

NABARD Survey shows strong revival in rural economy, consumption at record high

New Delhi, (UNI) India's rural economy is witnessing a broad-based revival marked by rising incomes, stronger consumption, and improved financial behaviour, according to the latest findings from NABARD's Rural Economic Conditions and Sentiments Survey (RECSS).



flation, and robust demand.

The survey highlights a significant consumption boom driven by rising real purchasing power.

"80 percent of rural households reported higher consumption compared

with last year. Consumption now accounts for 67.3 percent of monthly income, the highest level since RECSS began, aided by GST rate rationalization," the survey said.

This surge signals strong and widespread demand

across the rural economy. Rural incomes have improved markedly. As per the NABARD Survey, 42.2 percent of households experienced income growth, the strongest performance across all survey rounds.

Further, only 15.7 percent reported any decline in income, the lowest so far. Looking ahead, 75.9 percent of respondents expect their incomes to rise next year, marking the highest level of optimism since 2024, it added.

It highlighted that the rural investment activity is accelerating, and the Credit access has also improved. It said 29.3 percent of households increased capital investment this year, the

highest recorded by the survey. Growth in investment is attributed to higher incomes and consumption rather than credit-related distress.

In terms of credit access, 58.3 percent of households now rely solely on formal credit, up sharply from 48.7 percent in September 2024. Informal borrowing persists at around 20 percent, indicating a continued need for deeper financial inclusion. Welfare transfers continue to play a stabilising role. On average, 10 percent of household monthly income is supplemented through government support, including subsidised essentials and social benefits.



Naxion Energy launches India's first Sodium-Ion Energy Storage systems; plans Rs200-Cr Cell Manufacturing Facility in Hyderabad

Hyderabad, (UNI)

Hyderabad-based Naxion Energy (formerly Sodian Energy), the country's first dedicated Sodium-Ion energy company, which launched India's first Sodium-Ion energy storage systems here on Thursday, announced plans to invest Rs200 crore to set up a new cell manufacturing facility and an assembly plant in Hyderabad.

Speaking on the occasion, Naxion Energy India CEO Abhishek Reddy said the investment will primarily go toward establishing a high-capex sodium-ion cell manufacturing unit, while assembly operations are expected to begin by the end of next year.

He said Hyderabad was chosen because it is his hometown and due to the "progressive and industry-friendly policies" of the Telangana government.

The company currently operates a single manufacturing facility in Coimbatore, Tamil Nadu, with a production capacity of 1-1.5 GWh of battery packs per year, he said. The Coimbatore plant was set up with an investment of ₹15 crore.

On the upcoming Hyderabad Facility, Abhishek said that we are planning to develop a two-phase expansion -- Assembly Plant and Cell Manufacturing plant.

The assembly plant will be operational by December 2026 and this unit will assemble the company's battery products, he informed.

However, the Cell Manufacturing Plant, is targeted for completion by 2026-end but may extend to early 2027 due to the scale and complexity of cell production.

He highlighted that sodium-ion technology allows up to 95 percent supply chain localisation, reducing dependence on imported lithium and associated materials.

The company currently manufactures battery packs, integrating electronics, thermal management, and custom voltage configurations based on application needs. The new facility will allow them to manufacture cells in-house, supporting both self-consumption and supply to other companies, he said.

The Sodium-ion Energy Storage platform from Naxion is intended to directly replace these generators and engineered to overcome long-standing limitations of traditional lead-acid-based backup systems by offering up to 2-3 times longer life, significantly reducing operational costs and downtime, he said.

Dhanvestor unveils 2026 roadmap for women investors

Mumbai: Dhanvestor, India's women-led portfolio management and mutual fund distribution platform, recently announced its 2026 Strategic Roadmap, reinforcing its commitment to building a trust-focused, suitability-driven wealth ecosystem for women. The roadmap outlines a series of enhancements across advisory processes, governance standards and investor experience design, introduced at a time when women's participation in India's capital markets is expanding at an unprecedented pace. As part of the roadmap, Dhanvestor will strengthen its advisory architecture with deeper risk assessment models, refined suitability frameworks and clear, goal-based allocation pathways across PMS and mutual fund distribution strategies.

Automobile sector records strongest-ever November performance: SIAM

New Delhi, (UNI)

The automobile industry recorded its strongest-ever November performance across passenger vehicles, two-wheelers, and three-wheelers, as per data released by the Society of Indian Automobile Manufacturers (SIAM).

The performance comes on the back of sustained festive demand and the government's ongoing GST 2.0 reforms, it said.

As per the data, the Passenger vehicle (PV) dispatches rose 18.7 percent to 4,12,405 units, marking the highest-ever November sales for the segment.

Three-wheeler sales grew 21.3 percent year-on-year to 71,999 units, while two-wheeler sales surged 21.2 percent to 19,44,475 units, also achieving a record for the month.



