

INVESTMENT AVENUES®

ઇન્વેસ્ટમેન્ટ એવેન્યુસ

ભોપાલ, શનિવાર 20 સે 26 સિત્મબર 2025

ભોપાલ, મધ્યપ્રદેશ સે પ્રકાશિત

વર્ષ- 12

અંક-59

પૃષ્ઠ- 8

મૂલ્ય- રૂ. 5/-

પ્રધાનમંત્રી ને ધાર મેં 'સ્વસ્થ નારી સશક્ત પરિવાર' ઔર '8વેં રાષ્ટ્રીય પોષણ માહ' અભિયાન કા શુભારંભ કિયા, પીએમ મિલ પાર્ક કા ઉદ્ઘાટને ભી હુઅા

મહિલાઓં કે સ્વાસ્થ્ય, પોષણ જાગરૂકતા ઔર વસ્ત્ર ઉદ્યોગ કો બઢાવા દેને વાલી એતિહાસિક પહલ

ધાર, મધ્ય પ્રદેશ: પ્રધાનમંત્રી નરેંદ્ર મોદી ને 17 સિત્મબર 2025 કો ધાર જિલે મેં એક ભવ્ય કાર્યક્રમ મેં 'સ્વસ્થ નારી સશક્ત પરિવાર' ઔર '8વેં રાષ્ટ્રીય પોષણ માહ' અભિયાન કા શુભારંભ કિયા છે। ઇસ અવસર પર ઉન્હોને ધાર મેં સ્થાપિત પહલે પીએમ મિલ (પ્રધાનમંત્રી મેધા ટેક્સટાઇલ એંડ અપૈરલ પાર્ક) કા ભી ઉદ્ઘાટન કિયા છે। મહિલાઓં કે સ્વાસ્થ્ય, પોષણ ઔર વસ્ત્ર ઉદ્યોગ કે વિકાસ કો બઢાવા દેને કી દિશા મેં એક મહત્વપૂર્ણ કદમ સાચિત હુઅા છે। પ્રધાનમંત્રી કા યહ દ્વારા મધ્ય પ્રદેશ કી આર્થિક ઔર સામાજિક પ્રગતિ કો નર્ઝ ગતિ પ્રદાન કરને વાલા રહા છે।

'સ્વસ્થ નારી સશક્ત પરિવાર' અભિયાન કા વિવરણ

'સ્વસ્થ નારી સશક્ત પરિવાર' અભિયાન કા શુભારંભ મહિલાઓં કે સ્વાસ્થ્ય કો મજબૂત કરને કે લિએ કિયા ગયા છે। ઇસ યોજના ને માતૃત્વ સ્વાસ્થ્ય, કિશોરાવસ્થા મેં પોષણ, ઎ન્નીમિયા ઉન્મૂલન ઔર પરિવાર નિયોજન પર ધ્યાન કેંદ્રિત કિયા છે। અભિયાન કે તહુત, આંગનવાડી કાર્યકર્તાઓં ને ગ્રામીણ ક્ષેત્રોં મેં જાગરૂકતા કાર્યક્રમ ચલાએ છે। પ્રધાનમંત્રી ને કહા કી સ્વસ્થ મહિલા હી સશક્ત પરિવાર કા આધાર હૈ। ઇસ અભિયાન સે 10 કરોડ મહિલાઓં કો લાભ હુએ છે, જિસમે મુફ્ત સ્વાસ્થ્ય જાંચ, પોષણ કિટ વિતરણ ઔર ડિજિટલ સ્વાસ્થ્ય એપ શામિલ થે। વિશેષજ્ઞોને ને ઇસે લિંગ સમાનતા ઔર મહિલા સશક્તિકરણ કો મજબૂત કરને વાલા કદમ માના, જો 'વિકસિત ભારત 2047' લક્ષ્ય કા

હિસ્સા હૈ।

'8વેં રાષ્ટ્રીય પોષણ માહ' અભિયાન

'રાષ્ટ્રીય પોષણ માહ' કા 8વાં સંસ્કરણ 1 સે 30 સિત્મબર તક મનાયા જા રહા હૈ, જિસકી શુરૂઆત પ્રધાનમંત્રી ને કી છે। યહ અભિયાન કુપોષણ, સ્ટાટિંગ ઔર વેસ્ટિંગ કો કમ કરને પર કેંદ્રિત રહા છે। સ્કૂલોં, આંગનવાડીઓં ઔર સમુદાયોં મેં પોષણ શિક્ષા દી ગઈ। પ્રધાનમંત્રી ને પોષણ કો રાષ્ટ્ર નિર્માણ કા આધાર બતાયા છે। ઇસ વર્ષ કા થીમ 'પોષણ અભિયાન: સ્વસ્થ ભારત, સમૃદ્ધ ભારત' થાયા છે। અભિયાન કે તહુત, 5 કરોડ બચ્ચોનો ઔર મહિલાઓનો પોષણ સાલીમેન્ટ્સ વિતરિત કિએ ગએ। સ્વાસ્થ્ય મંત્રાલય કે અનુસાર, પિછળે વર્ષોમે કુપોષણ દર 20% ઘટી, ઔર ઇસ અભિયાન ને ઇસે ઔર કમ કરને મેં યોગદાન દિયા છે।

પીએમ મિલ પાર્ક કા ઉદ્ઘાટન

ધાર મેં 1,000 એકરાં મેં ફેલા પીએમ મિલ પાર્ક વસ્ત્ર ઉદ્યોગ કો બઢા કેંદ્ર બનેગા। ઇસકા ઉદ્ઘાટન પ્રધાનમંત્રી ને કિયા, જો 1 લાખ નૌકરીયાં પૈદા કરેગા। પાર્ક મેં આધુનિક મૈન્યુફેક્ચરિંગ યૂનિટ્સ, સ્કિલ સેન્ટર ઔર સસ્ટેનેબેલ પ્રૈક્ટિસેસ હોયાં છે। યાં મધ્ય પ્રદેશ કો વસ્ત્ર હ્યબ બનાને કી દિશા મેં કદમ હોયાં છે। ઉદ્યોગ મંત્રી ને કહા કી ઇસસે નિર્યાત બઢેગા ઔર સ્થાનીય અર્થવ્યવસ્થા મજબૂત હોયાં છે।

નિષ્કર્ષ

પ્રધાનમંત્રી કા યહ દ્વારા ધાર કો વિકાસ કા કેંદ્ર બનાયા છે। ઇન પહ્લોને મહિલાઓં, બચ્ચોનો ઔર ઉદ્યોગ કો લાભ મિલા, જો ભારત કી પ્રગતિ કો તેજ કરેગા। કાર્યક્રમ મેં હજારોં લોગ શામિલ હુએ, જો એક એતિહાસિક ક્ષણ રહા છે।



