

## 'AAM' SEASON MAKE YOUR SUMMER SPECIAL!

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AMITY SCHOOL OF COMMUNICATION

# Expressions



Volume: III, Issue: VI

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# ONLINE SHOPPING IS HERE TO STAY

Drishti Vanaik

One are the days when we used to travel kilometres to buy a dress or newly launched version of our preferred mobile device or even to relish our favourite cuisine. Advancement in technology has brought everything online, completely erasing the hassles and tumults of covering distances.

Covid is not to be blamed wholly since online shopping apps for literally 'anything & everything' were on an increase even before. The virus just acted as an impetus and expeditiously fuelled this growth.

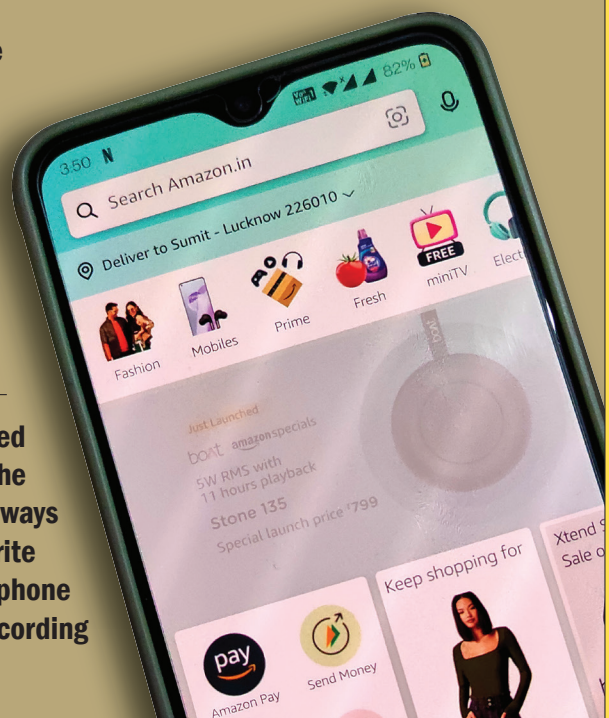
Online shopping brings into account so many aspects, which encapsulate consumer behaviour, experience, the frequency with which one shops, and its effect on traditional marketing processes. "Why would anyone want to visit a shop when you can order a bunch of stuff online?" quipped 20-year-old Mayank Sharma.

Though the usual thinking says that mostly the youth is depen-

**The Indian ecommerce market is expected to grow by 21.5% and hit \$74.8 billion in 2022 according to Global Data, a data and analytics company**

Source: Economic Times

**Amazon is the most used platform in India and the whole world and has always been a person's favourite shopping app on their phone to order things from according to Times Next**



dent on online shopping, it doesn't stand completely true. Ashok Gulati, a senior citizen said, "Right now I'm at an age, which restricts me from going out and buying groceries or dairy products for day-to-day use. I prefer using Big Basket

or Blinkit, which swiftly delivers edibles at my doorstep". He further adds, "Sometimes, even my daughter who lives far from us, orders food for us online and we receive it at our door".

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## Editor's Desk

### Campus awaits students' buzz in new session

Students post their 12th board, are all set to progress and decide the university and stream they would choose after the two long years of pandemic, which had forced them to study online. However, the 2022 academic session holds promise for students to be back in classroom teaching. The vibrancy and atmosphere are likely to be back from July session. Few boards have announced results and others will follow shortly.

"I am very keen to be back to physical mode of classes," says Ashish, who just cleared his 12th board and admitted that the two Covid years were frustrating for him. Dishu, another meritorious student, referred to online classes and said: "we hardly had any practical exposure. The online classes were not only frustrating, but we failed to exhibit our talent."

While different Boards have started declaring results, the universities, in particular private ones, have started flooding higher education aspirants with advertisements of different courses and programs they offer.

At ASCO the final year students who have already moved for their respective placements in the media industry are all set to receive their degrees at 'Convocation-2022' scheduled in September. Another batch currently undergoing Internship in different verticals of the industry has one more semester to study and decide the industry they opt for their career.

