

HYDERABAD SPOTLIGHT

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NUTRICIRCLE: GET READY FOR THE FUTURE OF FOOD

THE NEW GENERATION OF PLANT PROTEIN

A short video — like the hundreds we scroll past every day — raises an uncomfortable question.

It shows a group of elderly tourists stepping off a boat. Foreign travellers well into their seventies move with ease. Beside them, Indian senior citizens of the same age struggle. They hesitate. They need support.

Same age. Same environment. Completely different physical ability.

It makes you wonder: If this is the reality today, what will the future look like for the generations building India tomorrow? Because strength is not built at seventy. It is built over decades — quietly, consistently through daily nutrition.

A NATION RICH IN FOOD, YET STARVED OF NUTRITION

India stands at a defining crossroads — one where agricultural abundance and nutritional deficiency exist side by side.

The Indian Council of Medical Research (ICMR) recommends 0.8 to 1 gram of protein per kilogram of body weight daily. Yet the average Indian consumes only about 0.6 g/kg, far below what the body requires. Studies suggest nearly 73% of Indians are protein deficient, most unaware of their daily requirements.

Protein deficiency does not always look dramatic. It appears gradually — as fatigue, low muscle mass, slower recovery, reduced immunity, and diminished resilience with age.

For nearly 43% of the population following plant-based diets, dal is not just a cultural staple — it is a nutritional lifeline. This is what makes India's protein paradox so striking.

India is the world's largest producer of pulses, contributing roughly 25% of global production and 27% of consumption. It is also among the top producers of millets. Yet protein deficiency remains widespread. The problem is not what we grow. It is what we consume.

India's heavy reliance on rice and wheat ensures calorie sufficiency, but not protein adequacy. These staples lack certain essential amino acids, leading to incomplete nutrition over time. Ironically, India still depends on imported protein isolates from countries like the United States, Canada, and



C S Jadhav, CEO and Co-Founder, Nutricircle Ltd & Hitesh Patel, Founder and Managing Director, Nutricircle Ltd

China, despite having a rich diversity of indigenous crops.

This gap between agricultural strength and nutritional outcomes presents both a challenge — and a tremendous opportunity.

FROM CALORIES TO QUALITY - RETHINKING EVERYDAY NUTRITION

For decades, Indian diets have been designed around affordability and accessibility. But as lifestyles evolve, so must nutrition.

Today, the conversation is shifting from how much we eat to what we eat — from quantity to quality.

Pulses, millets, and legumes, naturally rich in protein, fibre, and micronutrients, offer a power-



Horse Gram



NUTRICIRCLE - BRIDGING AGRICULTURE AND NUTRITION

Nutricircle Ltd. is one of the few companies in the world to isolate protein from millets. Bridging traditional agriculture with modern nutrition is where Nutricircle Ltd. is playing a transformative role.

Built on the belief that India's protein solution lies within its own ecosystem, the company unlocks value from indigenous crops through science-led innovation.

Working with millets, pulses and legumes such as chickpea, foxtail millet, amaranth, mung bean, kidney bean, orange lentil, and horse gram, Nutricircle transforms underutilised crops into high-quality plant protein ingredients. It is a global pioneer in isolating protein from millets — repositioning traditional grains for global nutrition markets.



ful solution. Their potential, however, can only be realised when they are integrated into modern food systems in ways that are convenient, scalable and aligned with evolving

consumer habits.

This is not about changing diets overnight. It is about enhancing what already exists.

Fortified flours, high-protein snacks, enriched staples, ready-to-drink beverages, and protein blends for everyday cooking are practical ways to enhance nutrition without disrupting habits.

The future lies in blending tradition with technology — making ancient crops relevant to modern aspirations.

A NEW GENERATION, A NEW WAY OF EATING

India's Gen Z and Gen Alpha are accelerating this shift. This is a generation that is not just consuming food but questioning it. They read labels and reviews, consult AI tools, track nutri-

animal welfare and environmental impact. Food, for them, is not just nourishment; it reflects identity, ethics, and lifestyle.

This evolving mindset is driving demand for clean-label, plant-based, high-protein solutions that are nutritionally effective, transparent in sourcing, and environmentally responsible.