સરકાર ને ક્રિએટીવ એક્સચેંજોનું લિએ સાઇબરસિક્યોરિટી ઑડિટ અનિવાર્ય કિયા છે ડિજિટલ સંપત્તિઓની સુરક્ષા કે લિએ નર્ઝ નીતિ

નર્ઝ દિલ્લી: ભારત સરકાર ને ક્રિએકરેન્સી એક્સચેંજોનું લિએ સાઇબરસિક્યોરિટી ઑડિટ કો અનિવાર્ય બનાને કી નિર્ણય લિયા છે। યાં કદમ 17 સિત્મબર 2025 કો જારી અધિસૂચના કો માધ્યમ સે લાગુ કિયા ગયા, જો ડિજિટલ સંપત્તિઓની બઢાવી લોકપ્રિયતા ઔર સાઇબર ખતરોનો ધ્યાન મેં રહ્યો હુએ ઉઠાયા ગયા છે। વિત્ત મંત્રાલય કે અનુસાર, સભી પંજીકૃત ક્રિએટીવ પ્લેટફોર્મ્સ કો હર છહ મહીને મેં સ્વતંત્ર સાઇબરસિક્યોરિટી ઑડિટ કરાના હોયા, જિસમે ડેટા એન્ક્રિપ્શન, સિસ્ટમ સુરક્ષા ઔર ઉત્ત્ર ખતરે કો મૂલ્યાંકન શામિલ હોયા। ઇસ નીતિ કો ઉદ્દેશ્ય ઉપયોગકર્તાઓનો ફંડ્સ ઔર વ્યક્તિગત જાનકારી કી રક્ષા કરના હૈ। હાલ કે વર્ષોમે, વૈશ્વિક સ્તર પર ક્રિએટીવ મામલોનો મેં વૃદ્ધિ હુએ હૈ, જિસમે ભારત ભી પ્રભાવિત હુએ હૈ। વિશેષજ્ઞોનો માનના હૈ કી યાં અનિવાર્યતા એક્સચેંજોનો અધિક વિશ્વસીય બનાએગી ઔર નિવેશકોનો ભરોસા બઢાએગી। ઑડિટ રિપોર્ટ કો નિયામક પ્રાધિકરણ કો જમા કરના હોયા, ઔર ગૈર-અનુપાલન પર જુર્માના યા લાઇસન્સ રદ્દ કરને કી કાર્યવાઈ હો સકતી હૈ। ક્રિએટીવ ઉદ્યોગ ને ઇસ કદમ કો સ્વાગત કિયા છે, લેકિન છોટે એક્સચેંજોને ને લાગત ઔર જટિલતાઓનો પર ચિંતા જતાઈ હૈ। સરકાર ને કહા કી યાં કદમ ડિજિટલ અર્થવ્યવસ્થા કો મજબૂત કરને કે લિએ આવશ્યક હૈ। ઇસસે ક્રિએટીવ ટ્રેડિંગ મેં પારદર્શિતા બઢેગી ઔર ધોખાધડી કમ હોયા।

Ministry of Culture
Government of India

Commemorating
150 Years of
SARDAR PATEL
2024-2026

**Viksit Bharat Ke
Rang, Kala Ke Sang**

એક વિશ્વ કીર્તિમાન બનાને કી ઓ઱

17th September to 2nd October 2025
ગાંધીજીએ આંદોલન – હાર ગાંય, હાર જિલે ઔર હાર ગાંબ

Program: Painting Competition

28th September, Professional Artists - 8:00 AM to 6:00PM
Young Artists & College Students - 10:00 AM to 4:30PM
School Students - 11:00 AM to 4:00PM

Indira Gandhi Rashtriya Manav Sangrahalaya,
Shamla Hills, Bhopal

Categories:
Professional Artists (Age 30 & Above)
Young Artists | College Students | School Students
Special prize - Top 3 Winners in all categories

Participation Certificate to all

Professional Artists
1st Prize - ₹ 10000/-
2nd Prize - ₹ 5000/-
3rd Prize - ₹ 2500/-

Young Artists, College Students
1st Prize - ₹ 25000/-
2nd Prize - ₹ 15000/-
3rd Prize - ₹ 10000/-

School Students
1st Prize - ₹ 10000/-
2nd Prize - ₹ 5000/-
3rd Prize - ₹ 2500/-
3 Consolation Prizes of ₹ 1000/- each.

Prime Minister, Narendra Modi

Service is the resolve,
India First the Inspiration...75 years

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હાર કે રંગ શેરી શેરી ગાંધીજી નિતાન કે લિએ હર પદ્ધતિ

जीएसटी कटौती से कमर्शियल वाहन सेगमेंट को सबसे अधिक लाभ: अशोक लीलैंड

ऑटो उद्योग में बदलाव की नई दिशा, मांग में वृद्धि की उम्मीद

भोपाल: अशोक लीलैंड लिमिटेड के चेयरमैन डी. एस. राव ने कहा है कि ऑटो सेक्टर में जीएसटी दरों में कटौती से कमर्शियल वाहन सेगमेंट को सबसे बड़ा लाभ मिलेगा। यह बयान 17 सितंबर 2025 को कंपनी की बोर्ड मीटिंग के बाद जारी किया गया, जहां उन्होंने जीएसटी 2.0 के तहत वाहनों पर कर दरों में कमी को एक क्रांतिकारी कदम बताया। राव ने जोर देकर कहा कि यह कदम लॉजिस्टिक्स और ट्रांसपोर्ट सेक्टर को मजबूत करेगा, जो भारत की अर्थव्यवस्था का रीढ़ है। जीएसटी परिषद ने 22 सितंबर 2025 से छोटी कारों (1200 सीसी तक) पर 18% से 5% और हाइब्रिड वाहनों पर 28% से 18% की कमी की है। कमर्शियल वाहनों, विशेष रूप से ट्रक और बसों पर, यह कमी लागत को 10-15% कम करेगी, जिससे मालिकों की खरीद क्षमता बढ़ेगी। अशोक लीलैंड, जो भारत का प्रमुख कमर्शियल वाहन निर्माता है, ने कहा कि इससे बिक्री में 20% की वृद्धि हो सकती है।

