

ICH NEXT and Peclers Paris Announce Global X Local Trend Intelligence Service



Ahmedabad, ICH NEXT, India's leading indigenous trend forecasting platform, today announced a partnership with Peclers Paris, a leading worldwide consulting agency in creative strategy and prospective trends, supporting brands in

shaping their future. The alliance marks the launch of the ICH NEXT x Peclers Paris Trend Forecast Reports in Categories of western fashion, designed to address a long-standing gap in India's fashion and lifestyle ecosystem: the lack of research-led, India-first trend intelligence built for local consumers and business realities. India's fashion and lifestyle market is projected to exceed USD 240 billion, growing at over 10% annually. Yet much of the industry continues to rely on global trend reports that offer broad inspiration but limited relevance to India's cultural diversity, climate, craft traditions, body types, and consumption cycles. The ICH NEXT x Peclers Paris collaboration aims to change this by combining global foresight with deeply contextual, India-based research. (20-4)

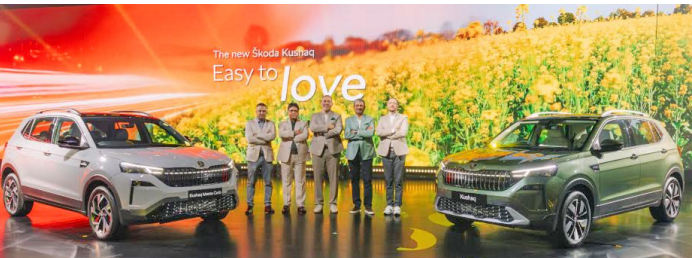
Sanjeevani Launches 'The Pink Tag Project'

Ahmedabad, The third edition of Sanjeevani: United Against Cancer – a transformative initiative by Federal Bank Hormis Memorial Foundation, News18 Network, and knowledge partner Tata Trusts, launches The Pink Tag Project, a pioneering behavioral change campaign that meets women in their most personal, intimate moments to remind them that self-care is not a luxury - it is survival. In India, every four minutes, a woman is diagnosed with breast cancer. Every eight minutes, a woman loses her life to the disease. In small towns and villages where awareness remains low and stigma run high, conversations around breast health are almost non-existent. Women rarely find time for themselves - caught between household chores, earning livelihoods, and caring for families. Until a crisis forces their hand, their personal health remains invisible, postponed, forgotten. The



Pink Tag Project is born from a single insight: the most intimate moment in a woman's day - when she gets dressed - can become the most powerful reminder to check her own health. The solution is elegantly simple. A small, pink-colored tag with clear instructions for self-breast examination is stitched inside every blouse, kurta, or innerwear - right next to the wash-care tag. Placed exactly where women are alone, focused entirely on themselves, the Pink Tag becomes an unavoidable, intimate reminder. Not a campaign that demands their time or attention, nor a seminar they need to attend. Just a whisper, stitched into the fabric of their daily lives. (22-2)

Škoda Auto unveils the new Kushaq in India

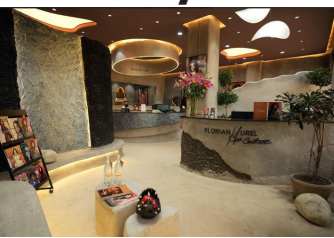


Ahmedabad, Škoda Auto India has introduced the new Kushaq, redefining value, safety, dynamics and furthering its strategy of democratising European technology. The Kushaq is the brand's first car under the India 2.0 strategy and has driven the company's growth surge in India. With segment-first technologies like an all-new eight-speed torque converter automatic transmission, Rear Seat Massage function, and numerous all-new features and standard equipment, the new Kushaq follows Škoda Auto India's strategy of making European engineering more

accessible on Indian roads. Klaus Zellmer, CEO of Škoda Auto, said, "The updated Kushaq reinforces the importance of India as the springboard for Škoda Auto's strategy to grow our international markets. The Kushaq has rapidly established itself with customers in India and as an export to ASEAN and the Middle East. Now we are setting the next benchmark for the model's overall value proposition. This update incorporates Modern Solid design elements as well as a broad range of advances from the infotainment and driver assistance features, offering even greater comfort and safety. (20-4)