INNOVATION ROOTED IN SCIENCE AND SUSTAINABILITY

At Nutricircle, every product is backed by rigorous research, clean-label principles, and collaborations with leading scientific institutions. Through advanced processing technologies, Nutricircle enhances protein concentration across diverse crops, achieving up to 85% purity in certain applications.

Its Go Nourish™ range delivers clean-label plant proteins that integrate seamlessly across snacks, beverages, bakery products, ready-to-eat and ready-to-cook foods, flour fortification, sports nutrition, and nutraceuticals, cosmetics and more.

The objective is simple: make protein accessible without demanding drastic behavioural change.

Collaborations with institutions including ICRISAT, IIMR, Nutrihub, Aghub, PJTSAU, NIFTEM, and CFTRI strengthen its scientific foundation, while global associations including the Maryland Global Gateway (USA), Saskatchewan Trade & Export Partnership (Canada), and the India-Denmark Green Strategic Partnership ensure nutritional validation and international relevance.

REIMAGINING AGRICULTURE

One of Nutricircle's key initiatives is its High-Protein Chickpea Value Chain. This programme connects seed development, regenerative cultivation, procurement, processing, and protein isolation. With seed production centres in Leh-Ladakh and Uttarakhand and a 100-acre Integrated Resource and Innovation Centre, the initiative aims to impact 50,000 acres and over 1,000 Farmer Producer Organisations.

The focus extends beyond production — enhancing farmer incomes, improving soil health, conserving water, reducing carbon emissions, and ensuring traceability.

It connects agriculture, sustainability, and nutrition into one unified ecosystem.

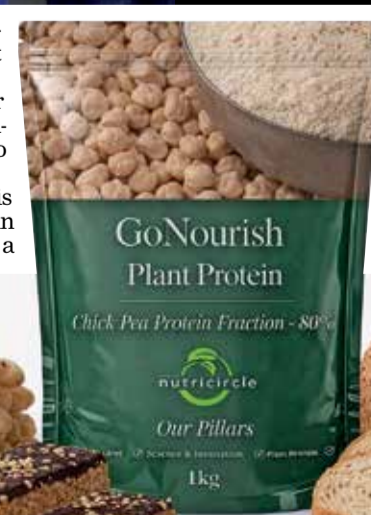
THE ANSWER WAS ALWAYS OURS

India's next phase of growth will not be defined by how much we produce, but by how well we nourish.



ET Industry Achievers Telangana and AP - 2026

The solution to protein deficiency does not lie overseas. It lies in our soil, our farmers, and our traditional crops — waiting to be reimagined. The real opportunity is not just to solve protein deficiency, but to build a



future where nutrition, sustainability, and innovation work together. Because what we feed today's generation will define the strength, resilience, and potential of the India we build tomorrow.

For more details, visit: www.nutricircle.in



Chickpea

VVE TRANSFORMERS: DELIVERING RELIABLE TRANSFORMER SOLUTIONS SINCE 1995

Every city runs on invisible strength. Behind illuminated skylines, humming factories, hospitals, data centres, and bustling institutions lies a silent force ensuring uninterrupted energy flow. For more than three decades, VVE Transformers has been one of those silent enablers, committed to keeping industries powered and progress uninterrupted.



Established in 1995 by the late I. Narayana Rao, VVE began as a humble transformer manufacturing unit built on technical precision and hands-on expertise. With deep knowledge in transformer design, manufacturing, and testing, he laid a strong technical foundation rooted in engineering integrity. What started as a modest venture steadily evolved into a trusted name for quality and reliability.

Today, under the leadership of Managing Director Vinod Illa, the organisation continues to build on that foundation, combining legacy experience with forward-looking innovation. The focus remains clear: consistent quality, dependable performance, and customer-centric solutions.

A STRONG PRODUCT BACKBONE

VVE Transformers manufactures Distribution Transformers, Power Transformers, and Dry Type Transformers, engineered to meet stringent international standards. Each unit is designed for durability, efficiency, and operational safety across diverse voltage classes and applications.

Every transformer undergoes rigorous testing before dispatch, ensuring high performance and reliability. Whether serving government utilities or private enterprises, the company's products are built to perform under real-world pressures.

BEYOND MANUFACTURING

What distinguishes VVE Transformers is not just its production capability, but also its comprehensive support services. The company provides repair and overhauling of power transformers, oil filtration services, testing

and commissioning, supervision, hiring solutions, and replacement of spares and optional fittings.

