

## Maniesh Paul delves into the misfortunes of Lakhpat



Ahmedabad, Maniesh Paul continues to unearth mysteries of India's greatest legends and tales in Warner Bros. Discovery's 'History Hunter'. The upcoming episode will unravel facts of how the city of Lakhpat that was considered to be a financial hub in the early 18th century went on to become a barren land. Located in Kutch, Gujarat, Lakhpat is situated near Kori Creek and is surrounded by a 7 km long wall along its shore.

The regions nearby to Lakhpat were used to cultivate rice, cotton, and ghee, amongst other items that were exported to Sri Lanka, and other Southeast Asian countries. Agriculture

was the main source of revenue for the city. It was also the hub for international business with African & Gulf countries as well. The city was way ahead of its time with the concepts of credit and insurance back then that was facilitated with the use of paper. Legends say that even Guru Nanak Ji had visited the city as well before adjourning on one of his journeys. The famous Gaus Mohammad Kubo Dargah is also located in the city and is visited by pilgrims across the world. However, Saint Ghaus Mohammad only entered the city, 20 years after its downfall.

Many theories surface on the scenario that led to the misfortune of the city of Lakhpat. From jealousy of other kings that led to war to a desire of a royal love story and natural calamities, the city withstood a lot of events, and eventually crumbled to ill fate. Acquaint yourself with the history of Lakhpat City, once India's financial hub, only on the upcoming episode of History Hunter, December 18 2023 at 9PM on Discovery Channel and discovery+. (20-4)

## Be Style forward this winter with Soch's Red Dot Sale



Ahmedabad, Soch's Red Dot Sale is back and better than ever, offering a wide selection of ethnic wear looks at up to 50% off. From this most awaited Red Dot Sale that started on December 7th, get ready to stock up on all your favorite Soch looks, including sarees, salwar suits, kurtas, kurta sets, dress materials, tunics, and kaftans.

Soch, India's leading evening and occasion wear brand announces this bi-yearly sale to reward millions of their loyal customers with the chance to snag unbeatable deals on everything ethnic. Whether it's a timeless saree

for a wedding, a stylish salwar suit for your evening soirée, or a trendy kurta to infuse glamor into your winter wardrobe, discover an array of exquisite ensembles crafted for every special occasion. Elevate your style quotient and embrace the allure of Indian ethnic wear at its finest. Everyone loves a deal, especially with the wedding season upon us and the multiple times you have to show up to the occasion. Included in the Red Dot Sale, are the unbeatable offers on the brand's latest capsule wedding collection. With intricate designs and lightweight and breathable fabrics, Soch presents a perfect blend of traditional and contemporary styles with a palette of festive-inspired colors that perfectly capture the season's essence. Explore an extensive array of hues ranging from age-old prints to festive favorite colors, meticulously curated to cater to your every wedding and festive wardrobe essential. (19-2)

## Laser hair removal is the most wanted cosmetic procedure after botox



Ahmedabad, For those women who have always been looking for ways to improve their appearance and increase their confidence, Ahmedabad-based 'The Skin Artisty' has become a great place for women to experiment with a host of solutions being offered by the centre. An entrepreneur or a professional, all women need to look great & feel confident about their appearance. One such technology that caters to the needs of getting rid of unwanted hair is 'Vega Comfort' which was launched today in the city.

At a glittering ceremony a host of the latest technologies by Reveal Lasers a leading MNC in this segment, was today launched by 'The Skin Artisty' in association with the women wing of Jain International Trade Organisation (JITO) of the Ahmedabad chapter. Dr Hital

Kumar Patel, Dermatologist and Medical Director, The Skin Artisty said, "The Vega Comfort is the world's first 2D, dual wavelength technology for laser hair removal. This world-class technology is a more effective and longer-lasting alternative to conservative methods. Globally it is also reported to be safe for all skin types, including dark skin tones." Besides this, another latest technology for non-invasive facelift using high-frequency ultrasound called Linea' was also launched. Krina Shah, Chairperson, women wing, Jain International Trade Organisation (JITO), Ahmedabad said, "For a woman, being aesthetically presentable is a way of life, and for some their looks reflect how confident and successful they are definitely not generalizing these perceptions here. (19-10)

## ICICI Prudential Life Insurance and Ujjivan Small Finance Bank forge Bancassurance Partnership

Ahmedabad, ICICI Prudential Life Insurance and Ujjivan Small Finance Bank (Ujjivan SFB), a leading small finance bank, have entered into a bancassurance partnership for the distribution of life insurance products.

