

## Vi Announces the Ultimate Entertainment App; Unveils Vi Movies & TV

**MUMBAI, MAR 27:** Vi, a leading telecom operator, today introduced the ultimate entertainment app, Vi Movies & TV, a one-stop entertainment destination for all Vi subscribers. The all new avatar of Vi Movies & TV provides an unmatched entertainment experience to its users, with access to 13+ OTT apps, 400+ live TV channels, and complimentary access to several content libraries – all under one roof. Priced at just Rs. 202 for Prepaid and Rs. 199 for Postpaid, Vi Movies & TV aims to simplify the viewing experience with only one subscription for multiple platforms and provide the best value for money to its users by saving multiple subscription costs. With Vi Movies and TV, there's something to watch for everyone! Be it the popular shows like The ShowTime, Kamma Calling, Lootere, Save The Tiger2 and blockbuster movies like 12th Fail, Salaar (Hindi), Patna Shukla, and many more on Disney+ Hotstar; SonyLiv's Shark Tank India , Scam 2023, The Telgi story, Raisinighani VS Raisinighani or the thrill of FI and live cricket from Fan code. Vi Movies & TV will also stream 400+ live TV channels including Discovery, Aaj Tak, Republic



Bharat, ABP, India Today at their fingertips. Additionally, Vi users will also get complimentary access to Shemaroo and Hungama content libraries. Not just this, Vi Movies & TV subscription will also give access to regional content from top producers nationwide, including Manorama Max and NammaFlix from the South, Klikk from the East, Chaupal from Punjab, and Korean shows dubbed in Hindi from Playflix, which will be available for Korean drama fans. Furthermore, all sports enthusiasts can watch the best of

the tournaments live on the App such as the on-going women's cricket tournament, the Ireland Wolves Tour of Nepal 2024, and many others. Vi Movies & TV App is curated keeping in mind the diversity of Bharat, and hence it not only has content across genres such as news, devotional, drama, humor, and science but also languages such as hindi, english, marathi, tamil, telgu, malayalam, punjabi, bangla, kannada and many more. Commenting on this, Avneesh Khosla, Chief Marketing Officer, Vi

said "India is watching content like never before - multiple formats, multiple subscriptions, and multiplying hours on the screen everyday. However, this unlimited choice also brings fatigue and complexity. We take immense pride in announcing Vi Movies & TV – one app, one subscription with best of OTTs and TV content. We are committed to providing an entertaining experience to our consumers by empowering them to access entertainment in a simple, affordable, and accessible way. We will soon add new partners and more curated options for ease of choice for our viewers." Vi users can watch Vi Movies & TV on smart TVs along with mobile - be it Android/Google TV, Android mobile, iOS mobile, Amazon Firestick TV, and the Web. By subscribing to Vi Movies & TV, users can watch two simultaneous streams on all OTT platforms for a seamless and immersive entertainment experience. Vi Movies & TV App is a testimony to our commitment to providing delightful digital first experiences to our users. So, what are you waiting for? Grab your popcorn, kick-back, and let the binge-watching begin! Download Vi Movies & TV App now! <https://bit.ly/3VAnwXP>

## 2024 Mahindra XUV300 Facelift Spied Next To Maruti Brezza Before Launch

**NEW DELHI, MAR 27:**

With over a dozen options in the sub-4-meter compact UV segment, maintaining a lead position is challenging. Although XUV300 has been a consistent performer for Mahindra, the sales gap with bestsellers such as Tata Nexon, Maruti Brezza, Hyundai Venue and Kia Sonet is huge. It is possible that the status quo can change with the arrival of the new XUV300 facelift. Latest test mules spotted in the North by automotive enthusiast Nick Aloria have revealed a fresh new look for the 2024 XUV300 facelift. Although the entire set of updates is yet to be deciphered, the design of front and rear lighting elements serves as strong evidence. One of the test mules was seen with C-clamp shaped LED lighting elements, which appears similar to that of Mahindra's upcoming BE



range of electric SUVs. It is possible that other parts such as headlamps, front grille, front and rear bumper and tail lamps could also be refreshed based on Mahindra's next-gen design language. Side profile will be largely the same as earlier. However, top-spec variants could get a new set of alloy wheels. XUV300 facelift is also expected to get some new colour options. Even the current model has a diverse set

of 7 single-tone and 3 dual-tone colour options. While XUV300 is already well-equipped, the facelift model could get a new range of premium features. For example, the single-pane sunroof currently available could be upgraded to a panoramic sunroof option. Other possibilities include a new 10.25-inch touchscreen infotainment system and a new digital instrument console.