This comprehensive service portfolio ensures clients receive lifecycle support, from installation to maintenance, maximising performance and longevity. By integrating manufacturing with service expertise, VVE delivers solutions rather than standalone products.

POWERING MULTIPLE INDUSTRIES

Over the years, VVE Transformers has built a diverse client portfolio spanning convention halls, educational institutions, hospitals, IT parks, commercial complexes, stone crushers, rice mills, granite industries, spinning mills, hatcheries, pharma companies, construction firms, automobile sectors, and more.

Each sector presents unique energy demands, and the company's strength lies in adapting its engineering solutions to match these operational requirements. From heavy industrial usage to sensitive institutional environments, reliability remains non-negotiable.

A MILESTONE JOURNEY

Crossing the milestone of 100,000 delivered orders marks a significant achievement in the company's journey. This accomplishment reflects not just scale, but sustained trust earned across decades. For decades, their transformers have been recognised for structural strength, durability, and adherence to safety standards, qualities that have strengthened long-term partnerships.

The leadership's commitment to quality has also received industry recognition, with Managing Director Vinod Kumar Illa and Director Kiranmai being honoured with an award from Sundeep Shetty for their contributions.



I. Vinod
Managing Director

LOOKING AHEAD

As the energy landscape evolves, VVE Transformers is preparing for the next phase of growth. Expansion across wider geographies, development of advanced transformer solutions, and integration of eco-conscious manufacturing practices form the roadmap ahead. Sustainability and efficiency are becoming central pillars of the company's future strategy.

THE CORE PHILOSOPHY

VVE Transformers owes its success to visionary leadership, quality innovation, a comprehensive service portfolio, and a focus

on customer satisfaction. The company's ability to adapt to changing market conditions has been instrumental in its growth.

In an industry where performance cannot fail, VVE Transformers continues to stand as a dependable force, committed to quietly powering infrastructure, industries, and ambition, while upholding high standards of quality and service.

For more details, contact:

VVE Transformers Private Limited
62/2 C.i.e Gandhinagar Balanagar Extn
Hyderabad,
Call: 9362191919
Email: Info@vvetransformers.com
Website: www.vvetransformers.com



I. Narayana Rao
Founder and Chairman

Distribution Transformer



Dry Type Transformer



Solar Transformer



Power Transformer



Sree Sai Roller Flour Mills Supercharges its Retail Portfolio

Launch of its Most Nutritious Flour Yet: MINAR Fortified Protein Plus + MultiGrain Atta

Sree Sai Roller Flour Mills Pvt. Ltd. (SSRFM), a powerhouse in India's wheat milling industry for over three decades, has strengthened its retail portfolio with the launch of Minar Fortified Protein Plus + Multigrain Atta, its most nutritionally advanced flour to date. The move marks a significant step in the company's consumer-focused growth strategy, bringing its long-standing expertise in grain processing directly to households through a health-forward everyday staple.

The product was unveiled in Hyderabad by film actor Shriya Saran and brand ambassador Chef Sanjay Thumma, signalling SSRFM's aggressive expansion



Shobha Bansal, Ram Bansal, Shriya Saran, Aditya Bansal, Rupal Bansal, Avnish Kumar, Sanjay Thumma and Technoserve team

into the Health & Lifestyle foods category. With this launch, the company aims to reposition the traditional roti from a basic dietary staple to a nutrient-rich, high-performance superfood designed for modern lifestyles.

Minar Fortified Protein Plus + Multigrain Atta has been developed to bridge the gap between traditional diets and functional wellness. Positioned as the "gold standard" in SSRFM's flour range, the product delivers up to 50% higher protein compared to regular wheat flour. According to the company, consuming three rotis made from this atta can provide nearly one-third of an adult's daily protein requirement.

The formulation combines high-quality Sharbati wheat with a blend of soy, maize, and chana, further enriched with plant-based protein isolates derived from soy, pea, and brown rice. In addition to enhanced protein content, the flour is fortified with essential micronutrients including Iron, Folic Acid, Vitamin B12, Zinc, and Vitamin A, nutrients that combat hidden hunger and supporting immunity.