Expressions congratulates all the students for being successful in their UG & PG courses in particular Sanjana Saxena, Anjali Singh & Prashasti Jauhri (UG) & Arshemaah, Vaibhavi, and Sameeksha for being in the top rung with awards & medals. Drishti, Vaishali & Bhargavi maintained their merit and we wish, them all the success in their future endeavors.

Team Expressions also bids goodbye to Ms. Sangeeta Pandey, our Print Faculty who after a stint with academics returns to industry.

Cheers

Prof (Dr) Sanjay M Johri



## 'Joining ASCO became a turning point in my life'

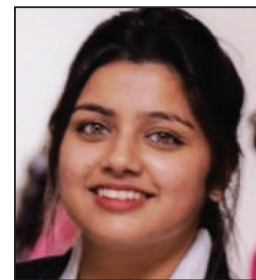
There is a turning point in everyone's life that changes their way of living and seeing things. Amity is that turning point for me that not only changed but upgraded me in the best way possible. My personality, my way of living, speaking, and dealing with things is all that I learned during my three-year graduation journey with Amity School of Communication.

My mentor, Dr. Prof Sanjay Mohan Johri, was the driving force behind it. Despite my bad score on my first journalism assignment, he recognized the potential in me. He never pushed me to do the hard work; instead, he confronted my inner anxiety and, as it always takes two to tango, I continued to push myself to improve.

Though my primary interest was in advertising, ever since I joined Mass Communication, I have tried my hands at everything, be it content writing, photography, PR, radio, and more. That's how I became professionally independent for all my assignments, career, opportunities, etc. I never stopped learning, and the faculties never failed to support and prime me with their best efforts. ASCO provided me with the most-friendly and humble professors one could ask for.

"Expressions" is one of the pillars that made my writing strong. My mentor encouraged me to participate and write. I used to visit places, interview people, click pictures, and write about them. That's where I discovered my love for words and the different colors and insights of human life one needs to grow as a writer.

I still remember how Johri Sir made me face the biggest phobia of my life, which was performing on stage. Being on the stage and hosting an event was the toughest job anyone could have made me do. I did all the preparations for the event but standing in the spotlight was not my cup of tea. I remember he said, "I wanted you to do it, but if you don't, I will ask someone else." And I couldn't refuse it. He believed in me more than I could, and then I immediately decided to roll up my sleeves and put up a show. I couldn't do it very well, since it was the first time I faced the stage, but then I overcame my biggest fear. Ever since then I have never turned down an opportunity, even if I know I am not up for it.



### ALUMNI CORNER

-Ashi Gupta  
Social Media Executive at AdGlobal 360  
[BA(J&MC)- 2017-2020]

# Hasta la vista and good luck!

**A**s I put the last full stop on my final issue of Expressions, a baby that has stayed with me for more than 2 years, I look back at this incredible journey with nostalgia and pride. It literally began with our cub reporters flaunting their gonzo style journalism, which today has become more tempered and fact-based reporting.

Yes, it has been a tumultuous journey helmed by Prof Johri who onerously ploughed month-by-month to get story ideas from contributors and then get them to write. The reports would then come to me for editing and well...I am sure the cub reporters know what was demanded from them!

As time went by our efforts bore fruit with the green-horns improving and even guiding their juniors about the quality and reporting style required for Expressions.

Here, I would also like to thank Expressions Team comprising faculty and students who nurtured ASCO's labour of love.

So how do I say goodbye to something that has become a part of my life. Well, it's hard but the show must go on. However, before I sign off, let me reiterate that complacency dents creativity, so avoid it at any cost. Reporting and editing is a continuous learning process, hence strive to improve every day. Don't let hubris hinder your learning.

'Expressions' provides a wonderful platform to showcase your talent and will be a valuable addition to your portfolio. Make the most of this opportunity.

Hasta la vista and good luck!

*Sangeeta Pandey  
Associate Editor, Expressions*



## Online shopping is here to stay

Continued from P1

With an active E-commerce penetration of 76.7% according to Statista Research Department, online infrastructure is growing exponentially in India. In terms of the buying frequency, Mihika Singh, a college student mentioned, "I usually buy from online shopping apps twice or thrice a month. I order clothes, gadgets, makeup & skincare products, etc. I feel I am addicted to it". Similarly, Jyoti Verma, a housewife who orders online products almost once a week prefers not to go out in this scorching heat. She mentions, "Swiggy is always to the rescue when I don't feel like cooking".