## TVS Files Ronin SCR Design Patent Fuelling Launch Rumours

**MUMBAI, MAR 27:**

The off-road-oriented version of the TVS Ronin which will go by the name Ronin SCR will rival the likes of the upcoming Hero Xpulse 210 and Honda CB350X TVS Motor Company is known for its innovative product line-up and the fact that it doesn't hold back from experimenting with new models. The TVS Ronin which debuted in the year 2022 is one of the prime examples where the company made an all-rounder machine, combining the characteristics of a scrambler, cruiser as well as a street bike. To further expand its portfolio, TVS is working on a new SCR version of the Ronin. In line with this, a design patent of the TVS Ronin SCR has been trademarked in India. TVS Ronin has been a decent seller for the Indian bike manufacturer. While the sales numbers are not very encouraging, a new off-road-oriented bike based on the Ronin can prove to be fruitful. Once launched in India, the Ronin SCR will go up against the likes of the upcoming Hero Xpulse 210 and Honda CB350X. Taking a brief look at the design patent reveals that the Ronin SCR has already been showcased by TVS at the brand's 2023 MotoSoul event. Going by the patent image, the bike appears more on the ADV side rather than the scrambler. The fuel tank is a straight line-off from the Ronin, paired with a rather short single-piece seat and a chunky luggage rack at the rear end. The motorcycle will ride on wire-spoke rims shod with block-pattern off-road oriented tyres. The design patent also reveals that the Ronin SCR will use long-travel USD forks at the front and a mono-shock at the rear.

## Maruti's First Electric Car To Be Sold Through Nexa From Next Year

**NEW DELHI, MAR 27:**

Maruti Suzuki currently sells its passenger cars through the regular Arena and the more premium Nexa dealerships. Over the last few years, the footprint of the Nexa retail chain as well as the availability of new models have increased – in line with customers increasingly preferring to own models in the above Rs. 10 lakh price bracket. The largest car producer in the country has strengthened its SUV lineup and is paying dividends. With increasing sales numbers, Maruti Suzuki has become the best-selling UV maker this FY. Next up, the brand is planning to expand its lineup by introducing new hybrid, alternate fuel and electric vehicles in the coming years. Its first electric vehicle will arrive early next year. Previewed through the eVX concept at the 2023 Auto Expo, the midsize electric SUV will compete with the forthcoming Hyundai Creta EV, Citroen C3 Aircross based EV, soon-launching Tata Curvv, Mahindra XUV.e8 and others. The eVX, which is expected to be sold through Nexa, was also showcased in its more evolved form at the Japan Mobility Expo in Tokyo late last year. The five-seater has already been caught testing multiple times on Indian roads and it will be exported to foreign markets including Japan and Europe from India. It will be underpinned by Toyota's 27PL platform, which is derived from 40PL, and will be equipped with a 60 kWh battery pack, capable of a claimed driving range of around 550 km on a single charge. The interior will be packed with features such as a large touchscreen infotainment system, a fully digital instrument console, a heads-up display, a 360-degree camera system, automatic climate control, multiple airbags, flat-bottom steering wheel with mounted controls, a layered dashboard, adjustable headrests, and perhaps ADAS suite too.

## Airtel announces special IPL Bonanza offers starting at INR 39



**JAMMU, MAR 27:**

Cricket fever captivates the nation once again as the biggest T20 league starts today. Airtel has unveiled special, limited-period IPL Bonanza offers for its users starting from INR 39. For all prepaid customers, Airtel has revised its existing Unlimited Data pack plans of INR 49 and INR 99 to special two new packs at INR 39 and INR 79 respectively. The packs are customized for IPL 2024 to

offer uninterrupted connectivity to Airtel cricket fans and ensure they don't run out of data while streaming the matches.MRP: 39Benefit: Unlimited Data | Validity: 1 Day (same day midnight)Remarks: New Data PackMRP:49Benefit: Unlimited Data | Validity: 1 Day (same day midnight) plus Wynk Premium subscription for 30 daysRemarks:Data pack revisionMRP: 79Benefit:

Unlimited Data | Validity: 2 DaysRemarks: New Data PackNote: MRP 39, 49 and 79 have daily FUP of 20 GB | Will be successful only if customer has main account validity | Multiple recharges are Accretive | Recharges allowed are less than or equal main account validity. For Airtel DTH users, Airtel Digital TV has associated with Star Sports to elevate viewer experience during the ongoing IPL 2024 season.

This association enables bringing Star Sports' innovative 4K service on Airtel Digital TV, just in time for more immersive experience for cricket fans this IPL season.Users can now enjoy thrilling, uninterrupted action of the TATA IPL 2024 on their streaming device seamlessly with Airtel from March 22, 2024.