Florian Hurel Hair Couture Unveils a New Era of Luxury

Ahmedabad, In a move destined to redefine the contours of beauty and sophistication in India, Florian Hurel Hair Couture announces the grand opening of its second salon in Ahmedabad. The French-born maestro, Florian Hurel, whose precision and artistry have made him a household name among Bollywood's elite and beauty connoisseurs alike, brings his signature sense of luxury to the vibrant heart of Ambli. Riding on the overwhelming success of its flagship location, this new destination is more than a salon; it's a sanctuary for the senses. Every detail, from the sculptural contemporary architecture to the gentle interplay of form,



texture, and light, has been meticulously crafted to transport guests into a realm of calm and indulgence. Step inside and experience a space where soft curves and seamless transitions invite you to linger, and where a muted, monochromatic palette paired with hand-finished textures offers a retreat from the ordinary. Here, beauty is not just seen, it's felt, experienced, and lived.

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Sony MAX to Premiere the film Mahaavtar Narsimha



Ahmedabad's first home story-right now The 'work-home' flywheel - Corporate corridors on the SG Highway-Gandhinagar axis are shaping where people live. As offices expand and services cluster, homebuyers want to be near work, schools and creature comforts. That live near work preference is nudging projects to add better amenities and smarter designs. It also

explains the steady shift towards more premium choices-even in a "first home" conversation.

What's changing on the ground - Two things are making buyers bolder. First, Metro II and allied network extensions are knitting together the west and north arcs, shrinking commute times and extending the map for realistic first home options. Second, road and civic upgrades around SP Ring Road and in the GIFT City catchment are setting a clearer benchmark for what "good" looks like-right down to utilities, access roads and everyday services. Together, those upgrades support mid to premium apartments and make plot plus construction an attractive, practical choice. When approvals are clear and infrastructure is visible, families feel safe choosing a plot.

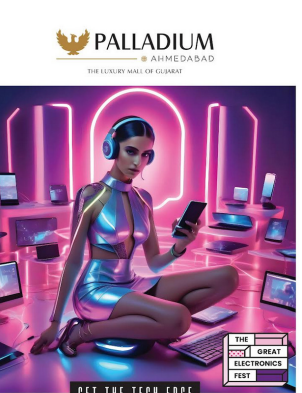
Gen Z fuels first home momentum in Ahmedabad

Ahmedabad, Across Ahmedabad, young professionals and new families are moving from browsing to buying. They want more space, better amenities and a neighbourhood that works for daily life. That's why 2 and 3 BHK homes in well planned communities-especially along the SG Highway and SP Ring Road-are getting shortlisted quickly. Developers, for their part, are pacing launches sensibly. It's keeping absorption healthy and giving buyers confidence that they're walking into stable projects, not a rush. In the months that spike with activity, one pattern stands out: bigger ticket purchases pull a larger share of value. It's a quiet signal that first home buyers are also thinking two steps ahead-choosing homes they can grow into, not out of. West & Periphery-SG Highway, SP Ring Road, South Bopal and Shela-has become the natural catchment for first



timers and upgraders who want clubhouses, green space and daily convenience without long commutes. North & North West-Chandkheda, Motera, Tragad and Gota-offers good value and a deeper rental market, making it easier for buyers to start smaller and scale up. And the Gandhinagar-GIFT City pull is real: professionals who work in and around the capital district like living close by, and they're willing to pay for communities that match their work life expectations. (20-4)

Palladium Ahmedabad Hosts 'The Great Electronic Fest'