On one hand the online market is blooming, on the other, the traditional shops and stores are witnessing a decrease in profit. On a visit to Westside store, Waves Mall, Lucknow, shop owner, Kishore mentioned, "We offer the same products as online stores, still users are attracted more to the online world, maybe because of cost and convenience factors. Maybe we need to rebuild and revamp our policies a bit otherwise our customer base will reduce". Globus's owner Rajeev said, "Though we still enjoy a good and a decent customer base, I guess within no time, this will reduce as everything online is empowering and conquering". Another aspect of online shopping is consumer behaviour as people now tend to stay back rather than going out. "I avoid going to the market and keep trying all kinds of apps online. My behaviour has changed tremendously," added Prof. Dr. Sanjay Mohan Johri, Director, Amity School of Communication.

One common reason which can be derived for not going out and using online apps is the petrol that it saves. "All one needs to do is just go to the app, order whatever you want, select online payment or COD, and you are done. No worries of moving or going to a petrol station to get the tank filled", mentioned Smita Singh, a teacher.

Online shopping is like a genie to us. We live in a dynamic environment and changes are bound to happen. Online shopping is here to stay as it offers the user a convenient experience and a perpetual satisfaction.



# 'Aam' season make your summer special!

Garima Dobhal

Photo courtesy: Garima Dobhal

Nothing beats the summer season, when it involves luscious, mouth-watering mangoes, which has been a staple part of our diet. Our country is known for its exotic mango hotspots, which promise delectable flavours and smells. Mango connoisseurs are always keen to try new varieties of 'King of Fruits'.

In India, there are over 1500 kinds of mangoes with each variety having its own flavours, appearance, and colour. Unique mango varieties dominate in Indian marketplaces, from the rose-red Gulab Khas or Sindhura to the parrot beak-shaped Totapuri. Of course there is UP's world renowned Dussehri, Langda, Safeda varieties without whom the 'aam' season will be incomplete.



Mangoes have always been the most favourite part of one's childhood memories. Aparna, 22, says: "I remember eating mangoes as a toddler and looking forward to mango season every year. Mangoes are wonderful and juicy, something that you simply shouldn't miss out in summers". Not only mangoes taste flavoursome, but provide one with a bunch of health benefits. Rich in nutrients, high in fibre, low in calories, this summer fruit bene-



fits your health in a variety of ways. Also, mangoes hold an enormous 'family value,' as enjoying the fruit in the scorching heat with family and friends is loved by all.

"Mangoes and I have a long history together. In my village in Uttar Pradesh, my grandfather had a mango orchard, and I spent my summers there surrounded by the trees. I remember eating them with my grandfather, as they were the most interesting thing we used to do as a family", recalls Anurag, a working professional. Adding to the love that the fruit spreads, Shalabh Srivastava, a school student, mentions, "My favourite part about eating mangoes is when we do it with our hands and even though it becomes a mess, it is always worth it."

The fragrant scent of ripening Dussehri mangoes on trees and the velvety flavour of homemade amras brings joy to countless Indian families every summer. It's no surprise that the mango is known as the 'King of Fruits.' "For me summer is synonymous with vacation and mangoes. However, the majority hold the misunderstanding that mangoes cause weight gain. I don't believe

in this. Personally, I think that consuming mango enhances my digestion, which ends up in improved gut health", adds Radhika Sharma, a college-goer.

Mangoes are still one of the foremost widely grown tropical fruits in the world.

As India's national fruit, it symbolizes prosperity, abundance, and wealth. It became a household fruit over time, and odes were written in its honour. It represents a major aspect of our country's cultural traits.

**Mangoes are grown in large quantities every year. People eat it virtually every day as a dessert throughout the summer. Many people enjoy it in the form of ice cream**



# Beauty & fashion--Business of insecurities?

Photo courtesy: Matangi Agarwal

Vaishali Gautam

**A**re you beautiful? Ask yourself this question and once you get the answer, ask again, "What led you to the conclusion?" Was it a conscious or a subconscious comparison with an image in your mind? If yes, who created that image? If not, who defined beauty for you? In any way, it's a trap that lays the foundation of the \$3 trillion global fashion and \$511 billion global beauty industries.