## Kia Carens Diesel Manual Variants Launch Soon iMT To Be Discontinued

**MUMBAI, MAR 27:**

With the Carens, Kia expanded its Indian lineup to include crossover MPV for the first time. With good sales figures to rely on, Carens made it through BS6 P2 emission norm mandates. But the lack of a diesel manual powertrain combo was one of the sore points of Carens. Kia is now introducing six new Diesel Manual variants to attract more buyes. As of now, Kia Carens is only offered with a 1.5L NA Petrol Manual, 1.5L Turbo Petrol iMT, 1.5L Turbo Petrol DCT, 1.5L Diesel iMT and 1.5L Diesel AT powertrain combos. Soon, the company will introduce six new diesel manual variants with Premium, Premium (O), Prestige, Prestige Plus, Luxury and Luxury Plus trim levels. If you observe closely, the 1.5L NA Petrol engine only gets a manual gearbox option, while the other two



engines only get automatics. So, if you wanted an affordable manual gearbox option with Carens, the 1.5L NA Petrol engine was the only choice. That still seems to be true despite Kia introducing six new Diesel manual variants. We say this because diesel manual variants are reportedly priced higher than

the iMT, which is very interesting, to say the least. Speaking of pricing, Premium Diesel MT costs Rs. 12.67 lakh Premium (O) Diesel MT Rs. 12.9 lakh, Prestige Diesel MT Rs. 14 lakh, Prestige Plus Diesel MT Rs. 15.47 lakh, Luxury Diesel MT Rs. 17.15 lakh and Luxury Plus Rs. 18.15 lakh (all prices ex-sh).

## Mercedes-Benz G-Class Facelift Debuts Gets Few First-Ever Features



**MUMBAI, MAR 27:**

The iconic G-Class is not only spawning a fully electric version in the form of EQG, but Mercedes-Benz has also given it a mid-life facelift. The design tweaks are mild and still stick to iconic G Wagon silhouette. Powertrain options have been modernised with this update as well, now featuring mild hybrid assistance. The 2nd generation model

of W463 G-Class was first unveiled in 2018. When compared to 1st gen W463 G-Class, the new model was larger, sturdier, safer and featured many first-ever features and elements ever graced on a G Wagon before. The same trend is seen with the W463 G-Class Facelift. Mercedes-Benz is developing a fully electric version of G-Class, likely called EQG. Ahead of

EQG launch, the company is poised to launch a better specced and kitted G-Class in the form of a mid-life facelift. This update brings with it, a mild redesign of its fascia and profile along with an updated lineup of powertrains. Starting with design changes, we can see an all-new grill along with a re-designed front bumper. These bring more sophistication to G-Class' iconic fascia. Other note-worthy design changes include addition of a very subtle lip at its windscreen along with rounded-off door shut lines at the A-Pillars.

Both of them aim to strike better aerodynamic efficiency, reducing G-Class' drag coefficient from 0.53 Cd to 0.48 Cd, along with reduced NVH levels. Car's washer-jet equipped front-facing camera is re-positioned further down, unlocking 'transparent bonnet' feature, which is handy when off-roading.

## Hero Pleasure Plus Xtec Sports Variant Launched Catch 'em Young

**NEW DELHI, MAR 27:**

In Hero MotoCorp's product range, Pleasure+ is the second best selling scooter model. With its eye-catching profile and peppy performance, Pleasure+ has always been a popular choice. Hero has now introduced a new Sports variant which gets a new colour and exciting graphics.

Pleasure Plus Xtec Sports variant gets a new dual-tone Abrax Orange Blue colour theme. While dark blue is the base colour, the orange shade creates an exciting contrast. The orange bits can be seen on the front fender, apron and side body panels. The orange treatment also extends to the wheels in the form of rim stickers. Overall look and feel are further enhanced with chrome accents across the headlamp, front apron, handlebar and side panels. Rear-view mirrors and the grab rail get the body-coloured blue shade.



The seat has a dual-tone black and blue colour theme. Most unique aspect about Pleasure Plus Xtec Sports variant is the '18' number decal on the apron and side panels. Hero is promoting the MyLicenseToRide hashtag, which clearly shows the association with the legit driving age of 18 years. Lakhs of youngsters reach 18 years of age every month and many of them apply for a driving

license. Pleasure Plus Xtec Sports variant offers these individuals a great way to express their joy and excitement. With its sporty colour theme and livery, Pleasure Plus Xtec Sports variant remains relevant to all individuals who are looking for something truly unique. The number '18' is not so conspicuous and won't limit the scooter's applicability to a select group.

