

India's service sector soars, business activity hits 11-month high

New Delhi, (UNI)

India's service sector witnessed an optimistic growth as HSBC India Services Business Activity Index or Services Purchasing Managers Index (PMI) rose to 60.5, which is a slight increase from June's 60.4. It is the strongest performance marked since August 2023. The report also noted ongoing improvements in demand for Indian services driven by total new orders, international sales, and output.

Pranjul Bhandari, Chief India Economist, HSBC, said, "At 60.5, the services PMI indicated a strong growth momentum, led by



a pick-up in new export orders. Future optimism rose but remained below 1H25 levels." This report further noted that the Indian service sector received a strong demand globally with a sharp rate of expansion in external sales and the second-fastest in a year (behind May). The major regions were Asia, Canada, Europe, the UAE, and the US. Finance and Insurance emerged as the best-performing sectors this month.

When asked about the output expectations from the survey participants, they were moderately optimistic and pointed out

some factors, including business efficiency, marketing, tech innovation, and growing online presence.

"Qualitative data pointed to greater food, freight, and labour costs. The rate of inflation also quickened from June, though it remained mild in terms of historical data," the report noted.

Moreover, the PMI results pointed towards the robust service sector growth with a slight backward move in job creation and business optimism. While the report also highlighted the inflationary trends.



Truecaller Partners With Khyaal to Protect Senior Citizens from Scams

Mumbai : As senior citizens embrace the digital age, they are finding themselves at a greater risk than ever before. With unfamiliar technology and fast-evolving fraud tactics, it's no surprise that more and more cybercrime victims are over 50-many losing not just money, but their sense of security and trust.

In response to this growing crisis, Truecaller, the leading global communications platform, has announced a partnership with Khyaal, India's number one app for senior citizens, committed to the empowerment and well-being of India's elderly. This collaboration blends Khyaal's deep engagement with seniors-understanding and responding to their specific needs through meaningful interactions-with Truecaller's cutting-edge caller identification technology. Together, they create a robust and secure shield that fosters trusted, reliable communication, building a safer and

more connected community for India's elderly population.

All Khyaal members will receive an exclusive 50% discount on Truecaller Premium membership, ensuring they have access to the most advanced caller identification and spam protection features. Additionally, as part of this comprehensive safety initiative, Khyaal and Truecaller will co-create dedicated educational content.

This includes "New Scam Highlights" sessions that decode emerging fraud tactics, interactive "Spot the Scam" workshops and contests, essential guidelines for handling calls from unknown numbers, and powerful testimonials from Khyaal seniors who have successfully identified and avoided scam attempts. These initiatives will be delivered through a mix of digital and on-ground formats. Seniors will have access to the workshops and sessions on the Khyaal app.

Blue Cloud Softech's AccessGenie empowers T'gana Anti-Narcotics Bureau with AI-powered surveillance

The strategic deployment of AccessGenie at Bhadrachalam Bridge has empowered real-time tracking of vehicles and identification of suspicious behaviour, enabling effective control over drug trafficking. Blue Cloud Softech Solutions Ltd. (BSE: 539607) is a leading Indian AI and Cyber Security company, providing services in the fields of Cloud Computing, Artificial Intelligence, Data Analytics and Enterprise Solutions. The company has successfully deployed its flagship AI based video analytics platform AccessGenie for Telangana Anti-Narcotics Bureau (TGANB), taking public safety and intelligent surveillance to a whole new level.

AU Small Finance Bank joins hands with SBI Life Insurance to make comprehensive insurance solutions accessible across India

AU Small Finance Bank (AU SFB), India's largest small finance bank, has entered a strategic corporate agency partnership with SBI Life Insurance, among India's most trusted life insurers. This collaboration aims to enhance access to comprehensive insurance solutions nationwide, supporting the government's 'Insurance for All by 2047' mission by extending financial protection to underserved and emerging markets across India.

The agreement was signed by Mr. Dilip K. Vidhyarthi, Head of Bancassurance & Cross-Sales, AU Small Finance Bank and



Mr. Ashwini Kumar Regional Director- Mumbai Metro, SBI life Insurance in presence of Mr. Gireesh Thampy,EVP & Chief of Institutional Alliances, SBI Life and another respected dignitaries from both the organisations.

With this alliance, AU

SFB will distribute SBI Life's comprehensive portfolio of life insurance solutions, including protection, savings & investment, child, money back, retirement etc. across its robust network of over 2,505 banking touchpoints in 21 states and 4 union

territories. This integration will enable customers to meet diverse protection and long-term financial planning needs through a unified banking and insurance experience.

With SBI Life's expertise in driving insurance adoption and delivering trusted protection solutions, the partnership with AU SFB further strengthens our outreach efforts in urban, semi-urban and rural markets. The collaboration will also leverage AU's digital platforms and customer engagement channels to deliver a simplified, transparent, and accessible insurance journey.

