerment of the youth, women and farmers. He assured him of every support from the UT administration in the



Rajesh Rai, National Business Head, Retail and Business Banking, ICICI Bank calling on Lt Governor Manoj Sinha.

endeavors of the bank for the welfare of the people of Jammu Kashmir.

Earlier, Prof A Ravinder Nath, Vice Chancellor,

Central University of Kashmir also called on the Lt Governor and apprised him on the functioning of the Central University.

Advisor Bhatnagar receives 'Lifetime Achievement Award' from Mauritius President for notable contribution in public service



Advisor, Rajeev Rai Bhatnagar being honoured with 'Lifetime Achievement Award' by the President of Republic of Mauritius, Prithvirajsing Roopun.

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SRINAGAR: Advisor to Lieutenant Governor, Rajeev Rai Bhatnagar addressed the third Excellence in Education Awards ceremony held at World Hindi Secretariat on Sunday.

The event was presided over by President of Mauritius, Prithvirajsing Roopun.

Vice Prime Minister of Mauritius, Leela Devi Dookun and Minister of

Financial Services and Good Governance of Mauritius, Mahen Kumar Seeruttun also graced the occasion.

Addressing the ceremony, Advisor Bhatnagar gave a detailed talk and presentation on the National Education Policy and the initiatives launched by School Education of UT of Jammu and Kashmir to distinguished audience and educationists from around the globe.

During the ceremony, Advisor Bhatnagar was honoured with the 'Lifetime Achievement Award' by the President of Republic of Mauritius for his unwavering commitment to the nation and public service and also notable contribution in the field of education.

The ceremony was held with an aim to understand the importance of collaboration and innovation in education, uniting educationists and policymakers.

Semis line up drawn in Major Dhyan Chand Hockey

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SRINAGAR: Semifinals position has been cleared with district Anantnag, Kupwara, Srinagar and Baramulla making it to the last four stages of the ongoing divisional level (Kashmir) Major Dhyan Chand Hockey Tournament, organised by Indian Army in collaboration with J&K Sports Council under the aegis of Hockey J&K at Hockey Stadium Polo View, here on Sunday.

Now, in the semifinals, scheduled for tomorrow, Anantnag shall take on district Baramulla at 3.30 pm while Srinagar shall be playing against Kupwara at 5 pm.



Chief Guest, Barkat Kour presenting Man of the Match award to Sameer.

Earlier, in the last quarterfinal encounter, Anantnag defeated district Shopian 3-2 in a close contest. Sameer Ahmed (28th, 38th) struck twice while Faiza scored the goal in 29th minute of the

match. From fighting Shopian, Kifiyal (30th) and Amandeep Singh (40th) were the scorers.

For his match winning performance, Sameer was named man of the match from winning side of Anantnag.

To encourage the teams, resident secretary of Hockey J&K, Barkat Kour was Chief Guest in today's quarterfinal game.

Among other prominent present were Lt. Col PS

Chavan; Major Indermeet Singh, Malik (ICICI Bank), Jatinder Singh (Physical Director Women's College), Gurdeep Singh Sangral, Avtar Singh Bakshi, Rafiq Munshi (executive member Hockey J&K), G.S Bakshi, Supinder Deep Singh Bakshi (general secretary Hockey J&K).

Today's match was officiated by the technical panel including Ranjit Singh and Sohail Azim, Charanjit Singh (observer), Gurjit Singh, Iqbal Singh, Ali Mohd (technical table), Karanjit Singh, Balbir Singh, Mohd Hussain, Hardeep Singh and Adil Ashraf (reserve).

CS inaugurates 'J&K Agro and Food Fest 2023'

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JAMMU: Chief Secretary, Dr Arun Kumar Mehta on Sunday virtually inaugurated the first edition of 'J&K Agro and Food Fest 2023' along with a Buyer-Seller meet being organised by Jammu and Kashmir Trade Promotion Organization (JKTPO), in collaboration with the Trade promotion Council of India (TPCI) organised at SKUAST, Jammu.

