

Govt rolls out Market Access Support to boost global footprint of exporters

New Delhi, (UNI)

The Government of India on Wednesday launched the Market Access Support (MAS) Intervention under the Export Promotion Mission (EPM), a flagship initiative approved by the union Cabinet on November 12, 2025, with an aim to strengthen international market access for Indian exporters, especially MSMEs and first-time exporters.

The MAS Intervention is being implemented under the NIRYAT DISHA sub-scheme of EPM and focuses on improving buyer connect and enhancing India's footprint in global



markets through structured, outcome-oriented market access initiatives, as per the statement released by the Ministry of Commerce & Industry.

The Export Promotion Mission is jointly implemented by the Department

of Commerce, Ministry of MSME, and Ministry of Finance, in coordination with Indian Missions abroad, Export Promotion Councils (EPCs), Commodity Boards, and industry associations.

Under the MAS frame-

work, financial and institutional support will be provided for activities such as Buyer-Seller Meets (BSMs), participation in international trade fairs and exhibitions, Mega Reverse Buyer-Seller Meets (RBSMs) organised in India, and trade delegations to priority and emerging export markets.

To ensure predictability and continuity, a three-to-five-year calendar of major market access events will be prepared and approved in advance. At least 35 per cent participation of MSMEs has been mandated for supported events, with special emphasis on

new geographies and smaller markets to promote export diversification. Delegation size has been benchmarked at a minimum of 50 participants, with flexibility based on strategic and market considerations.

Financial support ceilings and cost-sharing ratios at the event level have been rationalised, with preferential support for priority sectors and markets. Small exporters with export turnover of up to Rs 75 lakh in the previous year will receive partial airfare support to encourage participation by new and small exporters.



India moves to protect steelmakers, slaps duty on certain imports

India has notified safeguard duty on select steel products that will remain in place for three years, a step that underscores New Delhi's desire to protect domestic steelmakers like Tata Steel, Jindals and SAIL from what it considers as "unfair competition."

Under a notification issued by the finance ministry on Tuesday, the levy will begin at 12 per cent in the first year, from April 21, 2025, to April 20, 2026. It will then taper slightly to 11.5 per cent in the second year and to 11 per cent in the third, ending on April 20, 2028.

The measure applies to certain non-alloy and alloy flat steel products, including hot-rolled and cold-rolled coils, sheets, plates and coated products. The decision follows months of investigation and lobbying by domestic producers, who have warned that a surge in imports, particularly from China, was inflicting serious damage on local manufacturers. The move however specifically excludes imports from certain developing countries, though China, Vietnam, and Nepal will be subject to the levy.

It also will not apply to specialty steel products such as stainless steel.

The Indian Steel Association, which represents major players such as Tata Steel and JSW Steel, filed a formal complaint arguing that an abrupt and sustained rise in low-priced imports amounted to an "unforeseen development" under global trade rules.

In April 2025, as the inquiry was still underway, the government imposed a provisional safeguard duty of 12 per cent for 200 days to arrest the immediate impact of the import surge.

That temporary levy covered the same category of flat steel products and was meant to provide breathing room to domestic mills while investigators assessed the scale of the problem.

In August 2025, the Directorate General of Trade Remedies, the government's trade watchdog, issued its final findings, concluding that the increased imports "had caused serious injury to the domestic industry" and recommended a phased safeguard duty over three years, with gradually declining rates.

Cement sector set for solid run as ICRA sees 6-7 per cent volume growth in FY2026-27

New Delhi, (UNI): India's cement industry is heading into another year of steady expansion, riding on sustained demand from housing and infrastructure projects, even as capacity additions accelerate and cost pressures begin to resurface. Rating agency ICRA has projected cement volumes to grow by 6-7 per cent in FY2027, following a strong 6.5-7.5 per cent expansion expected in FY2026.

The outlook reflects continued momentum in construction activity across the country. Cement demand has remained robust so far, with volumes rising sharply by 8.5 per cent during the first eight months of FY2026.

Kajra Solar Project powers ahead as Bihar switches on critical transmission link

New Delhi, (UNI)

Bihar's renewable energy ambitions received a major shot in the arm with the successful energisation of a crucial 132 kV transmission line linked to the Kajra Solar Power Project -- one of the country's largest solar plants backed by battery energy storage.

The move brings the Rs 2,800-crore project a decisive step closer to delivering round-the-clock green power to the state.

The newly energised transmission line, along with a 100 MVA, 33/132 kV



power transformer installed at the Kajra site in Lakhisarai district, will now carry solar power from the plant to the state

grid.

With this backbone in place, Bihar has strengthened its ability to absorb large volumes of renewable energy without compromising supply stability.

State Energy Department Secretary and Chairman-cum-Managing Director of Bihar State Power Holding Company Limited, Manoj Kumar Singh, said the milestone was achieved under continuous, close monitoring by Bihar State Power Generation Company Limited and Bihar State Power

Transmission Company Limited. He described the energisation as a critical operational breakthrough for the project.

