

impact

DELHI DIARY

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The country's capital this week has seen lot of action. On one side, the preparations for Republic Day are on, while on the other, the city has almost come to a stand still thanks to the sealing of roads for those practicing the parade. The stock markets saw maximum action through the week and Delhi-ites were impacted too. The proof lay in the heated discussions on corridors of commercial buildings and even the metro.

Amidst all this, it was time for music lovers to celebrate as a three-day Eastwind music festival was organised in the city. 60 bands played including Parikrama, Indian Ocean and Menwhopause. The festival was an attempt to celebrate both national and international contemporary original music across genres like jazz, rock and fusion. Besides being a platform for music and musicians from across the country, the festival hosted slide-shows, art exhibitions, installations, theatre performances and food stalls.

After an agonizing wait for people in the NCR, the 27.7 km-long Delhi-Gurgaon access controlled highway became operational this week. Hopefully, commuting to Gurgaon will not be as much of the hassle that it used to be.

TRAI up for 74 percent FDI

It's good news for many that Telecom Regulatory Authority of India (TRAI) is proposing to allow 74 percent Foreign Direct Investment (FDI) in mobile television services. The government body is also in favor of a process of bidding for allocation of licenses for the services.

Mobile television is highly popular in certain parts of Europe, America and South East Asia. With the new rules proposed by TRAI, companies seeking to offer mobile television services will have to apply for a license by paying a one-time entry fee in a closed bidding process. However, telecom companies that are presently operating in the country can apply for the same without gaining a license.

TRAI has suggested charging the mobile television operators 4 percent of gross revenue per year or 10 percent of the reserve one-time entry fee limit for the concerned license area, whichever is higher.

The proposed norms have been welcomed by several media and telecommunication companies.

TimeOut for Reliance

After launching retail outlets for apparels and jewelry, Reliance Retail launched yet another entity, Reliance Timeout, in the NCR region.

The new store houses books, music, stationery, toys and gifts. It is spread over 41,000 sq. feet with over 1, 00,000 products. With

the new format, the company has stated that it hopes to 'revolutionize this business'.

Commenting on the launch of Reliance TimeOut, Bijou Kurien, President and CEO (Lifestyle), Reliance retail, said "In today's world, with all the pressures, stress and workload at office, home and school, we need a place where we can unwind and relax, where we can browse, buy a book, sample some music, choose a gift, buy a toy, or some exclusive stationery for ourselves. At Reliance Timeout, we offer a comprehensive range of products in these categories along with a fascinating customer experience in a warm, lively ambience."

The store will soon have a Karaoke Studio where the customer will have the liberty to sing-along and record it in a professional quality recording studio. There is also a café at the store.

Haig Vintage Rally 2008

What better brand fit for a vintage scotch brand than a vintage car rally? With properties like these, liquor brands wouldn't be complaining too much about being unable to advertise.

Haig Vintage Rally was brought to car lovers of Delhi by Haig Gold Label, from the house of one Diageo.

Asif Adil, MD, Diageo India, said, "Haig Gold Label Scotch

whisky has a proud legacy that has lasted for 30 generations. It has a rich heritage of almost 400 years, and has found the perfect match with vintage. This combination has taken consumers on a luxurious journey, speckled with heritage and status, which we are extremely proud of. The Haig Vintage Rally is truly one of the historic moments witnessed in India each year".

Those with a thing for vintage cars would surely agree.

show titled *Dil Vil Pyaar Vyaar* is the station's new take on romance. For Sunday, the station has rolled out four new shows -- *Parde ke Peeche*, *City Talkies*, *Theme No. 91.1* and *Rollywood Presents*.

Apurva Purohit, CEO, Radio City, said, "After creating a clear differentiation with our adult contemporary music, we are making our weekend programming more robust through an entertaining mix of genre-based shows. Shows like *The Udhm Singh Show* and others will revitalize evenings on weekend radio with a gripping format, differential content coupled with melodious music. While this gives our listener wholesome entertainment throughout the weekend, the advertiser also gets a wider spread of properties to associate with."

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New ranges from Pizza Hut

With the restaurant business getting tougher and tighter, it has become important to launch new products with regularity. Keeping up with evolving needs, Pizza Hut from the house of Yum! Restaurants International has launched a 'Ring O' Garlic' range of pizzas.

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