

BRAND WIDTH

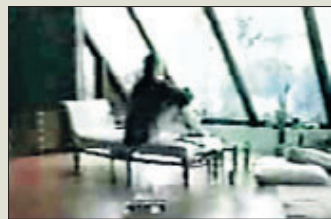


KIRAN MANRAL

Need to invest

A new TVC by the ICICI Prudential takes a different tack on retirement solutions. This is the fifth commercial from the company. In the first campaign, which was released in 2002, the ICICI Prudential tried to create awareness about the need to invest for post-retirement benefits, over and above the normal planning for children's schooling, education and marriage.

The company wants to change the perceptions of retirement and put forth the positive aspects. The latest TVC opens in a typical office situation, with a suited boss-type person searching for a Mr Raman. The boss



opens the door with the nameboard stating Raman to find Raman practising cricket with a bunch of children (a lot like Star Trek, where the characters can go into a simulator room to experience Earth). Raman tells the surprised boss that he really enjoys coaching children in cricket. Similarly, the boss opens the cabin door twice to find Raman at his cafe, and then Raman harvesting fruits in his orchard.

The TVC ends with Raman snapping out of his reverie, wherein he was dreaming about how he could make his dreams reality after retirement. The super that comes onscreen in the last frame is 'Retirement, the world's best job.' The premise behind the ad is to make retirement something to look forward to, rather than something to dread. The ad has been created by Lowe Lintas.

The media mix for the campaign includes TV, outdoor and digital.



ONE-STOP-SHOP: Warsaa store offers all that one wants to enjoy modernity as well as stay rooted in the past

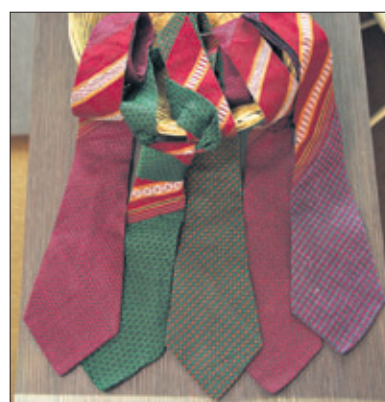
Fashionable blend of times

Warsaa, an endeavour of the INTACH, sells products that offer glimpses of our culture and heritage, writes Barnalee Handique

It is a store with beautiful ambience, full of ideas, and not just objects. We are talking about Warsaa that was launched to cater the stylish and well coordinated fashion vistas. Located in the Ishanya Mall, the store boasts of collection that mirrors the way one wants to live in the new millennium, and at the same time gives you a glimpse of the nostalgic past.

Explains Supriya Goturkar, coordinator, INTACH, Pune Chapter, "Every city and area in the world has a character and individuality. It is important that with globalisation we do not lose this identity. Our endeavour is to promote and create awareness about Pune, its craft, environs and heritage." She finds an echo in one client who is "impressed by the beautiful collection" at the Warsaa. "It is so heartening to see new grounds broken in the city," the patron adds.

Each of the products are crafted with attention to detail and innovation. From brass products, paper products to terracotta, every item is



precise in detailing. One can also go for the art reproductions of miniatures depicting the cultural heritage of Pune. As for the clothesline, the kurtis, blouses and tops have a rustic vintage look — very feminine and a little cluttered. What we loved were the concepts behind the different products like ties, bags, file covers, lampshades, pen holders made of khan material. They were in colour-

ful hues — brown, camel yellow, the odd patch of plum, purple and orange — that added to the sense of the bygone era. "We are presently working with Maharashtrian craftsmen to develop new designs using their age-old techniques for contemporary taste. The products deal with hundreds of inspirational and trend-setting ideas for all occasions incorporating the past heritage and culture" informs Goturkar.

It is a one-of-a kind store that provides suitably-priced products for everyone's taste and want. Check their awareness publications and pamphlets on heritage and culture of the city.

