Cement major with a Rs.8,500 crore turnover, The Ramco Cements Ltd, on Tuesday announced its major foray into the launching 20 products with 20 more products in the pipeline.
"An investment of about

Rs.400 crore has been made in production of the construction chemicals. The production capacity is about 350-400 ton per day. From a cement manufacturer we are now a complete con-struction solution provider," A.V.Dharmakrishnan, Chief Executive Officer told media here

He said the company is targeting a revenue of about Rs.2,000 crore in the next 4/5 years from the construction chemicals seg-

The company has launched construction chemicals like eco plaster - a wall plaster that needs no water curing, tile adhesives, grouts, waterproofing solutions



and others under the brand

name Hard Worker.

The construction chemical product is a new segment for the company and hence it is being launched under a new brand Hard Worker.

The company has worked 360 degrees on the brand – that includes, packaging, product messaging, promotion campaign and others, said Abinav Raja, Direc-

tor, Ramco Group. The Hard Worker packaging is clutter free and the messaging is simple and straight.

Those interested to know more about the product can scan the QR code on the package and the relevant pages will open up," Raja said.

One of the interesting aspects of the packaging is that each product has a different animal

camel for the product that uses less water, peacock for tile adhesives and others. Raja said the Indian construction chemical industry size currently will be about Rs.25,000 crore and would touch Rs.40,000 crore in 4/5 years time. According to M. Srinivasan, Executive Director, all the 20 products were developed inhouse and the recipe for another 20/25 products is also ready.

Queried about the pricing strategy for the new product range Balaji K Moorthy, Executive Director, Marketing said it will be on the top of the category or premium. The products are not under priced compared to competing products in the category. Moorthy said the 360 degree campaign will create strong awareness for the Hard Worker brand, supported by an extensive dealer network, engaging point-of-sale presence and impactful digital storytelling.

# company's 61st Annual General Meeting



Sadashiv Chairman & Man-

shareholders through video conferencing at the company's 61st Annual General Meet-

rectors of the company, in New Delhi

#### This Independence Day, Tata Salt Amplifies Its **Audio Campaign Across Bharat**



Mumbai: As the country gears up to celebrate Independence Day, Tata Salt, India's No.1 branded iodized salt, is expanding its audioled campaign 'Namakho Tata ka... Tata Namak' to reach deeper into the heart of Bharat. Tata Salt is takng its commitment a step further y sparking conversations around nutrition, especially iodine's role insupport mental development. Following a successful presence on digital and television, the brand is now expanding into rural and semi-urban India through high-frequency audio activations at key

At the core of the campaign is Tata Salt's iconic sonic identity, which has been reimagined and brought to life through four thoughtfully created films. Rooted in cultural familiarity and national purpose, the campaign highlights the significant impact that adequate iodine intake can have on a child's cognitive development and, by extension, on the nation's longterm progress. It aims to reposition a daily kitchen staple as a quiet contributor to a stronger tomor-row. Leveraging transport hubs to reach wider audiences, the jingle is

being played across railway stations, bus stands and vans like Ghaziabad, Nagpur, and Delhi Junction. The campaign now travels to more key stations including Muzaffarpur, Patna Junction, Hajipur, Agra, Prayagraj, Varanasi, Lucknow Charbagh, Indore, Bhopal, Itarsi, Katni, Satna, Nashik Road, Solapur, Kharagpur, Santragachi, Mecheda, etc. In a strategic rural push, Tata Salt has also launched audio activations at prominent bus stands across Maharashtra and Rajasthan. This ensures the brand message reaches everyday commuters in locations where conventional media often struggles to forge a deeper connect with its consumers.

Further reinforcing its rural engagement strategy, Tata Salt has also introduced Iodine Express, a van activation under the campaign, spanning 28 towns across Bihar. This on-ground activation targets school students as well as broader community audiences in marketplaces, mohallas and haats. The initiative aims to raise awareness about the benefits of iodine, drive product trials, and enhance brand love at the grassroots level.