Himalaya Wellness Reinvents India's No.1 Face Wash with New 5-Parts of Neem Formula



Himalaya Wellness, a pioneer in nature backed personal care, has just rewritten the rules of Pimple care. After 25 years of being the nation's go-to solution for pimple-prone skin, the iconic Himalaya Purifying Neem Face Wash is now—reformulated, reimagined, and ready to break the pimple episodes. Now upgraded with a 5-parts of neem formulation, the brand's flagship face wash takes a bold leap forward to address one of skincare's most frustrating challenges: recurring pimples.

For over two decades, Himalaya Neem Face Wash has been India's most trusted choice for pimple-prone skin. But while most face washes focus on treating breakouts, the recurring nature of pimples has remained an unresolved concern often accepted as inevitable.

The newly upgraded Himalaya Neem Face Wash is designed to change that. Enriched with five powerful parts of the neem plant—matured leaves, tender leaves, flower, fruit, and stem—the new formula goes beyond cleansing to help break the cycle of pimples and prevent them from coming back.

"For 25 years, Himalaya Neem Face Wash has been a trusted skincare companion for millions across

India. This relaunch represents the next chapter in that journey. By combining the power of 5 parts of neem backed by advanced research we give today's youth a solution they can rely on for clearer, healthier skin," said Rajesh Krishnamurthy, Business Director – Consumer Products Division, Himalaya Wellness Company.

"Recurring pimples are something consumers have learnt to live with—not because they want to, but because no one has effectively addressed the problem," said Ragini Hariharan, Marketing Director – Beauty & Personal Care, Himalaya Wellness. "This new formulation marks a pivotal shift making it our strongest, most effective solution yet—backed by nature, validated by science, and designed to make a real difference by ending the pimple loop."

Clinically tested for both effectiveness and gentleness, the new Himalaya Neem Face Wash reduces pimples from Day 5 and helps fade pimple marks—delivering clearer skin and greater confidence.

"This relaunch isn't just about preserving a legacy—it's about setting a new benchmark," added Abhishek Ashat, General Manager – Face Care Category, Himalaya Wellness.

Myntra Levels Up Festive Shopping for RakshaBandhan with over 3 lakh styles

Myntra is set to celebrate RakshaBandhan with the launch of its dedicated Rakhi store. The store features over 3 lakh styles from 2500+ brands across ethnic wear, footwear, beauty & personal care, gourmet hampers, accessories, and co-branded gift hampers, and 30,000+ unique Rakhi styles. Shoppers can also explore a dedicated 'Rakhi under ₹999' selection, offering something for everyone this RakshaBandhan.

For the first time, 15+ brands have in association with Myntra have launched co-branded Rakhi gift boxes, with 10 of these collaborations uniquely available on the platform. The co-branded hampers include collections from Manyavar, Vastramay, Accesorize London, Ishin, Biba, Tommy Hilfiger, Rawfruit and Suta, and a premium Andamen x Salvatore Ferragamo gift box blending Indian craftsmanship with global luxury. The beauty and personal care segment has also been scaled up, offering 3,000+ festive-ready gifting options, including gifting bundles from premium brands like Forest Essentials, Jean Paul Gaultier, Clinique, Dyson and more.

Early demand shows ethnic wear continuing to lead, with high traction for women's kurtas,



sarees, and fusion styles, along with men's kurta sets and Nehru jackets. Footwear and accessories—especially juttis, embellished sandals, watches, and handbags—are also witnessing early spikes, as consumers look to complete their festive ensembles. Beauty and personal care are witnessing heightened traction, with gift boxes, grooming kits, and fragrances seeing early demand. In addition, the luxury and premium brand segments are seeing significant interest, particularly in

gifting-focused categories like designer bags, premium watches, and skincare hampers. Some of the most sought-after brands in the Rakhi store include Giva, Indo Era, Ritu Kumar, House of Pataudi, Under Armour, Nike, adidas, GUESS, Ralph Lauren, Roberto Cavalli, Forest Essentials, Dyson, Maybelline, among others.

M-Now continues to be a customer favourite for last-minute gifting needs across Bengaluru, Delhi, and Mumbai with 300+ Rakhi styles and 800+ gift options available for delivery in as little as 30 minutes. Some of the premium M-Now enabled brands on Myntra's Rakhi store include Calvin Klein, MANGO, Hidesign, Ray-Ban, Da Milano, Tommy Hilfiger, among others.

Based on past platform trends during the previous festive seasons, Tier 2 cities and beyond play a major role in driving the festive momentum. For this festive season, Myntra has deepened regional selection, is focusing on festive resonant storytelling, and enabling creator-led discovery in local languages. Tools like Vernacular Search will further help in enabling discovery for customers in the deeper geographies of the country.

