

Yezdi Adventure and Roadster now available on Amazon and Flipkart

Ahmedabad, Jawa Yezdi Motorcycles brings its bold new launches of the year, the 2025 Yezdi Adventure and the 2025 Yezdi Roadster, to Amazon and Flipkart. So far, available only in showrooms and clocking record festive sales compared to last year, Yezdi's most popular motorcycles are now only a click away on India's largest e-commerce platforms. On the heels of high festive demand, the latest additions to the Yezdi line-up are set to become more accessible in key markets, reinforcing the brand's connection with riders who live and breathe classic motorcycling. With all its new models online, the company is capitalising on a strong online debut last year to sharpen its digital distribution reach. It had been the first to list premium classic



motorcycles on Flipkart, followed by Amazon. Jawa Yezdi Motorcycles' online retail is grounded in the brand's distribution network that has been steadily expanded across its core markets this year. Riders can now sweep from discovery to booking with the ease of daily browsing and bring home machines engineered for real roads and performance. Anupam Thareja, Co-founder of Jawa Yezdi Motorcycles, said, "Bringing our two most loved Yezdis on Amazon and Flipkart will make it easier for riders across India to experience the thrill of classic motorcycling. (20-4)

AACA Media Awards 2026 Ignites Gujarat's Creative Energy



Ahmedabad, The Ahmedabad Advertising Welfare Circle Association (AACA) successfully hosted the AACA Media Awards 2026 in Ahmedabad as part of the grand Festival of Advertising 2026, marking its 35th Anniversary Celebration. The festival generated strong momentum across the industry, bringing together leading Advertising Agencies, Media Owners, Media Professionals, and Advertisers to celebrate three and a half decades of creativity, collaboration, and value-driven growth in Gujarat's advertising

fraternity. The prestigious awards ceremony honoured excellence with 39 awards across Print, Television-Cinema, Radio, Outdoor, and Digital Advertising. Nomination announcements and award presentations created peak excitement throughout the evening, with several emotional and memorable moments as agencies and professionals were recognised for their creative journeys. The event featured a grand red-carpet welcome, engaging entertainment, vibrant interactions, and an atmosphere filled with pride and celebration.

Over 1,300 Athletes to Compete at 2nd Khelo India Beach Games 2026

Ahmedabad, India's coastline is set to transform into a vibrant national sporting arena as the Khelo India Beach Games 2026 return to Diu from January 5 to 10, 2026, promising an energetic celebration of beach and indigenous sports. The second edition of the Games will bring together over 1,300 athletes from across the country, representing 31 States and Union Territories, including 25 States and six UTs, reflecting the growing reach and popularity of beach-based disciplines within India's sporting ecosystem. The Games will feature competition across six medal disciplines Beach Soccer, Beach Volleyball, Beach Sepaktakraw, Beach Kabaddi, Beach Pencak Silat and Open Water Swimming accounting for 786 competing athletes, including 366 women and 420 men, highlighting the inclusive and balanced participation encouraged under the Khelo



India initiative. Discipline-wise, participation includes 263 athletes in Beach Sepaktakraw, 157 in Beach Pencak Silat, 156 in Beach Soccer, 96 in Beach Kabaddi, 64 in Beach Volleyball and 50 in Open Water Swimming, underlining the scale and diversity of competition across beach and water-based sports. In addition to the competitive events, traditional Indian disciplines such as Mallakhamb and Tug of War will be conducted as non-competitive demonstration events, featuring 336 athletes, reinforcing the Games' focus on preserving, promoting and providing national exposure to India's rich indigenous sporting heritage. (19-10)

Yamaha Introduces 70th Anniversary Special Pricing



Ahmedabad, Continuing the celebrations of Yamaha Motor's 70th Anniversary, India Yamaha Motor has introduced special price savings of ₹5,000 on the Yamaha R15 series, effective from 5th January. As part of this anniversary initiative, the Yamaha R15 series now starts at ₹1,50,700 (ex-showroom, Delhi), reaffirming Yamaha's commitment to making its iconic sport motorcycles more accessible to enthusiasts. Since its introduction, the