कंपनी ने अगले वित्त वर्ष में 5 लाख युनिट उत्पादन का लक्ष्य रखा है। राव ने बताया कि बुनियादी ढांचा परियोजनाओं और ई-कॉमर्स की बढ़ती मांग से कमर्शियल वाहनों की जरूरत बढ़ रही है। जीएसटी कटौती से एमएसएमई और लॉजिस्टिक्स कंपनियों को सस्ते वाहन मिलेंगे, जो रोजगार सृजन को बढ़ावा देगा। हालांकि, उन्होंने चेतावनी दी कि आपूर्ति श्रृंखला की चुनौतियां बनी रहेंगी। विशेषज्ञों का मानना है कि यह कदम ऑटो उद्योग को 5-7% की अतिरिक्त वृद्धि देगा। अशोक लीलैंड ने निवेशकों को आश्वस्त किया कि कंपनी इलेक्ट्रिक कमर्शियल वाहनों पर फोकस बढ़ाएगी, जो पर्यावरण-अनुकूल परिवहन को प्रोत्साहित करेगी। यह घोषणा बाजार में सकारात्मक प्रतिक्रिया पैदा कर रही है, और शेरयों में 3% की तेजी देखी गई। जीएसटी कटौती से कमर्शियल सेगमेंट न केवल लाभान्वित होगा, बल्कि भारत की अर्थव्यवस्था को नई गति भी मिलेगी।



CEAT Reduces Tyre Prices to Reflect GST Cut Benefits

Move Aims to Ease Consumer Burden and Support Auto Industry Growth

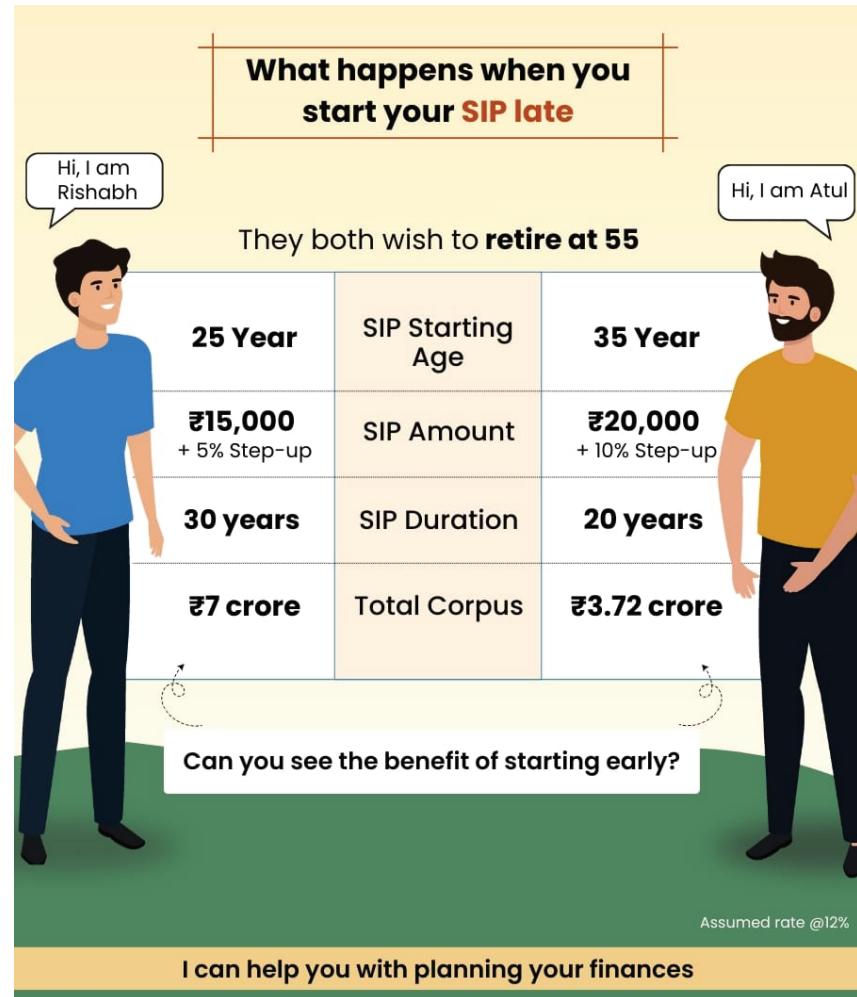
Mumbai: Tyre manufacturer CEAT Ltd. announced a price reduction of up to 6% on its passenger car, commercial vehicle, and two-wheeler tyres, effective from September 17, 2025, his move aligns with the recent GST rate cuts announced by the government on September 22, 2025, reducing taxes on tyres from 28% to 18%, aiming to stimulate demand in the auto sector.

The price cut, ranging between Rs 200 and Rs 1,500 depending on tyre size and category, reflects CEAT's commitment to passing the GST benefit to consumers. The company, a subsidiary of RPG Enterprises, stated that this adjustment will make tyres more affordable, particularly for two-wheelers and commercial vehicles, amid festive season demand. CEAT's Managing Director, Anant Goenka, emphasized that the reduction will enhance customer accessibility and support the industry's growth trajectory.

Industry analysts view this as a strategic response to boost sales, with the auto sector anticipating a 10-15% demand surge post-GST revision. The move follows similar actions by competitors like MRF and Apollo Tyres, signaling a broader trend. However, experts caution that rising raw material costs, particularly rubber, could challenge profit margins unless offset by higher volumes.

CEAT's decision comes as the company reported a 12% revenue increase in Q1 FY26, driven by robust demand. The price cut is expected to further strengthen its market position, especially in rural and semi-urban areas.

This initiative not only provides relief to consumers but also aligns with the government's push to revive auto sales, making it a win-win for both the industry and buyers.



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NFT Trading: A Rising Digital Asset Trend and Its Legality in India

In the last few years, the financial world has witnessed a digital revolution driven by blockchain technology. Among the innovations that have gained immense popularity are Non-Fungible Tokens (NFTs). NFT trading has become a buzzword across art, music, gaming, sports, and even real estate. But what exactly is NFT trading, why has it become favourable, and how can individuals participate in it? More importantly, is it legal in India?

What is NFT Trading?

NFTs, or Non-Fungible Tokens, are unique digital assets that represent ownership of a particular item or piece of content on the blockchain. Unlike cryptocurrencies such as Bitcoin or Ethereum, which are interchangeable, each NFT is one-of-a-kind. This uniqueness makes NFTs valuable for creators and collectors. NFT trading refers to the buying and selling of these tokens on digital marketplaces. For example, a digital artwork sold as an NFT can be bought by a collector and later resold to another buyer at a potentially higher price. The transaction is secured by blockchain, ensuring authenticity and ownership.