# Infinix GT 30 5G+ Goes on Sale on Flipkart, Starting at a Special Price of Rs17,999for a limited time

New Delhi: The Infinix GT 30 5G+, one of the most competitive gaming smartphones in the sub-Rs20K segment, announced the sale of the smartphone on Flipkart. The Sale is live with limited units being available at a special price of Rs17,999, inclusive of all launch offers for a limited time until stock lasts. The GT 30 5G+ stands out visually with the Cyber Mecha 2.0 design, combining sharp geometric lines and comes in Cyber Green, Pulse Blue, and Blade White. The back panel features programmable White LED lighting that responds dynamically to charging, music, and notifications. Under the hood there is a 5500mAh battery with 45W fast

# Kellton Tech Solutions Ltd. up 13.5% Y-o-Y

global leader in digital transformation serving start-ups to Fortune 500 companies announced today its financial results for the First

**GT**30 555 Customizable LED Lights Sale is Live Shoulder Gaming Triggers, giving

charging, bypass charging to reduce heat during gameplay, and wired reverse charging to power other devices on the go. Designed for mobile gamers, the GT 30 5G+ introduces segment-first GT

Infinix | Flipkart of Unique

players console-grade control without sacrificing screen space. These triggers can be mapped to in-game actions like shooting or aiming for split-second respon-

like app launches or app shortcuts and media controls. Paired with the MediaTek Dimensity 7400 processor delivering a 779K+ An TuTu score and up to 16GB LPDDR5X RAM (including virtual RAM), the GT 30 5G+ also gets Krafton-certified BGMI 90FPS support. Adding to the experience is the 6-layer 3D Vapor Chamber Cooling System for 20% better heat dissipation. The display is built for competi-

siveness, or even to everyday tasks

tive advantage and immersive viewing experience, featuring a 6.78-inch 1.5K AMOLED panel with a 144Hz refresh rate, 2160Hz touch sampling rate, and 4500nits peak brightness.

## posts a revenue growth of 12.8% Y-o-Y in Q1FY26, PAT

Kellton Tech Solutions Ltd. (BSE: 519602, NSE: KELLTONTEC), a Quarter Ended 30th June 2025.

Total revenue was Rs 2,961 million during the quarter under review as compared to Rs 2,873 million during the previous quarter, up by 3.1% Q-o-Q basis. The Company reported an EBITDA of Rs 358 million for the quarter under review. The EBITDA margin for the quarter stood at Rs 227 million for the quarter, growing 13.5% Y-o-Y. PAT Margin stood at 7.7% for the quarter. EPS stood at s 2.32.

# Ice Make Refrigeration Reports Strong Revenue Growth in Q1 FY26;

Bhopal: Ice Make Refrigeration Limited, a leading manufacturer of 50+ innovative cooling and refrigeration solutions, announced its unaudited financial results for

enue from operations of Rs111.50 crore, registering a year-on-year growth of over 30 percent com-pared to Rs85.23 crore in Q1

cals including cold rooms, industrial refrigeration, and transport refrigeration segments, backed by strong order execution and grow-

# Strategic Investments to Drive Long-Term Expansion last year. The management em

the quarter ended June 30, 2025 (Q1 FY26), demonstrating continued momentum in revenue growth despite temporary headwinds in profitability.

During the quarter, the company reported consolidated revenue from operations of Poll 15.50.

This performance reflects con-

ing market penetration. However, due to seasonal input cost fluctuations, elevated fijustments, the company recorded a net profit of Rs -1.47 crore in Q1 FY26 compared to a profit of Rs3.64 crore in the same quarter

phasized that this is a short-term impact and the underlying fundamentals of the business remain strong. Ice Make continues to maintain a sharp focus on operating efficiencies, cost optimization, and working capital disci-pline. The Board of Directors re cently approved a final dividend of Rs2.25 per equity share for FY25 and cleared the proposal to increase authorized capital, paving the way for future growthoriented investments.