Though these products have a superficial use, their marketing plays with our psychology. Images of models, all with similar body structures

**Setting unreal standards of beauty, they create a wide gap between expectations and reality, consequently giving rise to confidence issues**

and flawless skin are used as tools to trigger our insecurities. To amp up the game, celebrities whom we consider as role models are also involved. These industries spend a huge sum on advertisements. Rightly so as it is through their advertisements that they manipulate us to believe that we do not fit in and we need their products to do so.

"The amount these industries spend on advertisements is quite evident. Through these ads they set a standard in our minds. Even though we know that the pictures are highly photoshopped, they somehow still succeed in making a majority of us believe that we do not fit in.



Once they succeed in inducing this thought, the industries are all set to feed on our insecurities", says Sushmita Mitra, a college student. "We've seen so many models and celebrities coming out and loud about the dark side of the industry. Clearly, the business of beauty is not so beautiful. Specially, with the advent of social media, the comparisons have increased to an extent of affecting people's mental health. Beauty has always been about 'being you' and we need to remind ourselves of this", Deepshikha, another college student, added.

Anushka, a working woman sharing another perspective said, "The fault is on our side as well. We blindly follow celebrities, who very well use their popularity to influence people for earning benefit for themselves as well as the associated companies. Had we used our rationale, these industries won't have been able to bloom so well through

such wrong agendas."

In the race of looking 'perfect', little do we care even about the long term implications of these products on our health as well the environment. The issue isn't the business itself. The issue is with the way they're running.

Setting unreal standards of beauty, they create a wide gap between expectations and reality, consequently giving rise to confidence issues. In this gap lies intensive photoshops, body doubles, and so much more. We are put

under an unsaid compulsion of fitting into one shape, size and shade. Failing to do so, we feel under confident. It's all right if these things are taken as a choice or an art, but not a compulsion. It should have nothing to do with our confidence and the way we look at ourselves. It is rightly said, "You're beautiful just the way you are."

**The global fashion industry constitutes 2 percent of the world's GDP**

**Beauty companies are expected to spend \$7.7 billion on advertising in 2022**



# SCORCHED, PARCHED, SIZZLED!

Lensman: Trilochan S Kalra

The entire north India is reeling under scorching heat and this summer it has stretched too long with people praying for early rains. The roads during the daytime wear a deserted look and one could see people wearing mask. According to astrology, when the Sun comes in Rohini Nakshatra for fifteen days, then the heat increases in the first nine days. That's why it is called Nautapa!

It is said that if there is neither rain nor cold wind during these nine days but intense heat, then it is believed that monsoon will be good.







Sun travels in 12 zodiac signs and 27 constellations. The Sun destroys the effect of the house in which it sits in the horoscope. Moon is the ruling planet of Rohini Nakshatra, so when the Sun enters Rohini Nakshatra, it eliminates the coolness of the Moon and increases the temperature.

During Nautapa, the sun's rays fall directly on the earth, due to which the temperature increases.

ASCO Lensman Trilochan S Kalra travelled on Lucknow roads and places to click the happenings.





## 'It's not about falling but getting up'

Kashika Nigam

**F**or Raman Bajpayee, 16, life was a roller coaster ride until Covid hit. He lost his father to the deadly second wave of the pandemic and thus began a series of struggle trying to make ends meet with his mother while preparing for the Board exam.



After school, he goes to a small general store run by his mother and stays there helping his mother. Whenever the lad finds time, he starts preparing for the Board exams. To a question as to how he manages, the boy replies, "I am left with no other option. Both work and study are very important. I study whenever I get time in between especially when there are no customers while on days when exams are near, my mother takes up the major work". Though, studying is crucial for Raman, he also cannot shut down the store for a few days because it's the only source of income for his family.