Why NFT trading has become popular?

Several factors have contributed to the rapid growth and popularity of NFT trading:

1. Digital Ownership and Scarcity – NFTs allow digital creators to prove ownership and scarcity, increasing the value of their work.

2. Global Reach – Artists, musicians, and innovators can sell their creations globally without relying on intermediaries.

3. High Returns – Early NFT investors have seen extraordinary returns, making it attractive for traders and speculators.

4. Community and Utility – Many NFTs now come with added benefits such as access to exclusive events, communities, or gaming utilities.

5. Support for Creators – Smart contracts embedded in NFTs ensure creators receive royalties every time their work is resold.

How to Do NFT Trading?

For those interested in starting NFT trading, the process is relatively simple but requires careful planning:

1. Set Up a Digital Wallet – First, create a cryptocurrency wallet (such as MetaMask, Coinbase Wallet, or Trust Wallet) to store your funds and NFTs.

2. Buy Cryptocurrency – Most NFT platforms operate on Ethereum or similar blockchains. You'll need to buy cryptocurrency (ETHERIUM, MATIC, etc.) from an exchange like WazirX, CoinDCX, or Binance.

3. Choose an NFT Marketplace – Popular NFT marketplaces include OpenSea, Rarible, Foundation, and India-based platforms like WazirX NFT.

4. Browse and Buy NFTs – Search for NFTs that align with your interest, whether in art, gaming, or collectibles. Ensure you research the creator and market trends before investing.

5. Sell or Trade NFTs – If your purchased NFT gains value, you can list it for sale on the marketplace and potentially make a profit.

Is NFT Trading Legal in India?

In India, NFTs operate in a grey regulatory area. Currently, there is no explicit ban on NFT trading, but there is also no clear legal framework. The Reserve Bank of India (RBI) has cautioned investors about the risks of digital assets, while the government is still debating how to regulate cryptocurrencies and related products.

As of now:

- NFTs are not illegal in India.
- NFT marketplaces operate, and individuals are free to buy, sell, and trade NFTs.
- However, taxation rules apply. Profits from NFT trading are generally treated as virtual digital assets and taxed accordingly.

Conclusion

NFT trading has opened new opportunities for creators, investors, and collectors worldwide. With its promise of digital ownership, high returns, and innovative use cases, it continues to grow in popularity. While legal clarity in India is still evolving, NFT trading remains accessible for those willing to explore this digital frontier provided they do so with awareness of the risks and regulatory uncertainties.

Dr. Irshad Ahmod
Khan
Sub-Editor



मेघा इंजीनियरिंग को भारत का पहला निजी सामरिक पेट्रोलियम रिजर्व कॉन्ट्रैक्ट मिला ऊर्जा सुरक्षा में निजी क्षेत्र की ऐतिहासिक भूमिका

नई दिल्ली: मेघा इंजीनियरिंग एंड इंफ्रास्ट्रक्चर्स लिमिटेड (MEIL) को भारत का पहला निजी सामरिक पेट्रोलियम रिजर्व (SPR) स्थापित करने का ऐतिहासिक कॉन्ट्रैक्ट मिला है। यह घोषणा पेट्रोलियम और प्राकृतिक गैस मंत्रालय ने की, जो देश की ऊर्जा सुरक्षा को मजबूत करने की दिशा में एक बड़ा कदम है। MEIL को ओडिशा के चंदीखोल में 2 मिलियन टन क्षमता वाले रिजर्व का निर्माण सौंपा गया है, जिसकी अनुमानित लागत 1,500 करोड़ रुपये है।

यह परियोजना रणनीतिक पेट्रोलियम रिजर्व लिमिटेड (SPR) के तहत है, जो सरकार की पहल है। MEIL, जो पहले से ही इंफ्रास्ट्रक्चर प्रोजेक्ट्स में सक्रिय है, अब निजी क्षेत्र की पहली कंपनी बन गई है जो SPR का निर्माण करेगी। कंपनी के चेयरमैन पी. वी. कृष्ण रेही ने कहा कि यह कॉन्ट्रैक्ट MEIL की विशेषज्ञता को दर्शाता है और भारत की

ऊर्जा आन्वनिर्भरता में योगदान देगा। रिजर्व 90 दिनों की आयात निर्भरता को पूरा करने में मदद करेगा, खासकर वैश्विक संकर्तों के समय।

परियोजना में अंडरग्राउंड स्टोरेज टैंक, पाइपलाइन और लोडिंग-अनलोडिंग सुविधाएं शामिल हैं, जो 24 महीनों में पूरी हो जाएंगी। इससे न केवल ऊर्जा सुरक्षा बढ़ेगी, बल्कि स्थानीय रोजगार सृजन भी होगा। विशेषज्ञों का मानना है कि यह निजी क्षेत्र को SPR में शामिल करने का पहला सफल उदाहरण है, जो भविष्य में और निवेश आकर्षित करेगा।

हालांकि, पर्यावरणीय मंजूरी और तकनीकी चुनौतियां बाधा बन सकती हैं। फिर भी, यह कदम भारत को वैश्विक ऊर्जा बाजार में मजबूत स्थिति देगा।



Gold Loans: A Safe Haven for Low-Income Borrowers amid Economic Pressures

Rising Demand for Quick, Collateral-Backed Financing in Uncertain Times

Bhopal: In an era of economic volatility, gold loans have emerged as a reliable lifeline for low-income borrowers in India. With traditional banking often inaccessible due to stringent credit checks and high interest rates, gold-backed financing offers a swift and straightforward alternative. As of September 2025, the gold loan market has surged by 25% year-on-year, driven by inflation, job instability, and the need for emergency funds.

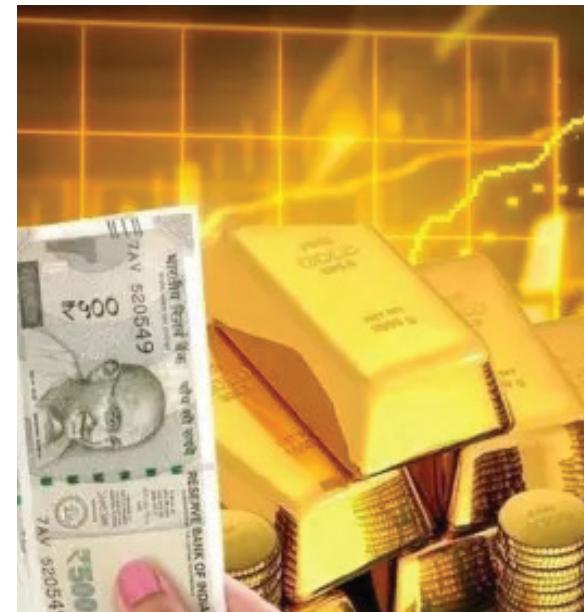
Low-income individuals, particularly in rural and semi-urban areas, find gold loans appealing due to their simplicity. Borrowers can pledge gold jewellery often a family heirloom for loans up to 75% of the asset's value, with repayment terms ranging from 3 to 36 months. Interest rates, typically 9-15%, are competitive compared to unsecured personal loans at 20-30%. Non-Banking Financial

Companies (NBFCs) like Muthoot Finance and Manappuram Finance dominate this space, disbursing over Rs 1.5 lakh crore annually.