Under the partnership, Ujjivan SFB, will offer the entire suite of ICICI Prudential Life's customer-friendly protection, long-term savings and retirement products to its customers through its extensive network of 700+ branches across 26 states and Union Territories. Life insurance is a critical component of any financial plan and therefore ICICI Prudential Life has developed a suite of products to suit the various life-stage requirements of customers. The protection products can act as income replacement in case of loss

of the primary breadwinner. Long-term savings products will aid customers in building a savings pool or creating a supplementary source of income and achieving financial goals. Retirement planning products will ensure customers receive guaranteed life-long income to lead financially independent retired lives. On the pure protection platform, ICICI Pru Protect Smart and ICICI Pru Protect Return of Premium will be available, whereas customers will be able to conveniently purchase ICICI Pru GIFT Pro, ICICI Pru Gold and ICICI Pru Signature to name a few, are products which enable building a savings pool over the long-term. Besides, ICICI Pru Guaranteed Pension Plan Flexi will aid Ujjivan SFB customers to systematically plan for their

retirement. Mr. Ittira Davis, MD & CEO, Ujjivan Small Finance Bank, said, "We are delighted to announce our partnership with ICICI Prudential Life, a leading life insurance company in India. Our aim is to increase access to insurance solutions for the aspiring middle-class, enabling them to secure their financial future. Our wide network, combined with the comprehensive solutions of ICICI Prudential Life will help in bridging the demand gap for insurance services, and further strengthen our position in offering insurance solutions for our customers." (13-9)

## Kotak Mahindra Bank Associates with IIT Kanpur



Ahmedabad, The Indian Institute of Technology Kanpur (IITK) and the Kotak Mahindra Bank Limited ("KMBL"/"Kotak") today announced the launch of Kotak School of Sustainability - India's first fully integrated school of sustainability at IIT Kanpur. The launch event was graced by Shri. Dharmendra Pradhan, Hon'ble Union Minister of Education and Skill Development and Entrepreneurship, Government of India as the chief guest; Dr. Abhay Karandikar, Secretary, Department of Science & Technology, Government of India, and Shri. Nagendra Nath Sinha, Secretary, Ministry of Steel, as guests of honour; Prof. S. Ganesh, Director, IIT Kanpur; Mr. Prakash Apte, Chairman Kotak Mahindra Bank, Shanti Ekambaram, Whole-time Director, Kotak Mahindra Bank, C S Rajan, Independent Director, Kotak

Mahindra Bank, Himanshu Nivsarkar, Senior EVP and Head CSR, Kotak Mahindra Bank and Mr. Kapil Kaul, Chief Executive Officer, IIT Kanpur Development Foundation. Global warming poses a serious threat to our existence, manifesting in untimely natural calamities, pollution, and biodiversity loss. Research indicates irreversible 'Tipping Points' with rapid, harmful climatic changes. Realising this is an imminent existential crisis and that anthropogenic activities need to be environmentally sustainable; world leaders have been discussing in COP (Conference of Parties) meetings to come up with policies and actions that can lead to a sustainable future. The United Nations (UN)'s seventeen sustainable development goals address this challenge, crucial in densely populated countries like India. (20-4)

## Emami Marks Golden Milestone, accomplishes 50 Glorious Years



Ahmedabad, Emami Group, one of the leading diversified business conglomerates in India, proudly marks its 50th anniversary, commemorating five decades of delivering happiness to the nation. The celebration reflects the remarkable journey of Emami from a humble beginning of a personal care product manufacturing company in the by-lanes of Kolkata to a Rs 30,000 cr business conglomerate employing around 25,000 people across the world, embodying the spirit of Indian entrepreneurship. The Emami Group was founded in the mid-70s in Kolkata, West Bengal by two childhood friends Mr. RS Agarwal and Mr. RS Goenka, who embarked on a courageous entrepreneurial journey that marked the inception of Emami. Mr. Aditya V Agarwal and Mr.