Further, the three-wheeler segment delivered strong growth in November 2025, driven largely by passenger carriers, which rose 24.6 percent to 59,446 units.

Goods carriers also posted a healthy growth of 10.9 percent, reaching 10,874 units. While e-rick-

shaw sales fell sharply by 25.6 percent to 1,136 units, e-cart sales surged 87.9 percent to 543 units.

An upward trajectory was seen in the two-wheeler segment as well. It marked its best-ever November performance with the scooter sales growing a robust 29.4 percent to 7,35,753 units.

Motorcycle sales also increased by 17.5 percent to 11,63,751 units.

Overall, the two-wheeler industry recorded 19,44,475 units in November, setting a new benchmark for the month.

Speaking on the data, Rajesh Menon, Director General, SIAM, said, "Following the festive demand and support from the government's progressive GST 2.0 reforms, the Indian Auto Industry continued with the sales momentum in November 2025."

Kotak Securities' 2026 Market Outlook: Equities Stay Strong, Gold Holds Its Shine Amid Global Volatility



Mumbai: Kotak Securities Ltd ("Kotak Neo") today unveiled its Market Outlook 2026, signalling optimism for Indian equities and commodities despite global uncertainty.

The report spotlights macro trends, sector opportunities and commodity forecasts investors should track in the year ahead. Shripal Shah, MD & CEO, Kotak Securities, said, "India remains a beacon of growth amid global turbulence. Our outlook for equities is upbeat, driven by robust earnings projections and policy support while gold is expected to retain its shine as a safe-haven asset in 2026. With rising participation from young investors, the market is set for deeper engagement and wealth creation." On the industry front, he added, "As per the latest SEBI survey findings, only 9.5% of households actively invest despite 63% being aware of at least one securities market product. This means India's equity market holds immense untapped potential. Brokerage firms must lead the charge to make investing inclusive and accessible."

The Kotak Securities Market Outlook 2026 report outlines key trends and impact for the year ahead.

Nifty Outlook and Targets: Earnings outlook has strengthened,

with Nifty profits projected to grow 17.6% in FY27E and 14.8% in FY28E.

Our preferred sectors for CY26 include: BFSI, Technology, Healthcare and Hospitality

About Kotak Securities Limited, Kotak Securities Limited (KSL), a subsidiary of Kotak Mahindra Bank, is a full-service stock broking firm catering to retail and institutional investors across all segments of the capital market. Through a tie-up with partner brokers, the company also provides direct access to the US markets.

Supported by a strong research team, robust digital trading platform Kotak Neo, large branch network & franchisee base, and referral coordinators spread across Kona Kona of India, KSL processes lakhs of secondary market trades every day. As of 30th September, 2025, KSL has a national footprint of 150 branches, 1471 authorised person across 374 cities in India serving a client base of more than 60 lakhs. KSL provides a wide array of investment options in equities, derivatives (equities, commodities, currency).

It also offers depository services and is engaged in the distribution of third-party products like mutual funds and insurance.

Ather Rizta hits 2 lakh sales milestone

Ather Energy, one of India's leading electric two-wheeler manufacturers, today announced that its family scooter, Rizta, has crossed the 2 lakh sales mark. The milestone comes just six months after Ather marked the sales of its first lakh Rizta units, in May 2025, showcasing the strong and growing demand for Rizta across India.

Since its launch in April 2024, Rizta has helped broaden Ather's reach beyond its southern strongholds, with newer markets responding strongly to the family scooter. The introduction of new options like the Terracotta Red and the Rizta S variant with 3.7 kWh battery, have also significantly contributed to the sales, further fueling



this momentum. Ather's Middle India* expansion has come largely on the back of Rizta, which has helped fill the gap to unmet demand in Middle India's consumer base. Rizta now accounts for over 70% of Ather's total sales. Moreover, Ather has nearly doubled its market share in key states such as Madhya Pradesh and Chhattisgarh, which have grown

from 7% in Q1 FY26 to 14% in Q3 FY26 (till Nov'25), Punjab grew from 8% to 15%, and Uttar Pradesh from 4% to 10%, in the same time period.

Given its wide acceptance, Rizta has played a significant role in accelerating Ather's sales and retail expansion across the country. Ather recently surpassed a major retail milestone of over 5 lakh

electric scooters sold across India, according to Vahan and Telangana Vehicle Online Sales data. Additionally, since Rizta's launch in April 2024, Ather has rapidly scaled its footprint, adding Experience Centres (ECs) across the country, to reach 524 ECs as of 30th September 2025.

Speaking on the milestone, Ravneet Singh Phokela, CBO, Ather Energy, said "Rizta has been on a roll from the very beginning, expanding our addressable market and enabling us to expand distribution aggressively, especially in Middle and North India. Going forward, our focus remains on strengthening product accessibility through deeper distribution, and building on this strong base."