To enable seamless evacuation of power, a new transmission line was built to connect the Kajra Solar Power Plant with grid substations at Haveli Kharagpur and Lakhisarai. With both ends now live, the plant is technically ready to feed clean electricity into the network, ensuring uninterrupted supply to consumers across the region.

World's No. 1 Helmet Producer Steelbird Helmets Now Poised for a Historic Hat Trick in 2026



New Delhi: Once again, Steelbird earns the unwavering trust of riders in India and across the globe. After becoming the World's No. 1 Helmet Producer in 2024 and 2025, Steelbird Hi-Tech India Ltd. is now firmly on track to complete a historic hat trick in 2026, with 9.3 million helmets sold this year. This achievement follows last year's official recognition in New Delhi, January 2025, where Steelbird was declared the world's leading helmet manufacturer, having sold a record-breaking 8.75 million units.

Yet behind these impressive numbers lies a larger purpose — the opportunity to save countless lives on the road.

Steelbird's continuous investments in cutting-edge technologies, world-class manufacturing systems, and next-generation safety innovations ensure that every Steelbird helmet stands as a symbol of protection, trust, and style. The company's planned expansion to produce 60,000 helmets per day reinforces its strong momentum toward achieving the remarkable three-year global leadership streak.

Excellence Built In-House — Zero Compromise on Safety

Steelbird's dominance stems from an uncompromising commitment: every head wearing a

Steelbird helmet must receive the highest level of protection at the time of a crash. To uphold this mission, the company manufactures nearly every single component in-house across its nine ISO 9000 certified plants in India.

Each plant leverages world-class technologies—robotic painting systems, precision moulding, automation lines, and rigorous multi-stage quality checks. State-of-the-art testing labs validate every batch for ISI, ECE 22.06, DOT, and other global standards.

Many may wonder how many components go into a helmet. The answer is staggering: over 3,700 individual components — including EPS, EPP, ABS shells, fiberglass shells, carbon-fiber shells, chinstraps, buckles, interiors, decals, visors, and countless small parts. The only item not produced in-house is the packaging box. A Global Road-Safety Champion

Steelbird is not just a market leader — it is a global voice for road safety.

The company's Managing Director, Mr. Rajeev Kapur, remains the only leader from the global helmet industry to have been invited twice by the United Nations (UN) and the World Health Organization (WHO) to address their international road safety forums.

PNG Jewellers Sharpens Its Next Phase of Growth with Lifestyle by PNG, Appoints Sara Tendulkar as Brand Ambassador

Pune: Lifestyle by PNG, the contemporary lightweight fine jewellery brand from PNG Jewellers, has announced Sara Tendulkar as its brand ambassador, marking a key step in strengthening the brand's connection with India's future jewellery consumers.

The association reinforces Lifestyle's role as a strategic bridge between PNG Jewellers' legacy customers and its future customers. While PNG has been a trusted name across generations for nearly two centuries, Lifestyle has been consciously created to remain relevant to the next generation through a modern retail format, contempo-



rary design language, and an omni-channel experience.

Speaking on the larger vision behind Lifestyle, Dr. Saurabh Gadgil, Chairman and Managing Director, PNG Jewellers, said, "Lifestyle by PNG is a conscious and long-term effort to bridge our existing

customers with future customers. While PNG has earned trust across generations, it is equally important for us to stay relevant to the way younger consumers think, shop and express themselves today. Lifestyle has been created as a modern retail format with a strong omnichannel presence, designed around everyday moments rather than only traditional occasions. This is not a short-term style initiative, but a serious business vertical under the PNG umbrella, with dedicated focus on merchandising, planning, marketing and digital platforms. The encouraging response to our pilot stores has given us confi-

dence to scale the brand in a structured manner across key markets."

Sara Tendulkar's natural elegance, modern outlook, and strong digital connect make her a strong fit for the brand's philosophy. With over 8.9 million followers on Instagram, she is widely recognised for her understated style, authenticity and balanced presence. Her preference for clean silhouettes, minimal embellishment and comfort led fashion aligns seamlessly with Lifestyle's design ethos.

Commenting on the association, Sara Tendulkar said, "Lifestyle reflects a sense of ease and individuality that feels very natural to me."

IIM Indore Opens Admissions for Third Batch of Master of Management Studies for Working Professionals

Indore: The Indian Institute of Management Indore (IIM Indore) has opened applications for the third batch of its marquee two-year Master of Management Studies (MMS) programme for working professionals. The institute is among the few globally to hold the "Triple Crown" of international accreditations - EQUIS, AACSB and AMBA. This LIVE online degree programme, running from March 2026 to March 2028 and comprising 900 learning hours, equips mid-career leaders with advanced general management capabilities, strategic perspectives and behavioural insights to navigate complex business environments.