Ahmedabad, As the nation comes together to celebrate the spirit of Republic Day, Palladium Ahmedabad - the city's most premium shopping and lifestyle destination, is hosting 'The Great Electronic Fest', offering shoppers the perfect opportunity to upgrade their gadgets while celebrating India's progress, innovation, and technological excellence. The fest is currently underway and will continue till 26th January 2026, aligning with Republic Day celebrations and inviting

customers to enjoy exclusive assured rewards and a world-class shopping experience. During The Great Electronic Fest, customers shopping across Palladium Ahmedabad can avail attractive assured offers: Shop for ₹50,000* and get an assured gadget & voucher worth ₹3,500* and Shop for ₹1,00,000* and get an assured gadget & voucher worth ₹7,000*. The fest brings together a wide range of leading electronics and technology brands available at Palladium Ahmedabad, including Unicorn, Reliance Digital, Samsung, Dyson, JBL, and more. Stores such as Reliance Digital showcase top national and global brands including Apple, LG, Sony, OnePlus, HP, Lenovo, Dell, Asus, Boat, Vivo, Elica, Faber, Canon, Nikon, among others. Shoppers can explore the latest smartphones, laptops, smart TVs, home appliances, audio devices, cameras, and accessories — all under one premium roof. (13-9)

Airtel opens its 100th retail store in Gujarat

Ahmedabad, Bharti Airtel, one of India's leading telecommunications service providers, today opened its 100th retail store in Gujarat at Tragad, Ahmedabad, marking a significant milestone in the company's continued expansion across the state. The launch reinforces Airtel's focus on strengthening its offline presence and bringing digital services closer to customers. With the inauguration of the Tragad store, Airtel now operates in Gujarat across 34 districts, with a strong footprint in key markets such as Ahmedabad, Surat, Vadodara, Rajkot, Bhavnagar and other fast-growing districts. Gujarat remains a priority market for Airtel, driven by increasing demand for high-speed connectivity, digital entertainment, and



personalised service support. Speaking on the milestone, Adarsh Verma – CEO, Bharti Airtel, Gujarat, said, "Opening our 100th retail store in Gujarat is a proud moment for Airtel and reflects the trust of our customers across the state. Our retail stores play a critical role in delivering personalised support and simplifying access to digital services. The store strengthens our presence in Gujarat and underscores our commitment to being closer to customers, wherever they are." (13-9)

AI Engineer is the fastest growing job role in Ahmedabad

Ahmedabad, Professionals in India are entering the new year with high ambition for change, as new research from LinkedIn shows 72% are looking for a new role in 2026. However, more than one-thirds also feel unprepared for how fast technology is changing the skills required to do jobs (38%) and how they can stand out amid rising competition today (37%). To help professionals navigate this uncertainty, LinkedIn has released its Jobs on the Rise 2026 list. In Ahmedabad, AI Engineer emerges as the fastest-growing job role, reflecting the city's rise as a manufacturing and entrepreneurship hub with growing adoption of digital and data-led capabilities. Beyond technology, the list features roles such as Career Counselor (#2), Creative Manager (#3), Marketing Specialist (#4) and

Construction Estimator (#5), highlighting growth across education, creative and marketing functions, and specialised professional roles in the city's evolving job market. Nirajita Banerjee, LinkedIn Career Expert and Sr. Managing Editor, LinkedIn India News says, "Ahmedabad's job market is gaining momentum from its entrepreneurial culture and expanding corporate presence, creating space for versatile talent. With roles evolving across sectors and functions, employers are prioritizing adaptability. Professionals who pair AI literacy with their domain expertise, demonstrate impact through portfolios, and remain flexible about varied responsibilities are securing better prospects as hiring expands beyond technology into creative fields, marketing, and consulting sectors." (20-4)

Bankers Vascular Hospital and Medtronic Inaugurate Dedicated Vein Clinic



Vadodara, Bankers Vascular Hospital, in association with Medtronic, has launched a specialised Vein Clinic to strengthen comprehensive care for patients with vein-related conditions. The clinic offers advanced, minimally invasive treatments designed to reduce discomfort and support recovery while improving long-term outcomes. Speaking on the launch, Dr. Mohal Banker, Interventional Radiologist and Director, Bankers Vascular Hospital and Dr. Rozil Gandhi, Interventional Radiologist and Joint Director, Bankers Vascular

Hospital, said, "Varicose vein treatment today no longer needs to involve surgery, pain, or prolonged recovery. Adhesive therapy was launched in 2019, and we have since treated patients across a wide range of age groups, including those with chronic venous ulcers. This completely non-surgical, painless technique involves no heat or incisions. At our dedicated Vein Clinic, we focus on precise diagnosis through colour Doppler imaging and personalised treatment that addresses the root cause by sealing the faulty vein. (13-9)

Diamond City becomes a 'hill station', dense fog disrupts flight schedules

Surat, Surat has been witnessing a unique mood of nature for the last two days. For the second consecutive day, a thick blanket of fog enveloped the city since early morning, affecting normal life.