Yamaha R15 has been instrumental in shaping India's entry-level performance motorcycle segment, earning widespread recognition and strong acceptance among the country's youth for its race-derived design, cutting-edge technology, and everyday rideability. With over one million units produced in India, the R15 stands as a milestone product that reflects Yamaha's strong manufacturing capabilities and its deep-rooted connection with Indian motorcycling culture. Powered by Yamaha's advanced 155cc liquid-cooled, fuel-injected engine, combined with the brand's proprietary DiASil cylinder technology and the renowned Deltabox frame, the R15 continues to set benchmarks in performance and handling. (20-4)

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AU Small Finance Bank Releases Sustainability Report 2024-25

Ahmedabad, AU Small Finance Bank (AU SFB), India's largest small finance bank and the first to receive in-principle approval from the Reserve Bank of India (RBI) for its transition to a Universal Bank, has released its fourth Sustainability Report. The report underscores AU SFB's commitment to transparency and accountability, showcasing progress across four key pillars: Sustainable Finance, Operations, Communities, and Reporting. The report has been prepared in alignment with the Global Reporting Initiative (GRI) Standards and the Securities and Exchange Board of India's Business Responsibility and Sustainability Reporting (SEBI BRSR) framework, the report has been independently assured by Intertek India. It captures the Bank's performance for the financial year 2024-25. As AU SFB continues to grow, it remains committed to fostering trust, resilience, and lasting

sustainable impact through robust governance and ethical leadership. The report underscores the Bank's ongoing focus on inclusive growth, climate action, and governance excellence, as AU SFB prepares to reach its next significant milestone - the transition to a Universal Bank. AU SFB mobilized ₹1,178.52 crore through Planet First - AU Green Fixed Deposits, channelling funds entirely into climate-positive assets. Of this, ₹958.81 crore supported renewable energy projects, ₹90.51 crore financed electric vehicles, and ₹1.48 crore advanced green building initiatives. As on 31st March 2025, the Bank continued to outperform regulatory norms on financial inclusion, with 32% of its 2,456 banking touchpoints located in unbanked rural centre's far exceeding the mandated 25%. Priority Sector Lending (PSL) stood at 79%, and 63% of loans were below ₹25 lakh, reinforcing AU SFB's commitment to underserved communities.

Sintex commemorates its 50th year at WPL 2026 as a Premier Partner

Ahmedabad, Sintex BAPL, part of Welspun World and Premier Partner of the Women's Premier League (WPL) 2026, is set to engage cricket fans through a series of immersive on-ground and broadcast-led activations that celebrate the brand's 50-year journey of trust and reliability. As Sintex marks five decades of presence in Indian households, its association with WPL reflects a shared story of evolution and progress. Much like women's cricket, which has grown from the margins to the mainstream, Sintex's journey has been defined by consistency, innovation, and building solutions that support and safeguard families across India. Commenting on the activations, Yashovardhan Agarwal, Managing Director, Welspun BAPL and Director, Sintex, said, "As Sintex completes 50 years, we wanted our presence at WPL



to go beyond visibility and create moments that fans can truly connect with and remember, because in India, cricket has a unique way of bringing people together. By celebrating women's cricket and inclusivity, leveraging the league's reach and building on the shared love for cricket we want to commemorate the values of consistency, resilience, and trust that have defined our journey over the last five decades." (4)

Samsung Unveils World's First 130-Inch Micro RGB TV

Ahmedabad, Samsung Electronics today unveiled the world's first 130-inch Micro RGB TV (R95H model) at CES 2026, marking the debut of its largest Micro RGB display and a bold new design direction for ultra-premium displays. "Micro RGB represents the peak of our picture quality innovation, and the new 130-inch model takes that vision even further," said Hun Lee, Executive Vice President of the Visual Display (VD) Business at Samsung Electronics. "We're reviving the spirit of our original design philosophy introduced more than a decade ago to deliver an unmistakably premium display, engineered with technology for a new generation." The Micro RGB