The Master of Management Studies equips professionals to develop rigorous, holistic management expertise across core disci-



plines such as microeconomics, marketing, operations, finance, human resources and strategic management. Learners deepen their foundation through carefully curated electives, applied projects and a thesis track in the later terms. They cultivate data-driven decision-making, responsible leadership, ethical judgement and the ability to navigate complex global business environments through interactive learning and three on-campus immer-

sions, spanning 16 days, which also foster rich peer-to-peer collaboration. Recent cohorts have drawn accomplished professionals from IT, financial services, marketing and advertising, sales, automotive, manufacturing, healthcare and more, representing senior roles including CEOs, Vice Presidents, Directors, General Managers, Senior Managers and analysts.

Rapid advances in technology, particularly in artificial intelligence and information processing, are set to reshape an estimated 86 per cent of businesses globally over the next five years. Yet, even amid this disruption, the World Economic Forum anticipates a net increase of 78 million jobs worldwide by 2030, signalling a decisive shift from automation to augmentation.

Ramraj Cotton Expands Its Premium Offering with Elite White Cotton Fabric Collections

Ramraj Cotton, India's leading name in traditional menswear textiles, celebrates the timeless appeal of the colour white, an enduring symbol of tradition, purity and premium appeal. Known for its unmistakable brightness, Ramraj White stands apart in the market, a signature bright white that has come to define the brand's identity. What truly sets Ramraj Cotton apart is its ability to deliver the same radiant white, day after day, all year round. With uncompromising consistency in shade, quality and finish, the brand offers one of the most extensive white fabric portfolios in the industry, over 500 varieties spanning 100% cotton, Giza blends, linen cotton, poly viscose, 100% Giza cotton, pure linen, cotton with paper finish and 100% Supima cotton.

Airtel Expands Entertainment Offerings with Exclusive Launch of Airtel Cartoon Network Classics

New Delhi: Bharti Airtel, one of India's leading telecommunications service providers, today announced the launch of the "Airtel Cartoon Network Classics" an exclusive value-added service available on Airtel Digital TV in collaboration with Warner Bros. Discovery. The new channel brings together some of the most iconic animated franchises from Cartoon Network, creating a dedicated destination for timeless storytelling and family-friendly entertainment.

Airtel Cartoon Network Classics brings back a beloved lineup of timeless favorites such as Tom and Jerry, The Flintstones, Looney Tunes, Scooby Doo, Johnny Bravo and several other classics. Curated for audiences who grew up with these much loved and timeless shows, the channel will also allow families to introduce new generations to the animated stories that became part of the cultural zeitgeist of the '90s and 2000s while continuing to resonate today.

Commenting on the launch, Pushpinder Singh Gujral, DTH-Business Head, Airtel said, "Airtel Cartoon Network Classics adds a unique

entertainment layer to our portfolio and offers customers a chance to reconnect with iconic stories and characters that are loved even today. We are pleased to make this channel available to all our DTH & IPTV users and look forward to bringing more such curated experiences to our customers."

Priced at ₹59 per month and available on Channel 445 in both English and Hindi language, the ad-free channel can be accessed across both connected set-top boxes such as Xstream and IPTV, as well as non-connected HD and SD boxes, enabling uninterrupted viewing without the need for any additional equipment.

Talking about the collaboration, Arjun Nohar, Managing Director, South Asia, Warner Bros. Discovery said, "Cartoon Network Classics celebrates the enduring legacy of characters and stories that have entertained audiences worldwide for generations. At Warner Bros. Discovery, our focus is on keeping these stories accessible and relevant for today's audiences."

Geetali Gupta from 'Toprankers-Legal Edge' claims AIR 1 in CLAT 2026; Institute bags 1, 2 & 3 Once Again

New Delhi: The results for the Common Law Admission Test (CLAT 2026) have been announced, and once again, students from the Bhopal-headquartered institute, 'Toprankers-Legal Edge', have delivered an exceptional performance in this prestigious national-level exam for entry into National Law Universities (NLUs). According to the released results, students from this institute have secured the top three spots—All India Rank (AIR) 1, 2, and 3.



Edge" — AIR-1 Geetali Gupta, a resident of Sri Ganganagar, Rajasthan, secured AIR 1. Expressing her thoughts on social media, Geetali said, "My parents taught me discipline since childhood, and Legal Edge gave that discipline the right direction. Throughout my preparation, I placed the utmost emphasis on consistency." Clarifying the role of the coaching institute, she added, "I have been a student exclusively of Legal Edge's 'Warriors Gold Batch' Classroom Program. The mentors at Legal Edge played a pivotal role in identifying and fixing my weaknesses. This success is the result of my parents' sacrifices and the guidance of my teachers." Performance Analysis: As per the details shared by the institute, AIR 1, 2, 7, 8, 9, and 10 are students of the 'Regular Classroom Program.' Meanwhile, AIR 3 (Rohan, Karnataka Topper) achieved this feat through the institute's 'Distance Learning' course.