With a smile on his face he further adds, "Not everyone has the same life; not everyone is born with the same benefits and advantages. Life can be tough on some and easy on others. In the end it's all about how we get up after the fall." Motivation and grit in veins make Raman work with dedication towards his studies and continue to be a support system for his family thus understanding responsibilities at such a young age. "Boys of my age are living carefree lives, while I am here striving hard to fulfill the basic necessities of roti, kapda & makaan," he quips.

Raman holds a very positive outlook towards life and yearns to become a successful engineer one day and take care of his family. "My family comes before anything in my life", he says with determination in eyes as he goes to attend to a customer.

## Jack of all trades, this 'Brainiac' prof celebrates life

Kavya Rangan

**A**wake at the crack of dawn, the first thing he does is put an old Mohammad Rafi record on a gramophone and with the music maestro crooning, he takes the first sip of tea. **Meet Mridul Singh**, an ordinary man for many, a professor at Kanpur University and father of two. So what makes him stand out from the crowd? Well...a photogenic memory, which is why his students fondly call Mridul 'Brainiac'.

Quick to laugh at jokes and even quicker in coming up with his own quips and nicknames for friends, Mridul is a poet, writer, singer, certified homoeopathic doctor and an enthusiastic teacher. In a freewheeling conversation with Expressions Reporter, Mridul spoke at length about his struggles in life and how he overcame them to become a 'Brainiac' today.

Born and brought up in Hardauli on a farm owned by his family, Mridul was sure he would grow up and follow in his father's footsteps, but life took him somewhere else. "When I was 15 years old, my father died and due to financial burdens, we had to sell our farms, landing me with my mother in my maternal uncle's home. My uncle, who was a homoeopathic doctor also trained me in the science of natural medicine, which is from where I grasped the nitty-gritty of the trade and can now whip up a remedy for almost any common ailments in a jiffy", he says.

Mridul had vowed to remain unmarried in his life but when his mother was diagnosed with



cancer, she pressurized him to get married as her last wish. "Consequently, I had to quit my study of homoeopathic medicine to pursue a more lucrative profession," he recalls.

But that didn't mean he had to leave behind his passions, no, instead he completed his education attaining an MBA and a PhD and began teaching, another passion of his. Speaking of teaching, his students often refer to him as 'Brainiac' because of his extensive body of knowledge, comparable to that of an encyclopedia, as to what he infers.

In reference to his knowledge base, he says, "I am immensely competitive and once learned almost 1,00,000 words with meanings from the Oxford dictionary for the sake of winning a bet". What's most evident about him is his childlike enthusiasm toward life and the wish to try something new every single day. "From devouring books on varied subjects to meditating to starting a karaoke club in my mid-40's, I am always stay eager to taste life in all its forms and live it to the fullest", Mridul said. His most recent hobby is painting and "by far the most challenging" in his words.

"Many people my age, shy away from life, thinking that now that they have families and kids, they cannot try new things. I have always been of the impression that life is what you create every single day and so I consider it as my duty to add a few masterpieces to my life's gallery."



# Cycle your way to healthy life

Aishwarya Chandra

It isn't that staying fit and healthy wasn't an essential part of lives before Covid, but after the virus's outbreak, it became even more critical as good immunity helped combat the infection.

Keeping our body fit became the need of the hour and cycling or biking commonly came out to be one of the most preferred options by people to stay robust. While stopping by Janeshwar Mishra Park, in Lucknow, one would come across a lot of cyclists. Rihaan, a cyclist, mentions, "To remain fit, cycling or biking is hands down the best way but the new generation is more into gym as it's increasingly fashionable".

According to an article in the Indian Express, "The preventive healthcare platform conducted a year-long study of about five million people to get an overview of the health and lifestyle of India. The study found only 38 per cent of Indians to be healthy". Such a low percentage of people being healthy is an alarming situation. In reference to the low



statistics of healthy people in India, Arjun, another cyclist in the same park, adds, "It is because we always neglect the physical activities that our body requires. We stay engaged in other activities and be casual towards our health".

Coming back to cycling, which at times can be hard and strenuous, is still a preferred activity by not only youngsters but also middle-age and senior citizens too. Raman Kapoor, a 60-year-old, while bicycling at the park, said, "Riding a bicycle makes me feel joyful. It not only makes me fit but is also very therapeutic".

