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EXECUTIVE DIGEST

NMDC inks pact with Santhigiri

Hyderabad: State-run iron ore miner NMDC on Thursday said it has inked an MoU with Santhigiri Institute of Paramedical Sciences, which is a unit of Thiruvananthapuram's Santhigiri Ashram, to implement the joint initiative of preventive healthcare by promoting herbal sapling plantation in schools.

GEF India's product figures among top in survey: GEF India on Thursday said its Freedom cooking oil has been recognised among the top five cooking oil choices by an urban Indian consumer sentiment survey conducted by global market research and consulting firm Ipsos to understand the change in consumer perception towards brands

since the new normal ushered in by Covid-19. The survey, which included brands from 51 categories, reached out to over 4,000 respondents from 15 cities across the country to ascertain their choice based on parameters such as price, quality, trustworthiness, among others.

Ather to scale up ops: Electric vehicles manufacturer Ather Energy on Thursday said it is expanding its presence to 16 additional cities in the first quarter of 2021, taking its presence up to 27 cities. Ather Energy currently operates in Bengaluru, Chennai and Hyderabad, among others.

Dream Valley partners with JLL: Dream Valley Golf & Resorts on Thursday said it has roped in real estate firm JLL India as strategic partner for its Haldi Golf County project.