

Tata Motors Launches Spruced-Up Indigo Manza Sedan

By **ERIKA KINETZ**
Associated Press

MUMBAI — Tata Motors launched a next-generation sedan Oct. 14, in an effort to build out a Nano-to-Jaguar car portfolio in an Indian automobile market still dominated by small car sales.

The new Indigo Manza is loaded with features like Bluetooth connectivity, power outlets for recharging laptops and cell phones, an outdoor temperature sensor and three-barreled headlamps.

The car competes with other mid-size models like Ford's Fiesta, GM's Aveo, Honda's City and Maruti Suzuki's SX4.

"It is possibly our best foot forward," said Rajiv Dube, president of passenger cars at Tata. It is also a far cry from the stripped-down \$2,000 Nano launched in March.

The Manza is a bid by Tata Motors to deepen its presence across



Tata Motor's new Indigo Manza.

the spectrum — despite the fact that 76 percent of the cars sold in India are compacts. "There is no other manufacturer in the Indian market offering such a comprehensive range of products," Dube added.

Since April, Indians have bought 117,863 mid-sized cars, a rise of 3.2

percent from the same period last year. But they purchased 523,038 compact cars, 22.7 percent more than in the prior period.

Dube doesn't expect that to change soon. "The Indian market is going to continue to be a small car market."

Since April, 4.5 million scooters

and motorcycles have been sold in India — 6.5 times the number of cars. As India's growing middle class moves from two to four wheels, they are more likely to be able to afford Tata's diminutive Nano than the Rs. 480,000 (\$10,000) Manza sedan — even if it is cheap for its class.

Vaishali Jajoo, an auto analyst at Mumbai's Angel Broking, said

it will take time for Indians to graduate to bigger, pricier cars. "There are still a lot of first-time car buyers. The growth for a smaller car will be better than for the sedan."

Eleven of 14 car launches planned in India for 2009 and 2010 are compact cars, according to Care Ltd., a research and ratings agency based in Mumbai.

Genius Kids Finalist For Stevie Women in Business Awards

By a Staff Reporter

FREMONT, Calif. — Local educational company Genius Kids was named a finalist recently in the 6th annual Stevie Awards for Women in Business, according to a press release.

The nomination, which was in the "Fastest Growing Company of the Year" category, recognized founder Rennu Dhillon for con-

ceptualizing the idea. Winners will be announced at an event in New York Nov. 13.

Finalists were chosen by business professionals during preliminary judging. More than 1,100 entries were submitted for consideration in 54 categories.

Dhillon had previously been named a finalist for "Most Creative Professional 2009" for her educational programs, "Rennu's Reading Recipes."

"Being named a finalist in The Stevie Awards for Women in Business is an important achievement," said Stevie Awards president Michael Gallagher. "It means that independent business executives have agreed that the nominee is worthy of recognition. We congratulate all of the finalists on their achievement and wish them well in the competition."



Genius Kids founder Rennu Dhillon.

India Gets UN-Habitat Funds To Improve Urban Cities

NEW YORK (PTI) — India has succeeded in winning the maximum number of grants from the United Nations-Habitat to fund its youth-led development projects in urban cities.

The UN agency, which promotes socially and environmentally sustainable cities, has granted funds for 67 projects in 33 countries across the world. The projects will involve themes of poverty alleviation, spreading education, improving environment, health and safety for city dwellers.

"Major challenges of the 21st century include the rapid growth of many cities and the decline of others, the expansion of the informal sector and the role of the cities in causing or mitigating

climate change," UN Secretary-General Ban Ki-moon said on "World Habitat Day."

The UN-Habitat effort currently partners with the Indian government for solid waste management in some cities of Maharashtra.

In 2004, the Center for Development Communication in India received an Honor Award from the agency, the highest tribute of the UN for achievements by individuals, cities or institutions in the cause of human settlements.

The CDC, the first organization in the country to provide city-wide garbage collection, won the prestigious award for improving the living conditions of slum dwellers in Jaipur by promoting hygienic living conditions.

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