Says Goturkar, "Warsaa never stops sourcing and discovering better and trendier products to keep up with the demands and expectations of its discerning clientele. The store will always be changing but we will never lose focus. We will bring to our clientele the best of our culture, with a constant emphasis on design, quality and craftsmanship."

IN STORE

A perfect one-stop solution, @home store can enhance your indoor and outdoor spaces. The store



provides professional guidance in buying the right products and tips on designing your dream home. Check the accessories range like aromatic candles, clocks, paintings, picture frames, ornamental flowers, pots and vases, cutlery and wine glasses, kitchen ware, lamps, pillows, upholstery curtains and so on.

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If you are planning to redo your cupboard, check Pepe Jeans Autumn'09 collection. Check the 'street collection' titled as Street for Woman that features a number of diverse trends with oversized buttons and bows. The new collection for men is utilitarian in style and heavily constructed with functional interior detailing.



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The premium lingerie brand from the house of Genesis Colors, launched its Desire collection, which is designed specifically for women who love stylish, glamorous and chic lingerie. Crafted by using sensual fabrics, soft laces and delicate embroideries, the collection is flirty, retro yet modern.

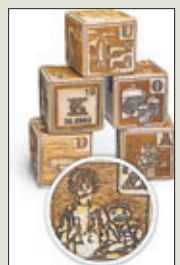
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Pantene hair potion can protect your hair against damage from pollution. The advanced technology guards against visible signs of damage caused by dust and grime till your next wash. The product is priced at Rs 97 for 90 ml, Rs 49 for 45 ml and Rs 15 for 12 ml. It is available at all leading general and chemists stores in the city.

WISH LIST

The perfect game

We've found the perfect toy for your kids to get started. These are the blocks that are exceptionally designed to teach children about the kinds of things one might encounter as a mad scientist. The set is made up of five handmade



blocks that contain six sides of creative artistry. The detailed illustrations of the laser engraved images are flawlessly rendered to represent the key mad scientist memes that would correspond to each letter in the alphabet. The blocks are made out of American maple wood and are chemical free.

The yellow oven mitt

We've refined the Pac-man oven mitt with modern styling and materials. The 100 per cent food-safe silicon rubber resists temperatures up to 450 degrees Fahrenheit, and fits your hand like a puppet. Inside his mouth is a game-accurate representation of the classic Pac-man maze.



Flexible neck stays where you put it!

Need to shed a little light on the subject? Try the USB Flex Light. Perfect for travelling or evening work, the Flex Light gently illuminates your notebook keyboard without disturbing others. The light has no batteries and plugs into any USB port. It uses less than 90 seconds per hour of battery charge. The bulb-free LED design has a 100,000-hour lifetime and it fits easily into your notebook case.



PC GALORE: Customers look at state-surplus computer equipment for sale at The Great California Garage Sale recently in Sacramento, California. The two-day sale includes more than 5000 surplus state-owned items. Some customers waited in line for more than 12 hours to be one of the first at the sale which was ordered by Guv Arnold Schwarzenegger

RCOM's new plans for rural customers

■ Launch of BharatNet High-speed Wireless Internet service plan ■ Expanding rural services with new Grameen ■ VAS High impact Machine-to-Machine applications to be a thrust area

Pune: Reliance Communications, India's largest dual network operator and one of India's biggest telecom player has introduced major strategic initiatives aimed at growing the mobile telecom and internet penetration in Rural India.

RCOM's rural enabler blue-print is based on a three-pronged strategy. Drive internet penetration across rural and sub-urban terrain, thrust on high impact machine-to-machine solutions, and provide value-added services specific to rural needs under GrameenVAS initiative across 5,00,000 villages.

With this rural drive, RCOM is launching three initiatives i.e. BharatNet plan, Grameen VAS & M2M (Machine to Machine) solutions.