Mohan Goenka, Promoter Directors, Emami Group, said "We are extremely proud to celebrate this landmark year of Emami. This achievement reflects our journey of delivering happiness and consumer delight through our exceptional products and services. It also highlights our commitment to India and its growth. We are grateful for the trust and support all our stakeholders including customers, partners, and employees have placed on us over the years, and we look forward to many more years of this home grown success story to continue. Our commitment to deliver innovative and effective products at competitive prices has been a driving force for Emami throughout its five-decades of journey." (19-10)

## Glance brings Bigg Boss excitement on over 200 million smart lock screens



Ahmedabad, If you're a Bigg Boss enthusiast, your front-row seat to all the drama and excitement inside the Bigg Boss house is here! Glance, the smart lock screen platform, is your key to unlock all the latest gossips and behind-the-scenes scoop from the world of Bigg Boss. And it's not just for you; over 200 smart million lock screens are in on the action too! With the theme of the reality show this season being Dil, Dimaag Aur Dum, The Bigg Boss house is featuring three distinct rooms

which have been the game-changer this season. What's even more exciting is that, for the first time in Bigg Boss history, the Dimaag room features a life-sized installation of Glance Smart Lock Screen. This is providing the contestants with access to external information, enabling them to strategize and play smarter than ever before! But wait, there's more to Glance! While you immerse yourself in the Bigg Boss drama, your smart lock screen holds even more surprises. Available on majority of leading Android smartphones in India, Glance seamlessly brings personalised and premium content to the Smart Lock Screens, thanks to the magic of artificial intelligence (AI) and strategic collaborations with renowned publishers. (19-10)

## EXTENSION OF TRAIN NO. 14808/14807 UPTO JODHPUR & TRAIN NO. 12465/12466 UPTO BHAGAT KI KOTHI TILL 31ST MARCH, 2024

Ahmedabad, For the convenience of LHB Rakes.

passengers and with a view to meet the travel demand, Western Railway has decided to Kothi will run with LHB rake with effect from continue with the extension of Train No. 14808/ 18th December 2023 Ex Dadar and from 17th 14807 Dadar – Bhagat Ki Kothi upto Jodhpur December 2023 Ex Jodhpur. and Train No. 12465/12466 Indore – Jodhpur Train No. 20484/20483 Dadar – Bhagat Ki Express upto Bhagat Ki Kothi till 31st March, Kothi will run with LHB rake with effect from 2024. Also Train No. 14808/14807 Dadar – 19th December 2023 Ex Dadar and from 18th Bhagat Ki Kothi & Train No. 20484/20483 Dadar December 2023 Ex Bhagat Ki Kothi. – Bhagat Ki Kothi will run with LHB Rakes. Train No. 14808/14807 & Train No. 20484/

According to a press release issued by Shri 20483 will now have an additional AC 3 Tier Sumit Thakur – Chief Public Relations Officer Economy coach. Thus the train will now of Western Railway, there will be no change in comprise of AC 2 Tier, AC 3 Tier, AC 3 Tier the existing stoppages and timings of Train No. Economy, Sleeper Class & General Second 14808/14807 & Train No. 12465/12466. Class coaches.

Shri Thakur further added that for better For detailed information regarding halts, comfort and enhanced safety, Train No. 14808/ timings of halts, passengers may please visit 14807 & Train No. 20484/20483 will run with www.enquiry.indianrail.gov.in.

## Minister Sanghvi urges sports startups to make Guj their home

Ahmedabad: Gujarat sports minister Harsh Sanghavi on Monday urged sports startups from across the country to consider Gujarat as their manufacturing home. He was speaking at the Gujarat Sports Startup Conclave organized in the city. Addressing a gathering of various sports business heads, stakeholders of the sporting leagues, sports and tech investors and budding startup innovators, Sanghavi said, "Gujarat is the first state in the country to organize a sports startup conclave. We welcome sports startups, as they seek to transform their ideas and innovations into reality. We have also prioritised sports manufacturing in our sports policy. We will introduce changes in the policies based on your feedback." Urging emerging sports startups to make Gujarat their manufacturing home, the minister said, "Today, we have made an attempt to provide a good platform to startups. We want to take the engagement to the next level. Whichever state you may be based in, we invite you to choose Gujarat for establishing your manufacturing base."

We also published the following articles recently

We are focusing on sports beyond hockey

R Vineel Krishna, secretary of the sports and youth services department in Odisha, discusses the government's vision to

develop the state as a sporting hub. The aim is to engage the youth through sports and create an ecosystem of excellence. The government has taken initiatives in various sports disciplines, including the establishment of high-performance centers and grassroots training centers. The focus is on creating sports infrastructure,

providing coaching facilities, and promoting indigenous sports. The government also emphasizes inclusive development and collaboration with private institutions to support athletes.