The appeal lies in the collateral's security, reducing default risks and enabling faster approvals often within hours. For a daily wage earner facing medical emergencies or education expenses, this immediacy is invaluable. Moreover, unlike credit cards, there's no impact on CIBIL scores if repaid on time. Government initiatives, such as the Gold Monetization Scheme, further encourage this trend by promoting gold's productive use.

However, experts caution against over-reliance, citing risks like gold price fluctuations and potential asset loss in defaults. Financial literacy campaigns are essential to guide borrowers. As economic challenges persist, gold

loans continue to provide a safe, accessible haven, empowering low-income families to navigate uncertainties with financial dignity.



No GST Input Tax Credit on Commissions for Individual Health, Life Policies from September 22

New Tax Rule Impacts Insurance Agents and Companies

Bhopal: Starting September 22, 2025, insurance companies and agents will no longer be eligible to claim input tax credit (ITC) on GST paid for commissions on individual health and life insurance policies. This decision, announced by the Central Board of Indirect Taxes and Customs (CBIC) on September 17, 2025, aims to streamline tax compliance but has raised concerns in the insurance sector.

The CBIC clarified that ITC benefits, previously available under certain conditions, will be disallowed for commissions on retail health and life policies, though exemptions persist for group insurance schemes. This change stems from the Finance Ministry's review of GST applicability, aligning with the 54th GST Council meeting recommendations. The move is expected to increase operational costs for insurers, who may pass the burden onto policyholders through higher premiums. Industry experts estimate this could add 1-2% to premium costs, affecting affordability for low-income customers. The Insurance Regulatory and Development Authority of India (IRDAI) has urged companies to absorb the impact initially, while agents fear reduced earnings. Companies like LIC and private players such as HDFC Life are assessing strategies to mitigate the financial strain.

The decision has sparked debates, with some arguing it ensures tax parity, while others see it as a setback for insurance penetration, especially in rural areas. Stakeholders are calling for a review, citing potential slowdowns in health insurance adoption. As the deadline nears, the industry awaits further clarifications from the government to navigate this policy shift effectively.

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Assumed returns @12%

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Unilever Scoops into India's Festive Ice-Cream Market this Diwali

Festive Push to Boost Ice-Cream Consumption Across the Nation

New Delhi: Bhopal: As Diwali approaches on October 20, 2025, Unilever, the global consumer goods giant behind brands like Kwality Walls and Magnum, is aiming to spark an 'ice-cream moment' in India. The company unveiled an aggressive marketing campaign to position ice-cream as a festive treat, traditionally dominated by sweets and savouries. With India's ice-cream market valued at \$3.5 billion and growing at 12% annually, Unilever sees a golden opportunity to reshape consumer habits.

The campaign leverages Diwali's festive spirit, launching limited-edition flavors and festive packaging across 50 cities. Unilever's India Managing Director, Sanjiv Mehta, emphasized that ice-cream can complement traditional celebrations,

targeting urban millennials and Gen Z with innovative offerings like mango-masala and gulab jamun-inspired scoops. The company plans to expand its retail footprint by 20% this season, partnering with local dairies to ensure supply.

This push comes as Unilever reported a 15% sales increase in its ice-cream segment last quarter, driven by rising disposable incomes and warmer autumns. However, challenges include logistical hurdles and competition from regional brands. Analysts predict a 10-15% demand spike if the campaign resonates, though rural penetration remains limited.

Unilever is also promoting sustainability, using eco-friendly packaging to appeal to environmentally conscious consumers.



With festive discounts and digital promotions, the company aims to sell 10 million units by Diwali, potentially adding Rs 500 crore to its revenue.

This initiative could redefine Diwali indulgence, blending tradition with modern tastes, and cementing Unilever's leadership in India's frozen dessert market.

जिम्बाब्वे ने जिन्दल के अफ्रीका यूनिट के साथ 455 मिलियन डॉलर का सौदा किया, हांगे पावर प्लांट अपग्रेड होगा

नई दिल्ली: जिम्बाब्वे ने भारत की जिन्दल स्टील के अफ्रीका यूनिट जिन्दल अफ्रीका के साथ हांगे थर्मल पावर स्टेशन के रिफर्बिशमेंट के लिए 455 मिलियन डॉलर का 15 वर्षीय कॉस्टेशन डील पर सहमति जताई है, जैसा कि ऊर्जा मंत्री जुलाई मोयो ने कैबिनेट मीटिंग के बाद घोषणा की। यह सौदा 920 मेगावाट क्षमता वाले कोयला-आधारित प्लांट के छह पुराने यूनिट्स के अपग्रेडेशन के लिए चार वर्षों में पूरा होगा, जिसमें जिन्दल अफ्रीका को बिजली बिक्री से निवेश वसूलने का अधिकार मिला है। हांगे प्लांट, जो जिम्बाब्वे का सबसे बड़ा पावर सोत है, हाल के वर्षों में बिजली संकट से जूझ रहा है, और यह डील देश की 2,000 मेगावाट मांग के आधे से भी कम आपूर्ति को संबोधित करेगी। जिन्दल अफ्रीका, जो दक्षिण अफ्रीका और मोजाम्बिक में

सक्रिय है, इस सौदे से अफ्रीकी ऊर्जा क्षेत्र में अपनी स्थिति मजबूत करेगी, जबकि जिम्बाब्वे को ऊर्जा आत्मनिर्भरता और आर्थिक विकास में मदद मिलेगी, जिसमें रोजगार सृजन और औद्योगिक उत्पादन में वृद्धि शामिल है। भारत-जिम्बाब्वे संबंधों को गहरा करने वाला यह कदम अफ्रीका में भारतीय निवेश को बढ़ावा देगा, हालांकि फंडिंग और कार्यान्वयन में देरी चुनौती हो सकती है, जिसके लिए जिन्दल ने भारत के एक्सपोर्ट-इम्पोर्ट बैंक से 450 मिलियन डॉलर की फंडिंग की योजना बनाई है। यह सौदा जिम्बाब्वे की ऊर्जा जरूरतों को पूरा करने और वैश्विक ऊर्जा बाजार में सकारात्मक प्रभाव डालने की दिशा में एक बड़ा कदम है।