Speaking at the launch, Ramprakash Bansal, Managing Director, Sree Sai Roller Flour Mills, said, "After 30 years in the industry, we understand that Indian consumers today are looking beyond flour. They want nutrition that supports their

family's overall wellbeing. With this premium and super-healthy variant, we are making meaningful nutrition accessible to every kitchen."

Aditya Bansal, Executive Director, added, "This product is the result of intensive research and development by our team of food technologists, aimed at high-protein diets. It offers a convenient way to enhance nutrient intake without requiring any change in eating habits. It is especially relevant for growing children, working professionals, and fitness enthusiasts."

Industry leaders also highlighted the impor-

tance of such initiatives in tackling widespread nutritional deficiencies. Monojit Indra, Senior Practice Leader at TechnoServe and Programme Lead for Millers for Nutrition Asia, noted that improving nutrition at scale requires integrating essential nutrients into foods consumed daily. He observed that fortified staples like wheat flour present a powerful opportunity to address protein gaps and micronutrient deficiencies, and commended SSRFM's efforts in advancing this goal.

Echoing this sentiment, Abhishek Shukla, Country Programme Manager, Millers for Nutrition, stated that staple food fortification remains one of the most effective strategies to address micronutrient deficiencies at scale. He emphasised that industry-led innovations such as Minar Fortified Protein Plus + Multigrain Atta can significantly contribute to improving nutrition outcomes across communities.



Designed for families, children, and health-conscious consumers alike, Minar provides a scalable solution to improve dietary quality without altering familiar food habits. The product will be available in 1 kg packs. It will be sold at Q Mart, RedRose Mart, and Balaji Grand Bazar, as well as across grocery stores, supermarkets, and e-commerce platforms. The initial launch will take place in Hyderabad, Telangana, and other southern markets, followed by a phased expansion nationwide. While positioned at a slight premium over regular atta, the company aims to keep it accessible to a wide consumer base.

Established in 1995, Sree Sai Roller Flour Mills Pvt. Ltd. is a Hyderabad-based flour milling company with a production capacity of approximately 600 metric tonnes per day. Known for its modern infrastructure and stringent quality standards, SSRFM continues to reinforce its commitment to innovation and its vision of integrating better nutrition into everyday Indian diets.



Shriya Saran

JYVS UPHOLDS A SILKEN LEGACY: A CENTURY OF WOVEN STORIES FROM THE HEART OF DHARMAVARAM

The saga of JYVS handloom store commenced nearly a century ago in the historic town of Dharmavaram, Andhra Pradesh. For four generations, the family behind the brand, originally established under the banner of Sree Vasavi Silk Palace, has served as custodian of this revered art form. Their ancestors did not simply weave fabric; they meticulously engineered heirlooms, drawing design inspiration, philosophies and heritage elements directly from the intricate carvings of ancient temples.



A MISSION TO REVIVE THE "HEARTLOOM"

In a global market increasingly dominated by fast fashion and mechanised imitations, JYVS (Jyothi Yasala & Vasavi Silks)—founded by Naresh Kumar and Jyothi Yasala—emerged as the resonant voice for the artisan. The brand envisioned by a sister-and-brother duo was born from an unwavering commitment to present the uncompromising quality of authentic Kanjeevaram weaves directly to consumers, thereby bypassing intermediaries who often dilute the soul of the craft.

They are not merely merchants; they are masters of the loom. A visit to their Hyderabad flagship store goes far beyond a conventional saree showcase—it is an immersion into the craft. Within the space, the rhythmic thud-thud of a live handloom offers a tangible reminder that every exquisite thread is guided by human hands.