Meanwhile, youngsters mainly millennial prefer spending time on their gadgets and electronic devices instead of physical workout, which pave the way for heart strokes, obesity, mental illness etc. Reena, mother of two, who was walking in the park, adds, "Gadgets are destroying kids. They have forgot-

**“Adults aged over 18 years should do a total of at least 150 minutes of moderate-intensity physical activity throughout the week or at least 75 minutes of vigorous-intensity physical activity throughout the week**

**- WHO**

ten that there is something as outdoor games and activities. When we were kids, we used to spend half of the time outside but these kids are more than happy to stay at home and run their gadgets. This is the reason why I bring my kids here, so that they get exposed to the outdoor world as well".

Striving for our well-being, is not an option but should be an obligatory habit for our body. Adapting healthier habits and a proper lifestyle, can make you feel lively and dynamic even if it means cycling for 30 minutes daily.

**238**

**million gallons of gas saved by Bicycles every year**



# My parents inspired me to cook: Pankaj Bhadouria

Mansi Srivastava

It's rightly said that the, 'Way to one's heart is through stomach'. One such person, who has been able to prove this statement correct, is Lucknow's own passionate chef, Pankaj Bhadouria. From a teacher to India's, 1st Master Chef, presently an acclaimed food expert, with an author of five bestsellers books, and the face of numerous well-known brands, the success story of Pankaj Bhadouria is inspiring.

**Pankaj started her "Culinary Academy" in Lucknow on 16 August 2012. It offers Professional Courses and Certificate Courses for amateur chefs. She has been the face of the Brand Knorr- Cup a soup, Soups and Noodles and has shot an extensive TV Campaign and Print Campaigns for Knorr**

Talking about her, the very two things that become instantly crystal clear, is the love and respect she has for food. What surprises and amazes the most is the fact that she has been cooking since the age of 10. Born and brought up in Lucknow,

**“ I auditioned for MasterChef, and after successfully clearing the first round, I had to choose between teaching and cooking. I finally chose my passion as my profession**



and having a rich family background in food, Bhadouria got the chance and opportunity to taste and relish cuisines all over the nation.

During an interview when asked about the inspiration behind her passion, she mentioned, "My parents were amazing chefs and cooking has forever been kind of a family activity in my home. Therefore, this somewhere made me inclined towards cooking". However, she took up teaching as her vocation but her enthusiasm and zeal of cooking was stoked when family and friends would compliment her for the mouth-watering dishes she used to cook.

Soon Bhadouria realized that it was the time to turn into

India's number one MasterChef. She adds, "I auditioned for MasterChef, and after successfully clearing the first round, I had to choose between teaching and cooking. I finally chose my passion as my profession". After winning the MasterChef title she started her cooking career in 2010.

Bhadouria started to receive offers to showcase her skills, and conduct workshops. She recalls being part of a workshop at University of Cambridge. About creating her presence on social media, she mentioned, "My students and I made a Facebook page, and later created an Instagram and

Twitter account as well for virtual entertainment". Bhadouria, not only made her presence felt on TV but also on new media platforms as well. "The connectivity with individuals that one figures out on social media platforms is something one can never experience on TV", she says with a smile.

**Pankaj has been felicitated by the President of India, R. N. Kovind as 'First Ladies' – an award given by the Ministry of Women & Child Development, Govt. of India**

**After winning the MasterChef title she started her cooking career in 2010. Bhadouria started to receive offers to showcase her skills, and conduct workshops**



# ‘Pyar ke Pal’ KK leaves fans in ‘Tadap, tadap ke...’ mode

Shrishti Chandra

A voice whose songs were sung in unison on the school bus or farewell parties and even hummed in the first flush of romance or for that matter gave solace to broken hearts; such was the magic of the iconic vocalist Krishnakumar Kunnath, popularly known as KK.

The singer's sudden demise due to heart attack while performing for the last time, his beloved song 'Pyaar Ke Pal', in an auditorium in Kolkata on May 31 left his fans and admirers shocked.