Banganga Paper Industries Ltd. Showcases Green Energy Partnership

Banganga Paper Industries Ltd. (BSE: 512025) is one of the leading manufacturers and suppliers of a diverse range of Kraft paper. Earlier, the company entered into a Power Purchase Agreement (PPA) with Livint Green Technologies Ltd. Livint Green Technologies Ltd., will develop, own, and operate a 2.5 MW DC ground mounted solar power plant at Karjat Village, Ahmednagar District, Maharashtra. This solar facility will supply clean energy to Banganga Paper Mills' manufacturing unit in Nashik, ensuring a reliable and cost-effective renewable energy source. Banganga Paper Mills Limited will hold a 26% equity stake in the power-producing entity, while the remaining 74% will be retained by Livint Green Technologies Ltd.

Crystal Crop Protection celebrates 50 Years of Bavistin - A Legacy Brand in the Fungicide Segment



Crystal Crop Protection Limited (CCPL), one of India's leading research-led agrochemical companies, proudly announces the 50-year milestone of Bavistin, its

flagship fungicide brand that has stood the test of time and science. Introduced in 1975, Bavistin has earned its place as one of the most trusted and time-tested sys-

temic fungicides in Indian agriculture. With its broad-spectrum preventive and curative action, Bavistin has protected millions of hectares of crops across various stages of growth, making it an indispensable ally for the Indian farmer.

Bavistin's systemic nature enables the active ingredient to translocate within the plant, safeguarding every growing point and ensuring comprehensive protection against a wide range of fungal infections.

Over the decades, its consistent and reliable performance has transformed it from a product into a legacy brand - one that resonates with Crystal's enduring promise of "Protection and Profitability" for the farmer.

PhonePe's Indus Appstore and Alcatel Announce Strategic OEM Partnership

Indus Appstore, India's homegrown Android app marketplace, today announced a strategic OEM partnership with Alcatel, a French consumer technology brand. As part of this long-term partnership, Indus Appstore will come pre-installed as an app store on all Alcatel smartphones in India. By integrating a localized app marketplace, both the brands continue to drive innovation and accessibility for millions of users across the country.

PhonePe's Indus Appstore has a catalogue of verified mobile apps and games across 45 categories. It supports 12 Indian languages, enables voice search in 10 regional lan-



guages, and features a video-led app discovery experience that allows users to preview apps before downloading them. Indus Appstore presents a robust, user-centric alternative to traditional app distribution models allowing users to not just download but also discover apps tailored for every user.

NxtCell India, which holds exclusive brand authorization from TCL to represent and operate the "Alcatel" brand in In-

dia and select international markets, is instrumental in driving this collaboration. This partnership reflects NxtCell's vision to align with the Government of India's Make in India program by integrating local technology solutions that empower Indian users and developers. Notably, Indus Appstore joined hands with Alcatel shortly after its India launch and will be part of the brand's journey from the very beginning.

Speaking about the partnership, Priya M Narasimhan, Chief Business Officer, Indus Appstore said, "We're thrilled to partner with Alcatel at the early stages of their journey in India.

Shakti Pumps Delivers Robust Start to FY26 driven by Resilient Execution and Export Momentum

Indore, Madhya Pradesh : Shakti Pumps (India) Limited (SPIL), announced the financial results for the quarter ended 30th June 2025.

Shakti Pumps (India) Limited- Chairman, Mr. Dinesh Patidar, commented on the company's performance, "We are pleased to report a strong start to FY26, reflecting the strength of our diversified business model. Our performance this quarter was driven by robust execution in the solar pump segment, consistent export momentum, and strategic investments in capacity and technology.

We continue to lead the PM-KUSUM scheme with approximately 25% market share across major Indian agricultural states. As of 1st August 2025, our order book stood at approximately Rs.1,350Cr, supported by steady inflows and active par-



ticipation in tenders across states like Maharashtra, Madhya Pradesh, Rajasthan, Haryana, Punjab, Uttar Pradesh, Jharkhand, etc. Our presence in these markets, built over more than a decade, positions us well to capitalise on the growing demand.

The rooftop solar segment is also gaining traction, supported by government initiatives such as PM Surya Ghar: Muft Bijli Yojana. We are actively expanding our footprint in this space, alongside our efforts in the domestic, industrial, and EV segments. Our export business continues to be a key growth lever, delivering a ~25% CAGR over the past four years. With successful projects in Haiti, Uganda, Bangladesh, Nepal and growing demand from USA, Middle East and Africa, we remain confident in our ability to sustain this momentum.

Operationally, we have made significant progress in optimizing our working capital cycle. Receivable days have improved from 178 in FY24 to 152 in FY25, and we are targeting a return to approximately 120 days by end of FY26.