PRIORITISING EDUCATION OVER SALE

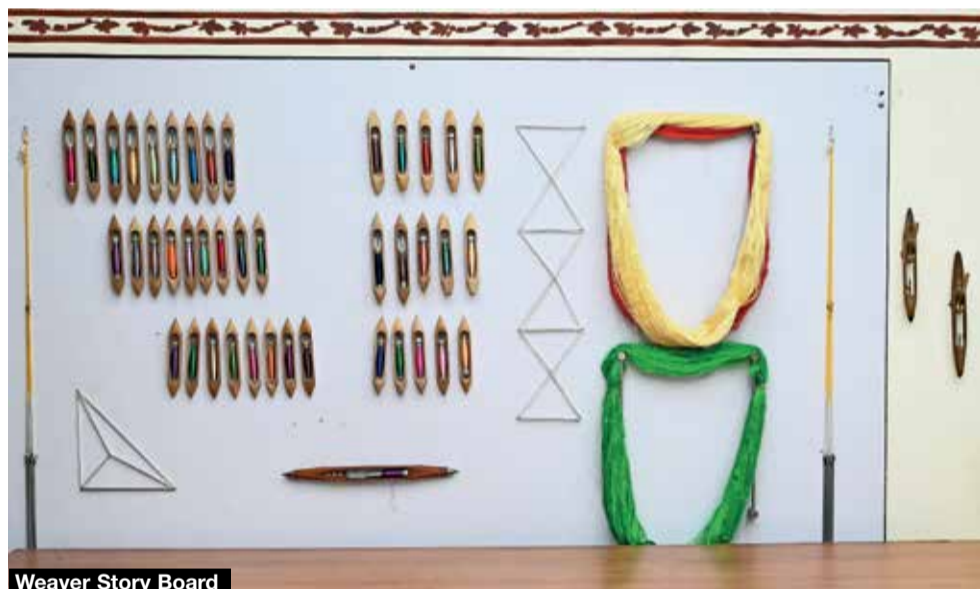
JYVS upholds a standard of absolute transparency, beginning with the procurement of silk yarn and extending through the intricate weaving of a pure Kanjeevaram silk saree. This dedication ensures that their journey is as much about profound education as it is about exceptional weaving. They demystify the complexities of the industry, from exposing the intricacies of "fake silk" seams to explaining the precise science of metal extraction in pure zari. Through their signature vintage collection and



Store Interior



120 years saree



Weaver Story Board



Naresh Kumar and Jyothi Yasala



40 years saree

less integration of contemporary motifs and refined colour palettes, they are shaping a new design language for the modern Indian woman.

ongoing research to revive forgotten techniques, they ensure that every JYVS saree stands as a masterpiece in authenticity.

WEAVING A SUSTAINABLE LEGACY

As the brand moves toward the

Handloom is our Heartloom—
Vastram kaadu, Varasatvam - It's not just cloth, it's a legacy.
Naresh Kumar and Jyothi Yasala

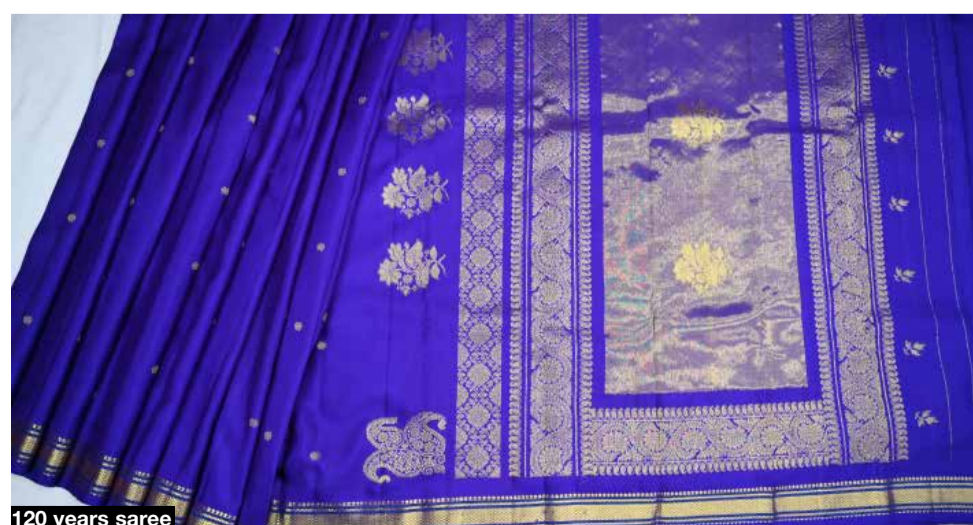
future, its vision continues to expand. They are thoughtfully bridging the revered traditions of classic heavy silk with the evolving aesthetic sensibilities of the modern era. Through meticulous research into forgotten weaves and the seam-

At JYVS, a saree is not merely a purchase; it is an investment in a 90-year-old lineage—one that honours the planet, champions the artisan, and preserves the timeless elegance of a handwoven masterpiece.