भारत ने नायारा के घरेलू ईंधन आपूर्ति के लिए जहाजों को मंजूरी दी, डॉलर व्यापार प्रतिबंध बरकरार रूस से तेल आयात पर भू-राजनीतिक चुनौतियों के बीच रणनीतिक कदम

नई दिल्ली: भारत सरकार ने नायारा एनर्जी के रूसी तेल आयात के लिए जहाजों को मंजूरी दी दी है, जो कंपनी की घरेलू ईंधन आपूर्ति को सुनिश्चित करेगा। यह निर्णय 18 सितंबर 2025 को लिया गया, जब विदेश व्यापार महानिदेशालय (DGFT) ने नायारा के अनुरोध को स्वीकृत किया। नायारा, जो रूस की रोसनेफ्ट की सहायक कंपनी है, को 2,000 में व्यापार प्रतिबंधों के कारण चुनौतियों का सामना करना पड़ रहा है।

सरकार ने जहाजों को रूसी तेल के लिए मंजूरी देकर आयात प्रक्रिया को सुगम बनाया है, लेकिन 20 लाख लेनदेन पर प्रतिबंध जारी हैं। यह कदम अमेरिकी प्रतिबंधों के कारण उठाया गया, जो रूस से तेल खरीद पर दबाव डाल रहे हैं। नायारा ने रूसी तेल का 30% से अधिक आयात किया है, जो भारत

की कुल तेल आवश्यकताओं का महत्वपूर्ण हिस्सा है। कंपनी ने अब वैकल्पिक मुद्राओं जैसे रूपये या रूबल में भुगतान की योजना बनाई है।

विशेषज्ञों का मानना है कि यह मंजूरी भारत की ऊर्जा सुरक्षा को मजबूत करेगी, लेकिन 20 लाख प्रतिबंधों से लागत बढ़ सकती है। पेट्रोलियम मंत्रालय ने कहा कि सरकार वैकल्पिक स्रोतों की तलाश कर रही है, लेकिन रूस से सस्ता तेल महत्वपूर्ण है। नायारा के सीईओ ने सराहना की कि यह कदम आपूर्ति श्रृंखला को स्थिर रखेगा।

हालांकि, वैश्विक तनाव बढ़ने से ईंधन कीमतें प्रभावित हो सकती हैं। भारत ने पिछले वर्ष रूस से 35% तेल आयात किया, जो रिकॉर्ड स्तर है। यह निर्णय ऊर्जा क्षेत्र में स्थिरता लाएगा, लेकिन भू-राजनीतिक जोखिम बरकरार हैं।



सुजलॉन एनर्जी को टाटा पावर से 838 मेगावाट का बड़ा ऑर्डर, निवेशकों में उत्साह, शेयर पर नजरें

नवीकरणीय ऊर्जा क्षेत्र में नई ऊंचाइयों की शुरुआत

नई दिल्ली: सुजलॉन एनर्जी लिमिटेड को टाटा पावर रिन्यूएबल एनर्जी लिमिटेड (TPREL) से 838.5 मेगावाट (MW) के विंड टरबाइन सप्लाई का बड़ा ऑर्डर मिला है। यह घोषणा 16 सितंबर 2025 को की गई, जो कंपनी के लिए एक महत्वपूर्ण मील का पत्थर है। इस ऑर्डर से सुजलॉन की ऑर्डर बुक 5.1 गीगावाट (GW) हो गई है, जो नवीकरणीय ऊर्जा क्षेत्र में उसकी मजबूत स्थिति को दर्शाती है।

ऑर्डर में 3 MW क्षमता वाले S144 और S154 विंड टरबाइन जनरेटर (WTG) शामिल हैं, जो तमिलनाडु में TPREL की परियोजनाओं के लिए स्थापित किए जाएंगे। सुजलॉन न केवल टरबाइनों की आपूर्ति करेगी, बल्कि इंस्टॉलेशन और कमीशनिंग का काम भी संभालेगी। कंपनी ने कहा कि यह ऑर्डर उसके उत्पादन क्षमता को बढ़ाने और नवीनतम तकनीकों को अपनाने का प्रमाण है।

सुजलॉन के चेयरमैन गिरिश तांती ने कहा कि यह साझेदारी भारत की स्वच्छ ऊर्जा याता को गति देगी।

इस घोषणा के बाद, निवेशकों में उत्साह है, क्योंकि यह ऑर्डर कंपनी की वित्तीय स्थिरता और भविष्य की वृद्धि को मजबूत करता है। विश्लेषकों का मानना है कि सुजलॉन का फोकस अब शेयर प्रदर्शन पर रहेगा, खासकर जब भारत 2030 तक 500 GW नवीकरणीय ऊर्जा का लक्ष्य हासिल करने की दिशा में आगे बढ़ रहा है। हालांकि, कच्चे माल की कीमतों में उतार-चढ़ाव और वैश्विक आपूर्ति श्रृंखला चुनौतियां जोखिम पैदा कर सकती हैं।

टाटा पावर के साथ यह साझेदारी सुजलॉन को नवीकरणीय ऊर्जा क्षेत्र में अग्रणी बनाएगी। निवेशकों को सतर्क रहते हुए कंपनी के प्रदर्शन पर नजर रखनी चाहिए, जो भारत की हरित ऊर्जा क्रांति का हिस्सा बनेगी।



CCI Greenlights JSW Paints' Acquisition of Up to 75% Stake in Akzo Nobel India

Strategic Move to Bolster Presence in India's Decorative Paints Market

New Delhi: The Competition Commission of India (CCI) has approved JSW Paints' proposed acquisition of up to 75% stake in Akzo Nobel India Limited, a key player in the decorative paints sector. The approval, announced on September 18, 2025, marks a significant step for JSW Group's entry into the competitive paints industry, valued at over Rs 50,000 crore in India. JSW Paints, a subsidiary of the diversified JSW Group, aims to acquire the stake through a combination of primary issuance and open market purchases. This move will allow JSW to leverage Akzo Nobel's established brand, such as Dulux, and its extensive distribution network. The deal, initially proposed in July 2025, faced

scrutiny from CCI to ensure no adverse impact on competition, given the paints market's oligopolistic nature dominated by players like Asian Paints and Berger Paints.