The news literally broke the Internet on the midnight of KK's demise as sympathy and shocked messages began trending on social media plat-

**KK before joining the Bollywood industry sang almost 3500 jingles for the advertisement. He has sung jingles in 11 languages**

forms. As soon as the news broke, many accounts or rather fan pages on Instagram, Facebook and other social networking sites, began publishing posts about the songs and achievements of the legendary late singer, who died at an age of just 53 years. It took some time for the audience to actually believe that the singer had passed away. "I had a huge breakdown as soon as I heard the news. I couldn't believe the fact that the songs, I had listened while growing up, the voice behind them wasn't alive anymore", added Parth Mehrotra, a NEET aspirant.

Likewise Sadaf Chaudhary, a college student mentioned, "I initially thought it was a rumour. But later, reality had hit me hard. I spent the entire night listening to his songs, as I just couldn't get over the fact that he is no more with us". The singer was a favourite of the people cutting across generations. "Loss of a brilliant singer is not only loss for the music industry but it's a huge loss for us, fans. His death is just another reminder of life's fragility", said Akshat Vishwakarma, a working professional.

Initially, the cause of the singer's death was unspecified, later on it was found out that he had died due to myocardial infarction, which according to an article in India Today is, "Excessive excitement during the live show caused a stoppage of blood flow leading to cardiac arrest that claimed his life and also the ventilation system of the auditorium wasn't up to the mark, which caused him uneasiness".

Ultimately, his untimely death left fans and followers across the country devastated and heavy-hearted. Even, Prime Minister Narendra Modi, took to twitter and wrote, "Saddened by the untimely demise of noted singer Krishnakumar Kunnath popularly known as KK. His songs reflected a wide range of emotions and struck a chord with people of all age groups. We will always remember him through his songs. Condolences to his family and

fans. Om Shanti".

KK made his debut in 1999 and since then, he has given famous songs to the Bollywood industry, which includes Tadap Tadap, Aashayein, Hai Junoon, etc. Although a multilingual singer, he was underrated in the industry, and though nominated for several, he just won the, "Best Playback Male Singer", in 2009, for his song, 'Khuda Jaane'.

In regards to the felt absence of the singer, Deepika Sharma, a 24-year-old mentioned, "Melody dominates life when the chords of music strike the proper corner of the heart. And KK proved this through his songs".

KK was a man with a talent, which showered grace and dignity.