As the skyscrapers were engulfed in fog, Surat looked like a hill station, but this fog turned out to be a disaster for motorists and passengers. Talking about the weather, according to the forecast, people have got relief from the bitter cold as the minimum temperature of many cities of the state has increased by two to three degrees in the last 24 hours. Leaving behind Naliya, Amreli has been recorded as the coldest city with 12 degrees, while Gandhinagar has remained at the second position with 12.8 degrees. According to the Meteorological Department, winds from the north-west and north are blowing, due to which the minimum temperature of the state has increased.

The weather in the state is likely to remain generally unchanged during the next 7 days. Due to the effect of Western Disturbance, there

may be some fluctuations in the temperature in the coming days. Fog has a wide-ranging impact on public life.

Visibility has been reduced since early Saturday morning, causing severe hardship to motorists on various roads in the city. Due to reduced visibility on the highway, the speed of the vehicles slowed down. Motorists were forced to drive with their

headlights on even during the day.

The worst impact of the fog was seen at Surat airport. Due to poor visibility, two flights arriving in Surat and two flights departing from here were delayed, due to which passengers were stranded. The speed of trains on the railway tracks was also kept slow due to fog, as a result of

which many trains were running later than the scheduled time. A hill station-like atmosphere -was created with Surat's high-rise buildings above the fog. Suratites enjoyed the cool atmosphere despite the fog persisting even after 10 pm. However, this fog became a problem for people leaving early for work.

SYMBOLIC 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 symbolic 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 Symbolic Possession	Date of Demand Notice/ Amount in Demand (Rs)	Name of Branch
1.	Yadav Kiran Babubhai & Yadav Niruben Kiran-TBABD00006909020 & LBABD00006913167	Flat No. A- 601, Sixth Floor "A" Block, "Ganesh Lotus", Block/ Survey No. 431/ 342, Scheme No.82 (Lambha-Laxmipura-2) Plot No- 45/2, Situated B/s/ the South Park Village- Lambha, Taluka-Vatva, District- Ahmedabad-11(Aslali)-3822405/ January 20,2026	September 20, 2025 Rs. 24,37,650.99/-	Ahmedabad

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 23, 2026
Place: Ahmedabad

Sincerely Authorised Officer
For ICICI Bank Ltd.