TV's commanding scale, next-generation color technology and striking design approach even further," said Hun Lee, Executive Vice President of the Visual Display (VD) Business at Samsung Electronics. With premium aesthetics. With a monumental frame and improved audio performance, the 130-inch display is intentionally designed to appear less like a television and more like a vast, immersive window that visually expands the room. (20-4)

Samsung Presents 'Your Companion to AI Living'

Ahmedabad, Samsung Electronics today unveiled its "Companion to AI Living" vision at The First Look, its CES@2026 event held in the Latour Ballroom at the Wynn Las Vegas. The focus of the event was on AI as Samsung's philosophy, a foundation that connects the company's R&D product development, operations and user experience. TM Roh, CEO and Head of Samsung's Device eXperience (DX) Division, opened The First Look by describing the company's AI leadership and how due to its vast, AI-enabled, connected ecosystem, Samsung can provide users with a true AI companion experience in their daily life. This approach gives users a chance to access more than just the basics from their technology and instead, provides opportunities to find more meaningful moments everywhere. "Samsung is building a more unified, more personal experience across



mobile, visual display, home appliances and services," said CEO TM Roh. "With our global connected ecosystem, and by embedding AI across categories, Samsung is leading the way to offer more meaningful everyday AI experiences." SW Yong, President and Head of the Visual Display (VD) Business at Samsung Electronics, and Sukhmani Mohta, Chief Marketing and Partnerships Officer, VD Business at Samsung Electronics America, took the stage to describe how Samsung's displays are combining hardware excellence and visual intelligence to provide a true entertainment companion. (20-4)

'Jignesh Mevani wants to subdue the Scheduled Castes in Gujarat'

Ahmedabad, The Activa driver was hit and killed at an intersection. A car driver who was on the wrong side near Bhavin intersection in Naranpura area of ??Ahmedabad caused an accident and hit three vehicles, in which an Activa driver was injured. The accident incident was captured on a nearby CCTV, in which the car driver is seen speeding on the wrong side. Police have launched an investigation based on the CCTV. Three vehicles including an Activa were hit by a car at a high speed at Bhavin intersection in Naranpura yesterday evening. The car driver lost control of the steering wheel as he approached the intersection, due to which the Activa, a rickshaw and another car collided at the intersection. The Activa driver fell off the Activa due to the collision, while the rickshaw also changed direction after hitting the rickshaw. The police have started searching for the driver based on CCTV and CCTV footage of the entire accident

has come to light, in which the driver is seen coming at a high speed. Fortunately, there were no major casualties in the accident. The B Division Traffic

Police has started an investigation into the accident based on CCTV footage. A couple was travelling in an Activa near Wainath Chowk in Ahmedabad.

The couple, who were on their way to find out about their son-in-law, were hit by a dumper, knocking them to the ground.

PHYSICAL POSSESSION NOTICE

ICICI Bank Branch Office : ICICI Bank Ltd. Office Number 201-B, 2nd Floor, Road No. 1 Plot No-B3, WIFI IT Park, Wagle Industrial Estate, Thane (West) - 400604

The Authorised ICICI Bank Officer under the Securitisation, Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of the powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules 2002, issued Demand Notices to the borrower(s) mentioned below, to repay the amount mentioned in the Notice within 60 days from the date of receipt of the said Notice. Having failed to repay the amount, the Notice is issued to the borrower and the public in general that the undersigned has taken possession of the property described below, by exercising powers conferred on him/her under Section 13(4) of the said Act read with Rule 8 of the said rules on the below-mentioned dates. The borrower in particular and the public in general are hereby cautioned not to deal with the property. Any dealings with the property will be subject to charges of ICICI Bank Limited.