Addressing on the occasion Chief Secretary stated that every product of J&K is unique in its quality and appeal. He remarked that based on the feedback of buyers good packaging, marketing and e-commerce opportunities will make each district of J&K an Export hub. He made out that the Holistic Agriculture Development Plan of J&K is expected to make our Agriculture sector grow exponentially bringing greater returns to our farmers.

Dr Mehta further stressed on



CS Dr A.K Mehta virtually inaugurating the first edition of 'J&K Agro and Food Fest 2023'.

the fact that each district should have clear export plan so that buyers from all over India gets benefitted. He also said the Jammu & Kashmir is agriculture and tourism-based economy and has many advantages in agriculture production over other parts of the country. He added that in coming years J&K's agriculture produce would atleast become double and will contribute substantially in the SGDP of the UT.

Speaking at the event, Commissioner Secretary,

Industries & Commerce, Vikranjit Singh stated that recognizing the true potential of JKTPO's could foster an environment for business that actively supports trade and exports to help J&K to flourish and prosper economically. He beckoned the foreign buyers to give their valuable inputs for realizing the optimum potential of the UT simultaneously meeting needs of national & International market requirements.

He appreciated such pro-

HPS presented with special award in recognition of its fund raising by HelpAge India



Neeru Khajuria (Senior Executive, HelpAge India) honouring HPS faculty.

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SAMBA: Humanity Public School (HPS) presented with special award at a ceremony held in the special assembly in recognition of its fundraising efforts by HelpAge India, an organisation dedicated to addressing the concerns of elderly individuals and supporting geriatric initiatives.

Students and staff of Humanity Public School did a commendable job in showcasing their social responsibility by raising a substantial fund of Rs. 2,40,135 for HelpAge India.

The school has been taking part in the fundraising in collaboration with HelpAge India for seven years.

Neeru Khajuria (Senior Executive, HelpAge India) was present in the ceremony to offer a special award of honour to school administration including School Principal, Gaurav Charak, Vice-Principal, Anku Charak, Akashdeep Raina (Senior Incharge) Keshav Raj Sharma (Incharge, Hr. Secondary Wing), Namarta Sharma (Incharge, Senior Wing) and Vandana Sharma (Incharge, Primary Wing).

A total of 40 students were there in award winning category for fundraising. Among them, 11 students have been awarded by Senior Executive, HelpAge India Neeru Khajuria and 29 students have been honoured with badges, caps and certificates by the organisation. From primary wing, three highest collectors, Preet Kour of 3rd A, Mohd. Asad of 2nd A and Mukund Singh of 4th C raised an amount of Rs. 3830, Rs. 2535 and Rs. 2115 respectively.

Shivansh of 7th B, Teljjeeb

of 7th B and BasuRagotra of 8th were highest fund raisers from Middle wing with a collection of amounts Rs.2350, Rs. 2000 and 1850 respectively. Whereas five highest collectors from Senior and Hr. Secondary Wing remains Tanisha Keyala of 11th A (Rs.2400), Taniya of 12th A (Rs. 2400), Aryan Kumar of 9th C (Rs. 1750), Bhumika Charak of 10th B (Rs. 1310) and Aditi 11th C (Rs. 1310). However highest collector class teachers from Primary Wing, Sheetal Gorkha, Rity Jamwal from Middle Wing and Meenakshi Gupta from Hr. Secondary Wing has been also awarded for their constant support and unconditional guidance to students.

The students, along with teachers mobilized their resources and collected the substantial amount to aid the elderly.

Neeru Khajuria (Senior Executive HelpAge India) applauded the generous and sincere interest of students. She further added, "We love the school's commitment to the challenge and you are the most successful school who have taken part in this fundraising." The management of HelpAge India expressed gratitude towards students, their parents, teachers. And school administration for their remarkable efforts.

School principal, Gaurav Charak on receiving the award said, "Taking part in such activities is an integral part of our school curriculum." He further emphasized on contribution of younger generation to instill a sense of respect and responsibility towards senior citizens.