Truhome FINANCE

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, Cenatoph 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 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 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/Mortgagers	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) and EMD Amount and last date of submission of EMD	Date & Time of Auction	Contact Person Details – (AO and Disposal team)
1). Shaival Sunil Parikh, Present Address :- 20 'Pravinkuni', Navjivan Kalyan Society, Near Medisurge Hospital,Near Mithakali, Ellisbridge, Ahmedabad-380006 Also :-1.2) Shaival Sunil Parikh, Business Address :-C/O. S.P.Enterprises Block-A, Shop No.1301,Mondeal Heights, Near Wide Angle Cinema,Opp.Karnavati Club,S.G.Highway, Ahmedabad-380015 Also :-1.3) Shaival Sunil Parikh, Property Address No.1 :-Flat No.D-101, 1st Floor,Avadh City, Opp.ITI College, Near New Over Bridge,Bechraji Road, Viramgam, Ahmedabad-382150 Also :-1.4) Shaival Sunil Parikh, Property Address No.2 :-Bungalow No.34,Avadh City, Opp.ITI College, Near New Over Bridge,Bechraji Road, Viramgam, Ahmedabad-382150 2). Takshita Sunil Parikh, Present Address :- 20 'Pravinkuni', Navjivan Kalyan Society, Near Medisurge Hospital, Near Mithakali, Ellisbridge, Ahmedabad-380006 Also :-2.2). Takshita Sunil Parikh, Property Address No.1 :-Flat No.D-101, 1st Floor,Avadh City, Opp.ITI College, Near New Over Bridge, Bechraji Road, Viramgam, Ahmedabad-382150 Also :- 2.3). Takshita Sunil Parikh, Property Address No.2 :- Bungalow No.34,Avadh City, Opp.ITI College, Near New Over Bridge,Bechraji Road, Viramgam, Ahmedabad-382150 Loan Account No. SHLHAEA0000404	Rs.43,95,617/- (Rupees Forty Three Lac Ninety five Thousand Six Hundred Seventeen Only) as on 07/04/2025 under reference of Loan Account No. SHLHAEA0000404 with further interest and other costs, charges and expenses. 13(2) demand notice dated.15.04.2025 As on 31.01.2026, Foreclosure amount of Rs.49,30,419/-(Rupees Forty Nine Lakh Thirty Thousand Four Hundred Nineten Only) under reference of Loan Account No. SHLHAEA0000404 with further interest and other costs, charges and expenses.	(1) Reserve Price for Bungalow No.34- Rs.43,50,000/-(Rupees Forty Three Lakh Fifty Thousand Only) & EMD Amount for for Bungalow No.34- Rs.4,35,000/-(Rupees Four Lakh Thirty Five Thousand Only) (2) Reserve Price for Flat No.D-101- Rs.17,00,000/-(Rupees Seventeen Lakh Only) & EMD Amount for for Flat No.D-101- Rs.1,70,000/-(Rupees One Lakh Seventy Thousand Only) Bid Increment: Rs. 10,000/-(Rupees Ten Thousand Only) and in such multiples. Last date for submission of EMD - 26th February 2026, Time 10.00 a.m. to 05.00 p.m.	27-FEB-2026 Auction Time: 11 AM to 1 PM.	Ashfaq Patka 9819415477 Debjyoti Roy 9874702021 Dharmendrasinh Chauhan-76007 62777 Property inspection date.02.02.2026

Description of Property	
SCHEDULE – A (Bungalow No.34) : (Sale Deed No.1252/2020, Dated.10.08.2020) All that piece and parcel of Immovable Residential Property being Bungalow No.34 admeasuring around 196.79 Sq.Mtrs. land in the scheme known as "AVADH CITY", on the land of Revenue Survey No.302 of Mouje : Viramgam, Sub District & District : Ahmedabad-382150. Boundaries of the property:-East : Bungalow No.33 West : Society Road, North : Bungalow No.35 South : Society Road SCHEDULE – B (Flat No.D-101): (Sale Deed No.1251/2020, Dated.10.08.2020) All that piece and parcel of Immovable Residential Property being Flat No.D-101, admeasuring around 116 Sq.Yard. land in the scheme known as "AVADH CITY" on the land of Revenue Survey No.302 of Mouje : Viramgam, Sub District & District : Ahmedabad-382150. Boundaries of the property:-East : Flat No.D/104, West : Internal Road & Block No.F, North : Flat No.D/102, South : Road & Common Plot	
1) For detailed terms and conditions of the sale, please refer the website of Truhome Finance Limited (Formerly Shriram Housing Finance Limited) website. 2) 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. 3) 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. 4) The mortgagors/borrowers are requested to collect your all remaining movable items within period of 7 days without damages of the property. If you fail to take movable assets, then it would be deemed that you have no claim and no interest in taking back such items. In case you still prefer to ignore this notice, we shall be constrained to treat them as unclaimed and waste materials and shall not be liable for any loss or damage whatsoever to such articles and also may sell all movable items and adjust the amount against outstanding dues of your loan account. It will be also deemed that you have no claim and interest in taking back such items and also have no objection, if such items are disposed-off or sold by us as items are having negligible substantial value. Also note that by not taking the items within specified time, you will also relinquish any right or claim over such items in future. 5) 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 : Viramgam-Ahmedabad Date : 23-01-2026	Sd/- Authorised Officer- Truhome Finance Limited (Formerly Shriram Housing Finance Limited)