Sr. No.	Name of the Borrower(s)/ Loan Account Number	Description of Property/ Date of Physical Possession	Date of Demand Notice/ Amount in Demand Notice (Rs.)	Name of Branch
1.	Paragkumar Rameshchandra Shah / Diptiben Paragkumar Shah- LBBRD00004940426	Shop No. 48, Ground Floor, Broad Way Comfort, Near Broadway Commercial Hub Vasna Bhayli Road, Revenue Survey No. 466, Block No. 416 Paikae 2, F.P. No. 35, T.P. Scheme No.4, Bhayli, Gujarat, Vadodara-390015 / 03 Jan 2026	May 28, 2025/ Rs. 10,61,673.45/-	Vadodara
2.	Shashtri Minaben/ Shastri Vishalbhai Vikrambhai/ Shastri Jaimin Vikrambhai- LBBRD00005190261 LBBRD00005205632	Flat No. B-1/405, Fourth Floor, Tower: B-1, Shradha Resicora, opp Tulsi Heights Near Vaikunth, Opp Ambe School, Revenue Survey No. 393, F.P. No. 47/2, T.P. Scheme No. 44 (Bapod), Bapod, Gujarat, Vadodara-390019 / 03 Jan 2026	April 05, 2025/ Rs. 16,74,580.36/-	Vadodara

The above-mentioned borrowers(s)/guarantors(s) is/are hereby issued a 30 day Notice to repay the amount, else the mortgaged properties will be sold after 30 days from the date of publishing this Notice, as per the provisions under Rules 8 and 9 of Security Interest (Enforcement) Rules 2002.

Date: January 07, 2026
Place: Vadodara

Sincerely Authorised Officer,
For ICICI Bank Ltd.

TRUHOME FINANCE LIMITED (Formerly Shriram Housing Finance Ltd.)

Head Office: Level -3, Wockhardt Towers, East Wing C-2, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051; Tel: 1800 102 4345 ; Website: <http://www.truhomefinance.in>

Reg.Off.: Srinivasa Tower, 1st Floor, Door No.5, Old No.11, 2nd Lane, Cenathop Road, Alwarpet, Teynampet, Chennai-600018

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 Securitisation 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 Truhome Finance Limited (formerly Shriram Housing Finance Limited), the Physical Possession of which have been taken by the Authorized Officer of Truhome Finance Limited, will be sold on "As is where is", "As is what is" and "Whatever there is" basis for recovery of the balance due to Truhome 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, reserve price and earnest money deposit and date of inspection are also given as:

Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagors	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details - (AO and Disposal team)
1. Jadeja Meghrajshin Bhagratshin, 2.Devendrakumari Meghrajshin Jadeja, Present Address :- H-105, Sarita Vihar Society, Ruda-2, Sauni Area, Kalawad Road, Rajkot-360005 Property Address :- Tenement No.H-104, Block No.22, Sarita Vihar, Near Siddheshwar Mahadev Temple, Near Love Temple, University Road, Area : Near Ruda-2, Motamava, Rajkot-360005 LAN - SHLHRAJK0001041	13(2) Notice date 18.06.2025 Rs.44,88,610/- (Rupees Forty Four Lakh Eighty Eight Thousand Six Hundred Ten Only) as on dated. 05/06/2025 under reference of Loan Account No. SHLHRAJK0001041	Rs.63,21,200/- (Rupees Sixty three lakh twenty one thousand two hundred only) Bid Increment: Rs.10,000/- (Rupees Ten Thousand Only) and in such multiples. Earnest Money Deposit (EMD) (Rs.) Rs.6,32,120/- (Rs. six lakh thirty two thousand one hundred twenty only)	13-FEB-2026 Auction Time: 11.00 A.M. to 01.00 p.m.	Ashfaq Patka 98194 15477 Dharmendrasinh Chauhan- 76007 62777 Properly inspection Date. 12 February 2026, Time.11 AM to 1 PM
Date of Possession & Type 28.12.2025 and Physical Possession Encumbrances known Not known				
Description of Property				
A Residential Property of Tenement No.H-104 with land area admeasuring 101.10 Sq.Mtrs being part & parcel of Block No.22 at Gujarat Housing Board Developed under the Scheme No.HIG 120 known as "SARITA VIHAR", of Revenue Survey No.180 of Village : Motamava, District : Rajkot. Boundaries of the property :- North : Tenement No.H/105 South : Tenement No.H/103 East : Road West : Tenement No.H/119				