TIMELESS TRADITION RESTORED

With a singular vision to revive the old and forgotten weaving techniques of Kanjeevaram sarees, they launched the "Recreation Project." Recognising that many households treasure heritage sarees tucked away in cupboards, they are committed to ensuring that this legacy is meaningfully passed on to the present generation.

The recreation process enables them to meticulously learn and revive forgotten weaving techniques, incorporating those heritage



120 years saree

design elements into present-day creations. Many esteemed clients have entrusted them with their precious vintage Kanjeevaram sarees, preserved with utmost care.

For every young woman, wearing her mother's or grandmother's saree on a special occasion is a deeply cherished dream. However, time often leaves these heirlooms fragile, torn, or no longer wearable, and the original weaving styles nearly impossible to replicate. JYVS strives to fulfil that profound aspiration by recreating those sarees, thereby creating new, enduring memories that will last for a lifetime.

RECREATING A 120-YEAR-OLD SAREE

One of their clients, Madhavi garu, approached them with a poignant and unique request—to recreate her great-grandmother's saree, a piece nearly 120 years old. The pallu had been completely torn away, and the only reference available was an aged photograph of the original design.

The dedicated team spent six months decoding the exact pattern, identifying the appropriate weaving technique, and painstakingly recreating the saree. In the end, they successfully wove and delivered six identical sarees—one for each of the six sisters in the family—thereby delivering unforgettable memories of their great-grandmother.

EXPERIENCE LIVE WEAVING DEMONSTRATION

JYVS established a live demonstration in their Hyderabad store to showcase their Dharmavaram roots and celebrate their family's weaving heritage. Clients are invited to witness the creation of a Kanjeevaram saree in real time, offering them a deeper understanding of the weaving process. Through this immersive experience, visitors gain an appreciation of the complexities involved, and truly grasp the profound backstory of a Kanjeevaram handloom.

VISIONARY INSPIRATION

In a world saturated with counterfeit silk and power-loom imitations, the founders of JYVS were driven to provide the authentic experience of a pure handloom store. They have consistently upheld their motto—"Every saree has a story, and only a true weaver can convey its full narrative"—since the opening of their Hyderabad store. For over 9 decades, they have been trusted pillars and suppliers for major retail brands across South India, imparting their skills and supplying authentic handloom Kanjeevaram sarees. With this immense legacy and expertise, the brand has entered Hyderabad to offer that same uncompromising quality directly, at a true weaver's price.



Live Weaving



40 years saree



A SANCTUARY FOR VINTAGE MASTERPIECES

Rooted in a distinguished 90-year heritage, JYVS revives forgotten Kanjeevaram traditions with masterful expertise. The store stands as a curated sanctuary for rare weaves, featuring the gossamer elegance of Vairaoosi, structural



Scan the below QR for Insta Page

brilliance of Korvai and charm of timeless heritage motifs. Each creation reinterprets archival colour palettes for the modern connoisseur, offering woven poetry that transcends time.

For more details, contact:

JYVS handloom store
Phone: 9951222280

instagram : @jyvsandloomstore

Website : <https://jyvsandloomstore.com/>



WISE DESIGN: PREMIUM HOME INTERIORS, CHOSEN WISELY

audience of first-time homeowners, young families, and value-conscious buyers seeking thoughtfully designed interiors within a defined budget. The brand name reflects its philosophy — choose wisely. Wise Design believes informed decisions create better homes, better value and long-term satisfaction.

THOUGHTFULLY BUILT KITCHENS

At the heart of every home lies the kitchen — a space of creativity, nourishment, and connection. Wise Design offers a diverse range of kitchen models tailored to suit varying lifestyles and budgets, balancing durability with contemporary appeal. The brand features two primary cabinet structures under its Prime Series and Prime-Q Series.

In today's aspirational housing market, homeowners are inspired by stunning kitchens, sleek wardrobes, elegant crockery units, and stylish TV consoles showcased across platforms and showrooms. Yet for many families, premium interiors often feel financially out of reach. Wise Design was created to bridge this gap — offering affordable, economical home interiors without compromising on quality, aesthetics, or durability.