CCI's assessment concluded that the transaction would not cause an appreciable adverse effect on competition, citing sufficient market capacity and JSW's limited prior presence in paints. The approval paves the way for JSW to challenge market leaders, potentially driving innovation and pricing dynamics. Industry analysts predict this could lead to a 5-7% market share shift, benefiting consumers through better products and competitive pricing.

JSW Paints Chairman Prashant Goenka stated that the acquisition aligns with the group's vision to expand in consumer-facing businesses, creating synergies in manufacturing and supply chains. Akzo Nobel India, with revenues of Rs 3,500 crore in FY24, will gain from JSW's financial muscle for R&D and expansion.

However, experts caution that integration challenges and regulatory compliances remain. This development underscores India's growing attractiveness for industrial investments, fostering a more dynamic paints sector amid rising urbanization and infrastructure demands.

Vedanta Prioritizes Coal as Core Energy Source Despite Clean Energy Momentum

Balancing Tradition with Sustainability in India's Power Landscape

New Delhi: Vedanta Limited, India's leading diversified natural resources company, has reaffirmed its commitment to coal as the primary energy source, even as it accelerates investments in clean energy technologies. In a statement released on September 17, 2025, Vedanta Chairman Anil Agarwal emphasized that while the company is expanding its renewable portfolio, coal remains indispensable for meeting India's immediate energy demands and ensuring industrial stability.

Vedanta, which operates coal mines in several states, highlighted that coal accounts for over 70% of India's electricity generation. Agarwal noted that abrupt shifts to renewables could disrupt supply chains and increase costs

for manufacturing sectors. "Coal is not just fuel; it's the backbone of our economy," he said, underscoring the need for a pragmatic approach. The company plans to invest Rs 10,000 crore in coal production enhancement over the next five years, focusing on efficiency and reduced emissions through advanced technologies like supercritical boilers.

Simultaneously, Vedanta is not shunning the green transition. It has committed Rs 5,000 crore to solar and wind projects, aiming for 2 GW renewable capacity by 2027. This dual strategy aligns with India's goal of 500 GW non-fossil capacity by 2030, while addressing the 1,200 million tonnes annual coal consumption. Industry experts applaud Vedanta's balanced stance, warning that over-reliance on

renewables without adequate storage could lead to blackouts. Critics, however, urge faster divestment from coal to combat climate change. As Vedanta navigates this tightrope, its approach reflects the broader dilemma facing India's energy sector: sustainability versus reliability.



Manali Petrochemicals Boosts Propylene Glycol Capacity to Support 'Make in India' Initiative

Strategic Expansion Enhances Domestic Production and Reduces Import Dependence

Chennai: Manali Petrochemicals Ltd., a leading player in India's petrochemical sector, has announced a significant expansion of its Propylene Glycol (PG) production capacity, aligning with the government's 'Make in India' campaign. The company revealed that it will invest Rs 250 crore to double its PG output from the current 20,000 tonnes per annum (TPA) to 40,000 TPA by mid-2026. This move aims to meet rising domestic demand and bolster self-reliance in essential chemicals.

Propylene Glycol, a versatile chemical used in pharmaceuticals, cosmetics, food additives, and antifreeze solutions, is currently imported to the tune of 50,000 tonnes annually, costing the industry over Rs 500 crore. Manali's expansion at its Manali facility near Chennai will not only bridge this gap but also create 150 new jobs and stimulate ancillary industries. Company Managing Director,

T. K. Arunachalam, stated, "This initiative reflects our commitment to 'Make in India' by enhancing local manufacturing capabilities and reducing import bills. The increased capacity will cater to growing needs in healthcare and consumer goods sectors."

The project involves installing advanced distillation and purification units, ensuring high-quality output compliant with international standards. With India's chemical industry projected to reach \$300 billion by 2025, Manali's move positions it as a key contributor to the Atmanirbhar Bharat vision. The expansion is expected to generate additional revenue of Rs 400 crore annually once operational.

However, challenges like volatile raw material prices and environmental regulations remain. Manali plans to adopt sustainable practices, including waste recycling, to mitigate these. Industry experts hail this as a positive step for the

petrochemical sector, potentially inspiring similar investments. As India pushes for self-sufficiency, Manali's expansion underscores the success of government incentives like the Production Linked Incentive (PLI) scheme.

This development not only strengthens Manali's market position but also supports India's economic growth by fostering innovation and employment in the chemical domain.



Zomato Partners with MakeMyTrip to Deliver Meals on Trains via 'Food on Train' Feature

Innovative Collaboration Enhances Passenger Experience and Travel Convenience

New Delhi: Zomato Ltd. has announced a strategic partnership with MakeMyTrip (MMT) to integrate meal delivery services on Indian trains through the 'Food on Train' feature. Launched on September 17, 2025, this collaboration aims to revolutionize onboard dining for millions of rail passengers, offering Zomato's diverse menu directly via the MMT app.

The partnership leverages Zomato's extensive restaurant network and MMT's robust travel platform to provide seamless food ordering for travelers. Passengers can now select from over 1,000 restaurants across major routes, with meals delivered to their seats within 30 minutes of ordering. The feature, initially rolled out for 500+ trains, including premium services like Rajdhani and Shatabdi, will expand nationwide by year-end. Zomato CEO Deepinder Goyal highlighted the synergy, stating, "This tie-up brings restaurant-quality food to

trains, enhancing the travel experience while boosting our delivery ecosystem." MMT's Managing Director, Rajesh Magow, added that it aligns with their goal of holistic travel solutions, potentially increasing ancillary revenues by 15%.

The initiative addresses a long-standing pain point for Indian Railways passengers, who often rely on limited onboard catering. With IRCTC's approval, orders are processed through Zomato's logistics, ensuring hygiene and timeliness. Early feedback from beta testers shows 85% satisfaction, with popular choices including biryanis, pizzas, and regional cuisines.

This move comes amid Zomato's aggressive expansion in non-restaurant verticals, following its acquisition of Blinkit. Analysts predict it could add Rs 500 crore to Zomato's annual revenue, while MMT benefits from user

engagement. However, challenges like network coverage in remote areas and peak-hour delays persist.

As digital travel evolves, this partnership exemplifies how tech giants are transforming everyday journeys, making train travel more enjoyable and convenient for India's 23 million daily rail commuters.