## Citroen Basalt Coupe SUV Debuts C3 Based Tata Curvv Rival Launch Soon

**MUMBAI, MAR 27:**

After launching C3 Hatchback and C3 Aircross SUV, Citroen has revealed the concept version of its most premium product yet. Called Basalt Vision Coupe SUV, it is a fitting rival to upcoming Tata Curvv. The same CMP platform underpinning C3 and C3 Aircross will be employed on production-spec Basalt SUV. It seems to have similar extended wheelbase as C3 Aircross and the Coupe SUV profile looks handsome. Based on CMP architecture like C3 and C3 Aircross, Basalt Vision is a Coupe SUV that will take on the likes of Tata Curvv. It packs more up-market elements than C3 and C3 Aircross and will be positioned at a premium. Citroen Basalt Vision stays true to Citroen's design DNA employed for Indian lineup. At the front, we now have an upright bonnet along with a reshaped upper and lower air dam like C3 Aircross. The



large grill covering lower rectangular air dam is larger than C3 Aircross and is finished in black. Lower bumper is slightly different from C3 Aircross too and features a silver skid plate-like effect adding a lot of muscle. When compared to C3 Aircross' fascia, we can see a projector headlight setup housed in a squarish chrome element. There are more changes in profile, though. For starters, round wheel arches on C3 Aircross are now squarish and seems to be painted

gloss black. Door cladding and roof rails are missing on Basalt Vision and there is a new rear door as well. Sloping coupe roofline is the primary highlight and looks very sporty, elegant and sophisticated. As opposed to the clover-leaf 4-spoke 17-inch wheels on C3 Aircross, Basalt Vision packs 5-spoke design alloys that could be 17-inchers as well. Rear packs new Lamborghini-like spoiler design similar to Nissan Magnite and there are new

wrap-around tail lights with LEDs in them. Despite there being a three-box design, tailgate is of hatchback style. The coupe design negates need for a rear washer and wiper, but there will be rear defogger.

The official images only reveal exteriors and Basalt Vision's interiors are still under wraps. Given the positioning, it could feature the same interiors as C3 Aircross, but with added features and equipment. The stylized gear lever, steering wheel and instrument console housing may be retained. Larger AC vents in the middle, a 10.25" horizontal screen with wireless Apple CarPlay and Android Auto, fully digital TFT instrument console might be carried over. We can expect auto climate control, auto headlights and wipers, auto-dimming IRVMs, maybe ventilated seats, auto folding ORVMs, push-button start, keyless entry and other fancy features.

## Hero Sales Breakup February 2024 Domestic, Exports, Splendor, Passion, Destini

**NEW DELHI, MAR 27:**

World's largest 2W manufacturer in volume, Hero MotoCorp, has had a very productive sales prospect in the month February 2024. The sales breakup of this 2W juggernaut revealed positive growth in both domestic and export scenarios. Splendor was the highest contributor in domestic market and it was Hunk for exports. Like clockwork, Hero Splendor took the top position with 2,77,939 units. It has to be noted that Splendor is not only Hero's best-seller but is the best-selling 2W vehicle in India irrespective of genre. Splendor alone accounts for 62.76% of Hero's total domestic sales. However, there was a slight 3.70% YoY decline as opposed to 2,88,605 units sold last year. This resulted in a volume loss of 10,666 units YoY. In 2nd position, we have HF Deluxe with 76,138 units sold and registered 35.26% YoY growth over 56,290 units from a year



ago. HF Deluxe accounts for 17.19% of Hero's total domestic sales and contributed 19,848 units volume growth. In 3rd place, we have Passion line with 31,302 units sold last month. When compared to 4,640 units sold in February 2023, Passion registered 574.61% YoY growth, gaining 26,662 units in volume. Destini 125 is Hero's best-selling scooter currently with 17,033 units sold. Numbers doubled YoY at a 106.91%

growth rate and gained 8,801 units in volume. Glamour line saw 15,904 takers last month and there was a healthy 86.84% YoY growth. Second best-selling scooter is Pleasure with 8,248 takers last month and 55.24% YoY growth. Hero launched Pleasure XTEC Sports variant with exciting colours to increase sales. In 7th and 8th place, we have Xtreme 125R and Xoom with 3,504 and 3,283 units sold respectively. Numbers halved with

Xoom at 54.49% YoY decline. Xpulse 200 sold 2,784 units and there was an impressive 69.76% YoY growth with 1,144 units volume gain. Xtreme 160 and Xtreme 200S combined, sold 2,777 units and registered 501.08% YoY growth. Newly launched Karizma sold 2,128 units and Vida V1 sold 1,399 units and 1,648.75% YoY growth. Hero's large family scooter, Maestro, saw 424 takers last month. There is a probability of Maestro being discontinued as it is removed from company's product lineup. In total, Hero sold 4,42,863 units last month and registered a 15.84% YoY growth over 3,82,301 units sold a year ago and gained 60,562 units in volume. Hero's exports chart is dominated by Hunk. For Hero, Hunk is a collective name and goes on a few vehicles including Xtreme range sold in India. With 186.61% YoY growth, the 8,174 Hunk accounted for 35.31% of Hero's exports.