A Residential Property of Tenement No.H-104 with land area admeasuring 101.10 Sq.Mtrs being part & parcel of Block No.22 at Gujarat Housing Board Developed under the Scheme No.HIG 120 known as "SARITA VIHAR", of Revenue Survey No.180 of Village : Motamava, District : Rajkot. Boundaries of the property :- North : Tenement No.H/105 South : Tenement No.H/103 East : Road West : Tenement No.H/119

Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagors	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details - (AO and Disposal team)
1).Mohanbhai Bhanabhai Vankar, 2).Dhaniben Mohanbhai Vankar, 3). Vankar Kantibhai Present Address :- Shiv Dhara-4, Near Shreeji Park, Behind VDB Party Plot, Ranji Sagor Road, Samana Road, Pavan Chakki, Jamnagar-361005 Permanent Address :- Moghadara-1, Simaliya, Ghoghamba, Panchmahals-389341 Property Address :- Flat No.503, Shubham Residency, Wing-B, Fifth Floor, Behind Maru Kansara Hall, Green City, Jamnagar-361005 Permanent Address :- Dhaniben Mohanbhai Vankar, Mandirfaliyu, Moghadara-1, Simaliya, Panchmahals-389341 LAN - SHLJMN0000391	13(2) Notice date 20.03.2025 Rs.10,97,331/- (Rupees Ten Lakh Ninety Seven Thousand Three Hundred Thirty One Only) as on 11/03/2025 under reference of loan account No. SHLJMN0000391.	Rs.10,58,242/- (Rupees Ten lakh fifty eight thousand two hundred forty two only) Bid Increment: Rs.10,000/- (Rupees Ten Thousand Only) and in such multiples. Earnest Money Deposit (EMD) (Rs.) Rs.1,05,824/- (Rs. One lakh five thousand eight hundred twenty four only)	13-FEB-2026 Auction Time: 11.00 A.M. to 01.00 p.m.	Ashfaq Patka 98194 15477 Dharmendrasinh Chauhan- 76007 62777 Properly inspection Date. 12 February 2026, Time.11 AM to 1 PM
Date of Possession & Type 07.12.2025 and Physical Possession Encumbrances known Not known				
Description of Property				
In Jamnagar City, on Lalpur Highway outside the area of Jamnagar, Municipal corporation originally the land of R.S.No.1124/2, admeasuring 62928.00 Sq.Mtrs., Jamnagar area Development Authority have sanctioned the lay-out plan and Dy.District Development office, Jamnagar have converted in to non agriculture land and as per layout plan this land divided into 1 to 276 residential plot known as "MANGAL DHAM", Pin-Code : 361005. "Shubham Residency" wing-B, have constructed on Plot No.8 of Mangal Dham with the approval of Jamnagar area development Authority. 5th Floor Flat No.503 of wing-B, of Shubham Residency, admeasuring built up area 36.98 Sq.Mtrs. and Super Builtup area 51.09 Sq.Mtrs. Boundaries of the property:- East :- Lift, Stair, Common Passage and Flat No.502 are situated West :- OTS and common passage are situated North :- Flat No.504 is situated South :- Plot No.7 is situated				