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GANDERBAL: The Chairperson, District Development Council (DDC) Ganderbal, Nuzhat Ishfaq on Sunday inaugurated the National Women's Softball Cricket Tournament at Green Valley Education Institute.

The tournament aims to promote gender equality in sports and provide a platform for talented female athletes to showcase their skills.

In a grand opening ceremony, teams from various states which include UP, Gujarat, Delhi and other states of the country gathered at the cricket ground ready to compete in the highly anticipated tournament.

The Chairperson DDC in her inaugural speech emphasized the importance of empowering women through sports and creating equal opportunities for them. She highlighted that such tournaments encourage more girls to actively participate in sports and break gender stereotypes. Through this event the authorities in Ganderbal district hope to inspire and motivate the



Organizers presenting memento to DDC Chairperson, Nuzhat Ishfaq.

younger generation of female athletes to pursue their dreams in cricket.

The tournament features a healthy competitive spirit with teams engaging in intense matches throughout the event. Spectators are witnessing the exceptional talent and dedication of these female players proving that gender is no barrier when it comes to sports excellence. The Chairperson DDC expressed her gratitude to the tournament organizers and sponsors for their efforts in promoting women's cricket and providing a platform for talented individuals to shine. She also commended the participating teams for their hard

work and encouraged them to display good sportsmanship.

The tournament is set to continue for several days with matches taking place at the Green Valley Education Institute cricket ground and Indoor Stadium Selpora Ganderbal. This event not only promotes sports but also strengthens the bond between the community and female athletes fostering a sense of solidarity and encouragement.

The tournament promises to be a thrilling experience for players and spectators alike leaving a lasting impact on the promotion of women's cricket in the region.

With the successful inaugu-

grammes in empowering local farmers, sellers, and producers and enhancing Jammu and Kashmir's socio-economic environment. He said that this inaugural event is set to become the flagship event and is planned to be held annually in both Jammu and Kashmir divisions.

At the onset, Managing Director of JKTPO, Khalid Jahangir, extended his gratitude to the Chief Secretary for addressing and give valuable inputs to gathering. He gave out that JKTPO is mandated to organize buyer seller meets for the promotion of unique and ODOP-DEH products of J&K.

He observed that Jammu and Kashmir has long back attained acceptance among international buyers and traders for its distinct products. He highlighted that this International Buyer Seller Meet is a pivotal initiative that aimed to increase exports while showcasing the region's excel-

lent offerings made from local agricultural and horticultural products.

Deputy Director General, TPCI, Sandip Das, during his vote of thanks address showed his unwavering appreciation for JKTPO's initiative, symbolizing the collaborative spirit between organizations dedicated to elevating J&K's products and their producers into the global stage. Their collective participation accentuated the event's commitment to fostering growth, innovation, and cross-sector collaboration.

It was also revealed that J&K Agro and food Fest 2023 was attended by more than 24 buyers from countries like Canada, Kuwait, Oman, UAE, Qatar, Bangladesh, Ireland and Saudi Arabia. The event has also 50+ buyers from various parts of India, whereas more than 80 sellers from various districts of UT participated and showcased their products from the Agro-food sector. This gave sellers the chance to highlight their products and build relationships with new clients/buyers.

The UT based products included Basmati, Honey, Red chillies, saffron, Pecanuts, dry fruits, spices, kalwa, Spices, Anardana, Lemon Grass Oil,

Makhdomi Club wins Volleyball tie in Poonch



Participating teams posing with officials.

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POONCH: Makhdomi Volleyball Club won the exhibition match beating Mandi Volleyball Club in straight sets 25-21, 25-18, 25-20 in an volleyball event, organised as part of the National Sports Week at Jalian in Sawjian Sector, here. Peer Bilal Makhdomi, social activist was the Chief Guest, who appreciated the efforts of Mohd Tariq, chairman Shaheed DySP Manjit Singh Memorial Volleyball Club Poonch and Secretary Jammu and Kashmir Sports Council Nuzhat Gul for their efforts.