Hyperion-Powered Tata Sierra sets the New Fuel Efficiency Benchmark

Mumbai: Tata Motors Passenger Vehicles' (TMPV) newest entrant, the Tata Sierra, has achieved a remarkable milestone by entering the India Book of Records for maximum fuel efficiency achieved in 12 hours. In a certified run at NATRAX Indore, the Sierra delivered an exceptional 29.9 kmpl, surpassing the previous national benchmark. The feat was executed by the Pixel Motion team, who drove the 1.5L Hyperion-powered Sierra continuously from 7:00 AM to 7:00 PM on November 30, 2025, with only brief halts for driver-swaps. The record was officially validated the same day.

At the heart of this accomplishment is the all-new 1.5L Hyperion petrol engine, engineered to deliver high efficiency without compromising refinement, performance or drivability. Its advanced combustion system, torque-rich perfor-



mance band and friction-optimised architecture ensured consistent fuel delivery and stable performance throughout the run. This achievement stands as a testament to the engineering innovation and capability of the Hyperion powertrain. Speaking on this achievement, Mr. Mohan Savarkar, Chief Product Officer, Tata Motors Pas-

senger Vehicles, said, "Setting a national efficiency record so early in the Sierra's journey is a proud moment for us. The Hyperion engine platform was built to push the boundaries of what petrol powertrains can achieve, and this milestone validates that effort. It strengthens the Sierra's value proposition for customers and un-

derlines TMPV's commitment to bringing advanced, efficient and future-ready technologies to the market." The Tata Sierra also achieved a top speed of 222 km/h at NATRAX, Indore, under specified test conditions, demonstrating the performance capability of the 1.5L Hyperion engine in a parallel run.

The fuel efficiency and top-speed tests were conducted in a controlled environment by trained and expert drivers under monitored conditions.

TMPV advises customers not to attempt to replicate such driving behaviour. All owners are encouraged to follow traffic rules, adhere to posted speed limits, and always prioritise safety. The vehicles delivered to customers will be limited to a maximum speed of 190 km/h, in line with TMPV's strict safety standards.

Blenders Pride Fashion Tour Drives Fashion into the Fast Lane

The Tour accelerated into Jaipur with a dynamic showcase of motorcore, signalling Fashion's Next Move.

Jaipur, 8th December: Blenders Pride Fashion Tour shifted gears in Jaipur, transforming into an intersection of high-fashion and motorsport. Pushing boundaries, the Jaipur edition explored motorsports-inspired design, glamorous performance wear, and high-octane fashion showcase, that marked 'Fashion's Next Move' - racing forward with speed and precision.



of glamour and speed, while rap sensation Raftaar closed the night with an electrifying performance that matched the show's pulsating energy. The show unfolded with a three-lap runway experience that transformed the stage into an immersive motorsport arena. From The Start Line's racing silhouettes to The Pit Lane's chrome-driven sleek and tactical looks, to The Glam Night's high-octane glamour, ending with a thrilling sport cars stunt that uplifted that shot up the whole vibe of the show.

The experience amplified the cultural and creative pulse of India - fast, sharp and unstoppable, and positioned Blenders Pride Fashion Tour as the engine driving fashion forward with unprecedented pace.

Debasree Dasgupta, CMO, Pernod Ricard India said "Blenders Pride Fashion Tour has always been at the forefront of shaping fashion and cultural conversations. The Tour's Jaipur edition takes that vision further, by fusing worlds of high-octane motorsport and glamorous high-fashion, creating an immersive experience that celebrates boldness, style, and innovation"

Designer Abhishek Patni said, "Blenders Pride Fashion Tour has always championed breaking through boundaries of creativity. With this collaboration, together we shifted fashion into new gears, and fused speed with style to present a bold glimpse of where fashion is headed next."

Urjasvini Special School Organizes Fireless Cooking Competition

Indore: The Fireless Cooking Competition, organized by the NGO Create Stories at Urjasvini Special School, not only provided an opportunity for creativity among the children but also gave them a unique experience of working together with their mothers. The judge was the famous chef Happy Singh. This event was specifically organized for special needs children, where, with the cooperation of their mothers, they prepared various dishes without using fire.

The objective of the competition was to make children aware of healthy food and encourage them to perform small, safe tasks in the kitchen.

The teams of children and mothers jointly prepared many colorful and delicious items such as sandwiches, Bhel Puri, salads, smoothies, and desserts. Famous Chef Happy Singh was a part of the judging panel for this event.

He expressed immense appreciation for the enthusiasm, creativity, and simplicity of the dishes prepared by the children and mothers.



He said, "It was truly wonderful to see these children and their mothers working together. The hard work and love they put into their dishes are commendable."

Preparing such delicious and nutritious dishes without fire is a challenge that these children, along with their mothers, have beautifully overcome." He further added that such events not only teach children skills but also strengthen the bond between parents and children.