The company is actively ex ploring strategic initiatives including capacity expansion, potentiai acqi ions, and the de velopment of ESG-compliant and technology-driven cold chain so lutions to cater to new-age indus-

# Swiggy bullish on Rs99 Store in Bhopal: Bets big on its affordable dishes offering with free delivery

**Bhopal:** Swiggy Limited (NSE: SWIGGY / BSE: 544285), India's leading on-demand convenience platform, today shared that it is betting big on the 99 Store offering in Bhopal. The company also shared that it has been witnessing an overwhelming response from customers for this new offering launched in July, that introduced a wide range of dishes at a flat price of ?99 with free delivery via the Eco

Tailored for value-conscious consumers and Gen-Z users, the offering is already transforming how Bhopal eats every day. Known for its love for Keema Pulao, Bhopali Aloo Ke Gutke, Daal Bafla, amongst others, Bhopal has welcomed the 99 Store with enthusiasm. Bhopal



has welcomed the 99 Store Swiggy has worked closely with local restaurant partners to curate a menu that balances affordability with authenticity.

Leading local restaurants such as Toneopeats- The Health Kitchen, Anjani Veg Bhojnalaya and Bapu Ki Kutia have partnered with Swiggy to bring beloved city flavours into the Rs99 Store.

These restaurants have con-

tributed popular items from their menus, ensuring that the offering resonates with local palates. Early consumer feedback from Bhopal has been overwhelmingly positive. Swiggy users have appreciated the value-for-money proposition, variety of dishes, and the convenience of free delivery. Many have cited it as a go-to option for lunch breaks, college meals, or late-evening crav-

Speaking on the 99 Store offering in Bhopal, Sidharth Bhakoo, Chief Business Officer, Swiggy, said"The 99 Store is not just a new offering, it's a commitment. A commitment to make good food affordable and readily accessible, across our wide range of users, including the younger customers.

#### Axis Max Life's Individual **Adjusted First Year**

Premium grew 23% YoY

Continuing on its growth momentum during Q1 FY'26, Axis Max Life Insurance Limited ("Axis Max Life"/ 'Company"), formerly known as Max Life Insurance Company Limited, new business growth (Individual Adjusted First Year Premium) grew by 23% to ?1,553 crores leading to private market share gain by 121 basis points (bps) to 10.0%. Number of new retail policies grew by 10%. The new business growth was fuelled by strong growth of 40% in Annuity, 36% in Retail Protection & Health and 41% from NPAR-Savings. Additionally, Axis Max Life has successfully on-boarded 15 new partners in Q1 FY'26 including 8 Retail and 7 Group business partners. Prashant Tripathy, CEO and Managing Director, Axis Max Life, said, "We have started the fiscal on a positive momentum, achieving a 23% year-on-year increase in Individual Adjusted First Year Premium.

### Shreeji Shipping Global Ltd. IPO to open

Mumbai: Shreeji Shipping GlobalLtd (SSGL) announced that it will open its Bid / Issue in relation to its initial public offer (IPO) of Equity Shares on Tuesday 19 August 2025. The Bid/Issuewill close on Thursday,21 August 2025.

Bids can be made for a minimum of 58 Equity Shares and in multiples of 58 Equity Shares thereafter. ("Bid Details")

The Price Band of the Issue has been fixed at Rs 240 to Rs252 per Equity Share. ("Issue Price")

The total issue size consists of 100% fresh issue of 16,298,000 equity shareswith face value Rs10 each("Fresh Issue").

The Company plans to utilize net proceeds from the fresh issue towards Acquisition of vessels (Dry Bulk Carriers in Supramax category from secondary market) esti-mated to be Rs2,511.79 million



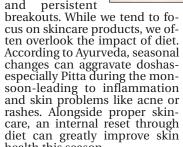
payment, in part or full, of certain outstanding borrowings availed by the Company estimated to be Rs230 million [Rs23 crore] and balance amount towards General Corporate Purposes. ("The Object of The Issue").