Mohammedan Sporting Club, Kerala

Mohammedan Sporting's winning streak in the I-League was halted as they drew 1-1 against Gokulam

Kerala at Nihat Stadium. We have also prioritised sports manufacturing in our sports policy. We will introduce changes in the policies based on your feedback." Urging emerging sports startups to make Gujarat their manufacturing home, the minister said, "Today, we have made an attempt to provide a good platform to startups.

**ICICI Home Finance**  
Branch Office: 4th Floor, Krishan Capital, Near Bank of Baroda, Zanzarda Road, Junagadh, Gujarat- 362001  
[See proviso to rule 8(6)]

**Corporate Office:** ICICI Home Finance Company Limited (ICICI HFC) Tower, Andheri - Kurla Road, Andheri (East), Mumbai - 400059, India  
**Notice for sale of immovable assets**  
E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.  
Notice is hereby given to the public in general and in particular to the Borrower(s) and Guarantor(s) that the below described immovable property mortgaged/charged to the Secured Creditor, the **Physical Possession** of which has been taken by the Authorized Officer of ICICI Home Finance Company Ltd., will be sold on "As is where is", "As is what is", and "Whatever there is", as per the brief particulars given hereunder:

Sr. No.	Name of Borrower (s)/ Co-Borrowers/ Legal Guarantors/ Loan Account No.	Details of the Secured asset(s) with known encumbrances, if any	Amount Outstanding	Reserve Price Earnest Money Deposit	Date and Time of Property Inspection	Date & Time of Auction
(A)	(B)	(C)	(D)	(E)	(F)	(G)
1.	Jetmal K Sisodiya (Borrower) Vijayaben Jetmalisinh Sisodiya (Co-Borrower) Loan Account No. NHJGH00000914663	Residential house of Plot no. 8, Paiki of N.A. R S No 122/1, Paiki situated at Junagadh within limits of Junagadh Municipal Corporation Junagadh	Rs. 40,08,079/- December 07, 2023	Rs. 15,26,175/- Rs. 1,52,620/-	December 21, 2023 11:00 AM- 03:00 PM	January 03, 2024 02:00 PM- 03:00 PM

The online auction will be conducted on website (**URL Link- <https://BestAuctionDeal.com>**) of our auction agency **Globe Tech**. The Mortgagors/ notice are given a last chance to pay the total dues with further interest till **January 02, 2024 before 05:00 PM** else these secured assets will be sold as per above schedule.  
The Prospective Bidder(s) must submit the Earnest Money Deposit (EMD) RTGS/ Demand Draft (DD) (Refer Column E) at **ICICI Home Finance Company Limited, 4th Floor, Krishan Capital, Near Bank of Baroda, Zanzarda Road, Junagadh, Gujarat- 362001** on or before **January 02, 2024 before 04:00 PM**. The Prospective Bidder(s) must also submit signed copy of Registration Form & Bid Terms and Conditions form at **ICICI Home Finance Company Limited, 4th Floor, Krishan Capital, Near Bank of Baroda, Zanzarda Road, Junagadh, Gujarat- 362001** on or before **January 02, 2024 before 05:00 PM**. Earnest Money Deposit Demand Draft (DD) should be from a Nationalized/Scheduled Bank in favor of "ICICI Home Finance Company Ltd.-Auction" payable at **Junagadh**.  
For any further clarifications with regards to inspection, terms and conditions of the auction or submission of tenders, kindly contact **ICICI Home Finance Company Limited on 9920807300** or our Sales & Marketing Partner **NexXen Solutions Private Limited**.  
The Authorized Officer reserves the right to reject any or all the bids without furnishing any further reasons.  
For detailed terms and conditions of the sale, please visit **<https://www.icicifhc.com/>**  
**Date : December 16, 2023**  
**Place : Junagadh**  
**Authorized Officer**  
**ICICI Home Finance Company Limited**

**SHRIRAM HOUSING FINANCE**

**SHRIRAM HOUSING FINANCE LIMITED**  
**Head Office:** Level -3, Wockhardt Towers, East Wing C-2 Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051; **Tel:** 022 4241 0400, 022 4060 3100 ; **Website:** <http://www.shriramhousing.in>  
**Reg. Off:** Office No.123, Angappa Naicken Street, Chennai-600 001;  
**Branch Office:** 202-207, 2nd Floor, 323 Corporate Park, C G Road, Ahmedabad-Gujarat- 380 009