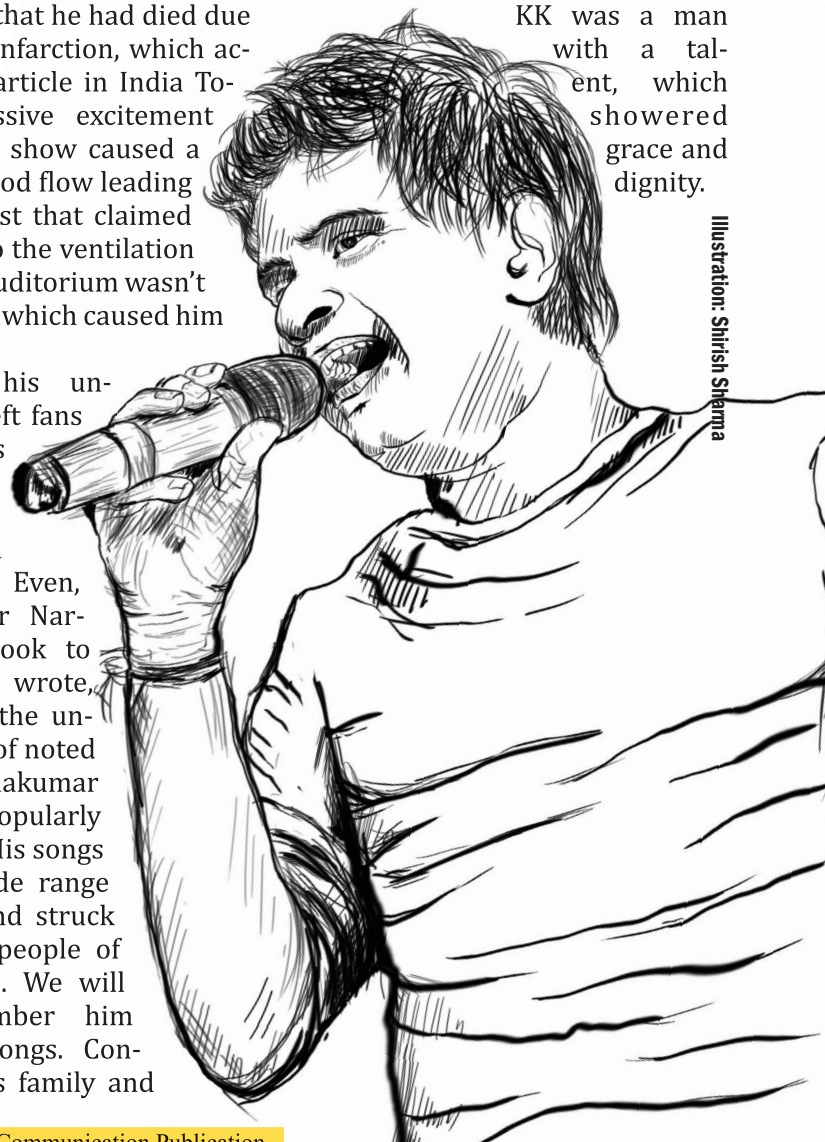


Illustration: Shirish Sharma

# Country's second-hand car market is \$27 billion: Report

Photo courtesy: Shreya

Shreya

Our happiness knows no bounds when we buy a new car, right? Analytically speaking, purchasing a car is the second most expensive purchase most individuals make, after buying a home.

According to a recent survey conducted by OLX Auto CRISIL study 2021, 40-45% of pre-owned cars are bought by first-timers. "There are very good reasons why first-timers should buy used cars. These cars are cheaper, driving used cars will polish your skills for your future new car, and they have lower cost of insurance and warranty up to 3 years" says the owner of K K Bazar.

The long queues for new cars have led people to turn to pre-owned cars. According to Mordor Intelligence, India's used car market was valued at \$27 billion in 2020 and is expected to reach \$50 billion by 2026, with people opting more for individual means of transport. By virtue of more and more people buying second-hand cars, second-hand cars are no longer associated with downsized socioeconomic status.

So let's start with the first step of the journey: what to remember while buying your first car? According to Nivesh Mishra, manager



at Maruti Suzuki, "There are few points you should keep in mind, like your budget, preference-petrol or diesel, why do you need it, the car should be low maintenance, and last, which I would suggest is always do a test drive before you decide to buy a car. You can also consider a used car. We have the 'True Value' of Maruti Suzuki at your help for this. It is a perfect option for a newbie who wants to go for a Second-hand car.

Meanwhile, with everything going online, the pre-owned car market also didn't lag behind. Cars24, CarDekho, Droom, and Olx are among India's most popular online platforms. Avinash Kumar, a seller at Cars24 said, "The process is very simple; I had to book an appointment online, then visit the nearby branch to get my car inspected. They will give you the best price for

■ **45% of the buyers want a car that is four to five years old. However, 46% of the sellers want to sell their vehicle when it is six to eight years old**

(Source: IndianBlueBook report)

■ **The pre-owned vehicle market in India is expected to reach 8.2 million units by FY25, a two-fold increase from approximate 3.8-million units in FY21**

(Source: Financial express)

your car and even the rest of the documentations and the RC transfer would be managed by them."

Take good care of your old car if you plan to sell it. If you're a buyer, start by researching the used car market using online tools. Visiting a well-organized market can be beneficial in two ways; first, the vehicle's quality will be certified and you will be given a warranty, second, if you require a loan to purchase that vehicle, you may find it more convenient to do so through an organized market. So, you decide whether you want to wait in line to buy your dream car or get the same model car instantly, easily, at your comfort and budget.

2019 Maruti Ertiga	2020 KIA SELTOS	2017 Mahindra Scorpio
ZDI PLUS 1.5 DIESEL Manual	HTK 1.5 PETROL Manual	S10 Intelli Hybrid 2WD Manual
98,386 km	15,561 km	42,296 km
1st Owner	1st Owner	2nd Owner
Diesel	Petrol	Diesel
₹24,569/month	₹25,114/month	₹28,177/month
₹11,04,499	₹11,28,999	₹12,56,699
Zero downpayment	Zero downpayment	Zero downpayment