BharatNet Plan: RCOM is launching BharatNet plan, the high-speed wireless internet service in over 20,000 rural locations across the country. This will be a high-speed variant of its Reliance NetConnect service, but specifically designed for the rural and sub-urban markets offering speeds of approximately 153 Kbps, which is 4 to 8 times the current dial-up speed of the wire-line



INNOVATIVE SERVICES

■ S P Shukla, President - Wireless, Reliance Communications, said, "The Indian telecom wireless rural subscriber base is now over 125 million. The next wave of telecom growth is emerging from rural India. With rural base expected to double in the next few years, RCOM is committed to drive this exponential growth through innovative and ground breaking service offerings and tariffs"

services. Speed quality will improve since it is no longer dependent on quality of the copper wire.

As part of this, RCOM is offering BharatNet internet access for just Rs 98/week with downloads upto 350MB. With this sachet pricing, RCOM plans to create appeal with both, casual and heavy users. This tariff will be available across rural India excluding the metros and top 100 cities.

Grameen VAS: RCOM's Grameen VAS services cater to the specific local needs of rural mobile consumers in over 500,000 Indian villages. This roll-out signifies the company's increased thrust into the vast potential but yet untapped Rural VAS services.

The underlying belief is that the mobile phone today is not just a tool for communication, but a device to impart education, facilitate commerce and transactions, offer health and travel solutions and a critical driver for community building.

Grameen VAS will be an integral part of their day-to-day lives. Grameen VAS would cover several specialised services including Mandi Bhav, Agriculture & Animal Husbandry Updates, Weather Forecast, Local Info, Samachar etc. all in multiple Indian Languages. These solutions can be categorised broadly under mLearning, mHealth, mCommerce, mUpdates and GroupSampark

(Community Messaging). These services can be accessed via different modes i.e. Voice Portals, SMS, USSD, Data (R-World) etc.

To increase adoption, Grameen VAS is priced at Rs 15/month.

Machine to Machine Applications: RCOM's third thrust area will be high impact machine-to-machine applications. These are mobile applications that aid automation, surveillance, remote monitoring, and data gathering. The company is one of the largest users of IMs (Intelligent Modems) and has successfully used them in energy solutions in urban and semi-urban areas. RCOM sees a major potential of machine-to-machine solutions in both rural and urban markets in India.

The M2M opportunity for rural market includes Automation of Agro & Irrigation services, water level monitoring, and data gathering for milk & agri-cooperatives, fisheries, poultry, and soil analysis.

Similar such opportunities for the urban include mobile ticketing, purchase@Kiosks and vending machines, and remote monitoring of office automation products. Sakaal Times

BlackBerry to offer better browser with acquisition of Canada's Torch

Toronto: Browsing on your BlackBerry smart phone could soon become a much better experience.

Customers have been complaining about BlackBerry's browser since the launch of Apple's iPhone which offers better browsing experience. To improve browsing on its smart phones, the BlackBerry maker has acquired Toronto-based company called Torch Mobile.

The company, which makes the Iris mobile browser, will give BlackBerry edge in competition with other smart phones, including Apple's iPhone.

No details of the deal have been

RIM'S STATEMENT

■ "Our team of developers will join RIM's global organization and will now be focused on utilizing our WebKit-based mobile browser expertise to contribute to the ongoing enhancement of the BlackBerry platform." Torch Mobile's expertise in mobile browser tech will provide BlackBerry phones with a better browsing platform from next year

made public by the BlackBerry maker RIM based at Hamilton near Toronto. But Torch Mobile's employees have already joined the BlackBerry software development team.

In a statement, the Toronto company said it is "excited to announce that our company has been acquired by Research In Motion (RIM), one of the most renowned mobile technology companies in the world."

"Our team of developers will join RIM's global organization and will now be focused on utilizing our WebKit-based mobile browser expertise to contribute to the ongoing enhancement of the BlackBerry platform."

Torch Mobile's expertise in mobile browser technology will provide BlackBerry smart phones with a better browsing platform from next year.

Analysts say BlackBerry needs to fix its browser quickly as it seeks to expand its base away from corporate-types to general consumers.

As the smart phone market booms, they say, Blackberry cannot just remain a device for secure e-mail. It will have to improve its functionality in browsing.