**APPENDIX-IV-A [SEE PROVISION TO RULE 8(6)] SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES**

**E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with provision to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.**  
Notice is hereby given to the public in general and in particular to the Borrower/s and Guarantor/s that the below described immovable properties mortgaged/ charged to The Shriram Housing Finance Limited, The Possession of which have been taken by the Authorized Officer of The Shriram Housing Finance Limited, will be sold on "As is where is", "As is what is" and "Whatever there is" basis in e-auction for recovery of the balance due to The Shriram Housing Finance Limited from the Borrowers And Guarantors, as mentioned in the table. Details of Borrowers and Guarantors, amount due, Short Description of the immovable property and encumbrances known thereon, possession type, reserve price and earnest money deposit, Date and Time of Auction are also given as:

Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagors	Date & Amount of 13(2) Demand Notice	Description of Property	Reserve Price (Rs.) & Bid Increment	Earnest Money Deposit Details (EMD) Details.	Date & Time of Auction	Contact Person and Inspection date
1.Pravinbhai Tejabbhai Rabari, 2.Bhavanben Pravinbhai Rabari, Address no.1 :-Kansa, Rabari Vas, Ta.Sarasvati, District : Patan-384265	Rs. 28/09/2019 & Rs.8,88,453/-(Rupees Eight Lakh	Property bearing of Vrundavan Residency of Plot no.38, regarding to Reveune Survey no.426,paiki Total admeasuring in all 89.10 Sq.Mts(958.71 Sq.Ft) which is situated and constructed in the sim of Runi, Ta.Patan, District : Patan. Four Boundaries:- East : Adjoining Plot no.37 West : Margin Space then Plot no.39 & 40 North: Adjoining 6.00 Mt. Internal Public way South : Margin then Society Common Plot	Rs.8,62,000/-(Rupees Eight Lakh Sixty Two Thousand only) Bid Increment Rs.10,000/- and in such multiples	EMD amount to be deposited by way of RTGS/ NEFT to the account details mentioned herein below: <b>BANK NAME- AXIS BANK LIMITED BANDRA KURLA COMPLEX, MUMBAI BANK ACCOUNT NO- Current Account No. 9110200456776 33 IFSC CODE- UTIB0000230</b>	22nd Jan. 2024 Time. 11.00 a.m. to 01.00 p.m.	Ashfaq Patka- 98194 15477 Dharmendrasinh Chauhan- 76007 62777 Hiteshkumar Joshi- 98799 40713 Moh'd Shafiq M.Shaikh-99786 24614 Customer Care Number - 022 - 40081572 Property Inspection Date:6th January 2024, Time:10.00 a.m. to 12.00 p.m.
Address no.2 :- Plot No.38, Vrundavan Residency, Hariidhar Mahadev Road, Nr.Prarijat Society, Radhe Society, Opp.Leua Patel Bhavan, Siddhpur Road, At.East Side of Hansapur to Matarwadi main road, At.Runi, Ta.Patan- Banaskantha-384265	Rs. 16,64,062/-(Rupees Sixteen Lakh Sixty Four Thousand Sixty Two Only) as on 14/12/2023 foreclosure letter		Rs. 86,200/-(Rupees Eighty Six Thousand Two Hundred Only)			
<b>Date of Possession &amp; Possession Type</b>	28.10.2020 - Physical Possession		<b>Last Date for Submission of EMD..</b> 20th January, 2024, Time 10.00 a.m. to 05.00 p.m.			
<b>Encumbrances known</b>	Not Known					

For detailed terms and conditions of the sale, please refer to the link <http://shriramhousing.in/e-auction-Residential> provided in the Shriram Housing Finance Limited website.

**STATUTORY 30 DAYS SALE NOTICE FOR SUBSEQUENT SALE UNDER RULE 8(6) AS PER AMENDED SARFAESI ACT, 2002.**  
The mortgagors/borrowers are given a last chance to pay the total dues with further interest before auction, failing which secured assets will be sold as per above schedule.  
The mortgagors/borrowers are Request to take back all movable items which are inside the property.  
**NB: Please note that the secured creditor is going to issue the sale notice to all the Borrowers/ Guarantors/ Mortgagors by speed/ registered post. In case the same is not received by any of the parties, then this publication of sale notice may be treated as a substituted mode of service.**  
Place: Patan  
Date : 16-12-2023  
Sd/- Authorised Officer  
Shriram Housing Finance Limited