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Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagors	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details - (AO and Disposal team)
1) M/S.MAHALAXMI GOLD ORNAMENTS 2) Ghagha Ajay Jayantilal 3) Ghagha Sanjay Jayantilal 4) Ghagha Rupaben Ajaykumar Present & Permanent, Occupation Address:- M/S.MAHALAXMI GOLD ORNAMENTS,103 SHIV ARCADE COMPLEX, PALACE ROAD,OPP RAM OR SHYAM GOLA, RAJKOT - 360001 Present & Permanent Address:-B/3-401 Suvarna Bhoomi, Speedwell Chowk.Nr. Amblika Township - Rajkot - 360005 Property Address:-Shop No.6,7,8,9 - Prabhu Krupa Complex,Bedi naka road, soni bazar,Nr. Darbaghadi Chowk - Rajkot Present Address:- Ghagha Sanjay Jayantilal 401- Radhika Avenue, Amarnath Plot St. No. 3, Rajkot Permanent Address:-Ghagha Sanjay Jayantilal 301- Swamini Vihar 2, Karanpara St. No.10/16. Nr. Garbi Chowk, Rajkot LAN - SLPHRAJT0000115	13(2) Notice date 12.02.2025 Rs. 8529429/- (Rupees Eighty Five Lakh Twenty Nine Thousand Four Hundred Twenty nine only) as on dated.09/07/2025 under reference of Loan Account No. SLPHRAJT0000115.	Rs.1,35,52000/- (Rupees one crore thirty-five lakh fifty two thousand Only) Bid Increment: Rs.10,000/- (Rupees Ten Thousand Only) and in such multiples. Earnest Money Deposit (EMD) (Rs.) Rs.13,55,200/- (Rs. Thirteen lakh fifty five thousand two hundred only)	13-FEB-2026 Auction Time: 11.00 A.M. to 01.00 p.m.	Ashfaq Patka 98194 15477 Dharmendrasinh Chauhan- 76007 62777 Properly inspection Date. 12 February 2026, Time.11 AM to 1 PM
Date of Possession & Type 28.12.2025 and Physical Possession Encumbrances known Not known				
Description of Property				
All the Pieces and parcel of immovable property comprising of shop bearing no.6 having built up area admeasuring 14-81 sq.mt. and shop Bearing Shop No.7 having built up area admeasuring 14-27 sq.mt. on Ground floor of building named "Prabhukrupa Complex" constructed on land admeasuring 209-55 sq.mt. of city survey no. 1694 of city survey ward no. 2 of Rajkot City of Rajkot Taluka & Dist. Boundaries are as under:Boundaries of the property :- East : Others Property, West : Passage, North : stair and open space , South : Shop No.8 And All the Pieces and parcel of immovable property comprising of shop bearing no.8 having built up area admeasuring 14-65 sq.mt. and shop Bearing Shop No.9 having built up area admeasuring 13- 53 sq.mt. on Ground floor of building named "Prabhukrupa Complex" constructed on land admeasuring 209-55 sq.mt. of city survey no. 1694 of city survey ward no. 2 of Rajkot City of Rajkot Taluka & Dist. Boundaries are as under: Boundaries of the property :- North - shop no.7, South - open margin after road , East - others property West - Passage				

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- For detailed terms and conditions of the sale, please refer the website of Truhome Finance Limited (Formerly Shriram Housing Finance Limited) website.
- The intending bidders have to submit their EMD amount to be deposited by way of RTGS/NEFT to the account details mentioned herein below: BANK NAME: AXIS BANK LIMITED BRANCH: BANDRA KURLA COMPLEX, MUMBAI BANK ACCOUNT NO. Current Account No. 911020045677633 IFSC CODE: UTIB0000230.
- 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.
- 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 : Rajkot,Jamnagar, Date : 07-01-2026

Sd/- Authorised Officer- Truhome Finance Limited (Formerly Shriram Housing Finance Limited)