There are no listed peer group companies (i.e., companies of comparable size in the same industry), in India orglobally that engage in a business similar to that

of the Company.

### Say Goodbye to Monsoon Acne with These Ayurvedic Superfoods

season brings humidity temperature shifts that often lead to skin issues like clogged pores, excess oil, and persistent



Leading Ayurvedic practitioner, Dr. Madhumitha Krishnan, suggests including cooling,

health this season.



anti-inflammatory foods in your monsoon diet to soothe your body and manage skin issues. She recommends five Ayurvedic super-

foods, from nutritious California almonds to antioxidants-rich amla, to keep pimples at bay

and have clear skin. Almonds, Almonds are a powerhouse of nutrients as they are rich in vitamin E, antioxidants, and good fats. As such, they are perfect for preserving balance throughout the rainy season. According to published Ayurveda, Siddha and Unani texts, almonds are good for skin health and can enhance skin

#### Amazon creates over 150,000 work opportunities nationwide as festive season approaches

These seasonal work opportunities have been created in more than 400 cities across India, Thousands of women and over 2,000 associates with disabilities onboarded, Amazon India today announced that it has created more than 150,000 seasonal work opportunities across its operations network of fulfilment centres (FCs), sort centres and last mile delivery stations, as it gears up to serve millions of customers during the upcoming festive season. These include direct and indirect work opportunities in 400+ cities across India including cities such as Mumbai, Delhi, Pune, Bangalore, Hyderabad, Lucknow, Cochin, Coimbatore, Indore, Raipur, Jalandhar, Jodhpur, Ranchi, Anantnag, Jalgaonamongst others.

#### Birla Opus Paints introduces India's First-Ever Paint Promise Building on the significant trac-

tion gained in the decorative paints sector, Birla Opus Paints, housed under Aditya Birla Group's Grasim Industries, today announced the launch of its latest campaign - 'Birla Opus Assurance'. This initiative, a first-of-its-kind assurance in the Indian paint industry, underscores Birla Ôpus Paints' unwavering confidence in its advanced product quality and its commitment to ex-

ceptional customer satisfaction. The brand films highlight the unique 'Birla Opus Assurance' proposition in an engaging manner, where Birla Opus Paints commits to redoing the painting service completely free of charge. The oneyear re-painting warranty has been thoughtfully designed to cover all possible weather conditions, ensuring that the walls have withstood and been tested across all four seasons.Birla Opus Assurance thereby is an additional guarantee, over and



above the existing product's war-

The ad campaign features the charismatic ambassadors,Vicky Kaushal and Rashmika Mandanna who continue their successful association with Birla Opus Paints. The TVC campaign also features a talented ensemble cast of Ranveer Shorey, Murali Sharma, Seema Pahwa and Jaaved Jaaferi in separate films, where in Vicky and Rashmika don various looks and deliver the brand's promise whilethanking the design and construction community for recommending Birla Opus

Paint products in a creative inter ruption advertising style. Through this campaign, Birla Opus Paints aims to further establish itself as a truly trustworthy brand with advanced products.

Commenting on the campaign, Rakshit Hargave, CEO, Birla Opus Paints, said, "Our 'Birla Opus Assur ance' initiative reflects our deep rooted belief in the exceptional quality and performance of our products. We understand that painting homes is a significant decision for consumers, and 'Birla Opus Assurance' is our way of providing them with complete peace of mind, reinforcing our commitment to being a truly consumer-centric brand.

Inderpreet Singh, Marketing Head, Birla Opus Paints, added, "We unveil 'Birla Ôpus Assurance' as we ascend in our communicationjour ney, it is a bold statement of confi dence in our products' quality.