WEEKLY STOCK PIVOT LEVEL

All level indicated above are based on future prices PP: Pivot Point: This is TRIGGER POINT for buy/sell Based on the price range of the previous Month, R1: Resistance one: 1st Resistance over PP; R2: resistance Two: 2nd Resistance over R1; S1: Support one: 1st support after PP; S2: Support Two: 2nd support after S1

- As per tool, trader should take Buy position just above pp and keep the stop loss of PP and 1st target would be R1
- If R1 is crossed then R2 becomes the next target with the stop loss at R1

Stock name	closing	R3	R2	R1	PP	S1	S2	S3
NIFTY	25327	25888	25664	25496	25272	25104	24880	24712
BANK NIFTY	55458	56990	56411	55935	55356	54880	54301	53825
SENSEX	82626	84616	83866	83246	82496	81876	81126	80506
FINNIFTY	26528	27118	26921	26724	26527	26330	26133	25936
MIDCAP	13241	13520	13393	13317	13190	13114	12987	12911
ACC	1871	1939	1913	1892	1866	1845	1819	1798
AXISBANK	1140	1200	1172	1156	1128	1112	1084	1068
ABCAPITAL	290	308	301	296	289	284	277	272
BHARTIARTL	1960	2071	2024	1992	1945	1913	1866	1834
BHEL	238	256	249	243	236	230	223	217
BIOCON	369	399	386	378	365	357	344	336
CDSL	1584	1708	1667	1625	1584	1542	1501	1459
DATAPATTERN	2848	3190	3057	2953	2820	2716	2583	2479
ESCORTS	3698	3989	3901	3799	3711	3609	3521	3419
EICHERMOTOR	6965	7285	7151	7058	6924	6831	6697	6604
FEDERAL BANK	198	207	203	201	197	195	191	189
GRINFRAPROJECT	1320	1421	1383	1351	1313	1281	1243	1211
HDFCBANK	967	997	988	978	969	959	950	940
HCL TECH	1470	1549	1526	1498	1475	1447	1424	1396
HINDUNILVR	2567	2655	2632	2600	2577	2545	2522	2490
HAL	4918	5148	5039	4979	4870	4810	4701	4641
HYUNDAI	2785	3237	3042	2914	2719	2591	2396	2268
IOC	149	160	155	152	147	144	139	136
ICICIBANK	1403	1454	1442	1423	1411	1392	1380	1361
INFY	1544	1618	1587	1565	1534	1512	1481	1459
ITC	410	421	418	414	411	407	404	400
KOTAKBNK	2039	2174	2118	2078	2022	1982	1926	1886
LICHOUSING	593	634	615	604	585	574	555	544
LT	3684	3861	3783	3733	3655	3605	3527	3477
LUPIN	2057	2119	2091	2074	2046	2029	2001	1984
MARUTI	15872	16915	16458	16165	15708	15415	14958	14665
M&M	3599	3780	3715	3657	3592	3534	3469	3411
MGL	1347	1472	1425	1386	1339	1300	1253	1214
MAZGAONDOC	2984	3177	3103	3044	2970	2911	2837	2778
PFC	410	432	422	416	406	400	390	384
RECLTD	386	412	401	394	383	376	365	358
RELIANCE	1409	1456	1438	1424	1406	1392	1374	1360
SBIN	863	921	892	878	849	835	806	792
SUNPHARMA	1658	1756	1711	1685	1640	1614	1569	1543
SHRIRAMFINANCE	632	664	651	641	628	618	605	595
TITAN	3470	3652	3612	3541	3501	3430	3390	3319
TCS	3171	3324	3264	3217	3157	3110	3050	3003
TATAMOTORS	707	740	732	720	712	700	692	680
UPL	692	735	724	708	697	681	670	654
VALIENT	368	402	390	379	367	356	344	333
WIPRO	256	271	265	261	255	251	245	241

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- If R2 is crossed then R3 becomes the next target with the stop loss at R2.
- Similarly, if price goes below PP the trader should SELL price below PP as stop loss and the first target would be S1,
- If S1 is crossed then S2 becomes the next target with the stop loss at S1,
- If S2 is crossed then S3 becomes the next target with the stop loss at S2.

भारत सरकार स्टील कंपनियों
के डीकार्बनाइजेशन के लिए
570 मिलियन डॉलर खर्च
करेगी

हरित स्टील उत्पादन की दिशा में
ऐतिहासिक पहल

नई दिल्ली: भारत सरकार ने स्टील उद्योग को डीकार्बनाइज करने के लिए 570 मिलियन डॉलर (लगभग 4,800 करोड़ रुपये) के निवेश की योजना की घोषणा की है। यह कदम 17 सितंबर 2025 को वित्त मंत्रालय द्वारा जारी किया गया, जो देश को हरित ऊर्जा लक्ष्यों की ओर ले जाने का प्रयास है। स्टील उद्योग, जो भारत के कार्बन उत्सर्जन का 7% योगदान देता है, अब स्वच्छ तकनीकों को अपनाने के लिए प्रोत्साहित किया जाएगा।

इस योजना के तहत, स्टील कंपनियों को यीन हाइड्रोजन, इलेक्ट्रिक आर्क फर्नेस और कार्बन कैचर टेक्नोलॉजी में निवेश के लिए साप्तस्ती मिलेगी। प्रमुख कंपनियां जैसे टाटा स्टील, जेप्सडब्ल्यू स्टील और सॉरल को इस फंड से लाभ होंगा। वाणिज्य मंत्री पीयूष गोयल ने कहा कि यह पहल 'आत्मनिर्भर भारत और 'विकसित भारत 2047' के लक्ष्यों को पूरा करेगी। योजना 2030 तक स्टील उत्पादन में 50% हरित ऊर्जा उपयोग सुनिश्चित करेगी।

स्टील उद्योग, जो वैश्विक स्तर पर 8% कार्बन उत्सर्जन के लिए जिम्मेदार है, भारत में भी प्रदूषण का प्रमुख स्रोत है। इस फंड से कंपनियां कोयला-आधारित ब्लास्ट फर्नेस को हाइड्रोजन-आधारित प्रक्रियाओं से बदल सकेंगी। विशेषज्ञों का अनुमान है कि इससे 1 करोड़ टन कार्बन उत्सर्जन सालाना कम होगा। हालांकि, तकनीकी चुनौतियां और उच्च लागत बाधाएं हैं, लेकिन सरकार ने PLI स्कीम के तहत अतिरिक्त समर्थन देने का वादा किया है।

यह निवेश न केवल पर्यावरण को लाभ पहुंचाएगा, बल्कि रोजगार सृजन और निर्यात को बढ़ावा देगा। स्टील कंपनियों के शेयरों में 2-3% की तेजी देखी गई। यह कदम भारत को वैश्विक हरित स्टील बाजार में अग्रणी बनाएगा।

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