With offerings starting from approximately ₹2.5 lakhs onwards, Wise Design caters to a wide



wise

design ecosys

COMPREHENSIVE INTERIOR SOLUTIONS

Wise Design provides comprehensive full-home interior solutions that integrate space planning, storage, lighting, finishes, and furniture into a cohesive vision. Clients are educated about materials, hardware options, finishes, and cost implications. There is no pressure to make hurried decisions. Instead, the emphasis is on clarity and confidence.



Premium interiors need not belong exclusively to a niche segment. Wise Design demonstrates that with intelligent planning, durable materials, and thoughtful budgeting, homeowners can achieve aspirational spaces without financial strain.

PRIME SERIES – WOODEN CABINET CONSTRUCTION

Built using BWP (710) laminated plywood for base, wall, and tall cabinets, which is boiling water proof. Handle-less options are available for homeowners who prefer a sleek, modern look. The Prime Series comes with a 10-year warranty, reinforcing long-term reliability.

PRIME-Q SERIES – HYBRID KITCHEN CABINET SYSTEM

The highlight of Wise Design's innovation is its Cubotic frame-based hybrid system. This pioneering structure combines a cubotic metal frame with BWP (710) laminated plywood for base cabinets, while wall and tall units use boiling water-proof plywood. Though handle-less options are not available in this series, the structural advantages, including durability and moisture resistance, are significant.

CUBOTIC: INTELLIGENT STRUCTURAL DESIGN

Cubotic introduces a cube-based framework that defines space with precision while enhancing strength and longevity. Its modular cube structure ensures flexibility, faster installation, and ease of maintenance.

For homeowners, the greatest advantage is future readiness. By investing approximately ₹50,000 more in a Cubotic-based system, clients



significantly reduce the risk of long-term structural damage. In cases of seepage or moisture-related issues, which are common in Indian kitchens, base carcass panels can be replaced without dismantling the entire setup. This prevents expensive rework and disruption.

The Prime-Q Series offers a 10-year warranty, along with free replacement of base carcass panels damaged due to water or moisture (excluding shutters and facias). Increasingly, builders and architects recommend hybrid systems like Cubotic for their resilience and practicality.

However, Wise Design continues to offer traditional wooden kitchens for customers who prefer conventional structures. The brand's

focus is not on pushing one system over another, but on helping clients decide wisely based on lifestyle and budget.

DETAILS THAT MAKE THE DIFFERENCE

Wise Design offers multiple core materials, including 710-grade plywood, MDF, and particle board (optional for Prime-Q). Premium hardware such as Hettich Onsys soft-close hinges and Hettich Inotech Atira drawer systems ensure smooth functionality and durability.

Countertop options include natural stone, engineered quartz, and solid surfaces, selected based on usage, maintenance preference, and

cost considerations. Stainless steel and quartz sinks add further practicality.

From Prime+ and Prime Integra to Classic Wood and PU finishes, shutter designs are customisable to reflect personal taste while maintaining structural integrity.

PLANNING WITH PURPOSE

At Wise Design Ecosys, interiors begin not with finishes, but with meticulous space planning. Every home is unique, and functionality depends on who lives there, daily routines, and future lifestyle needs.

Before designing, Wise evaluates family size, habits, budget priorities, rental versus personal use, multi-use requirements for elders and children, and adaptability for future changes.

Unlike designing on a blank canvas, interiors must align with electrical layouts, plumbing lines, ventilation systems, and structural limitations. Each project begins with a detailed site survey to prevent costly alterations later. Relocating service points can be difficult without proper foresight.

The Wise approach ensures every inch is optimised for today while remaining adaptable for tomorrow.

EFFORTLESS MODERN LIVING

Beyond kitchens, Wise Design offers modular wardrobes (side-hung and sliding), TV consoles, chests of drawers, shoe racks, crockery units, and customised storage solutions. Homeowners can physically view product configurations to better understand proportions and functionality.

Clients may opt for fully modular interiors, traditional carpentry, or a hybrid combination — flexibility remains central to the brand's philosophy. While the brand focuses on modular systems, clients are encouraged to collaborate with trusted carpenters if preferred. Supporting self-employed artisans sustains local craftsmanship while allowing personalised detailing.

For more details, contact:
Wise Design Ecosys Private Limited
Plot No 5, 1st Floor, Mahathi Towers,
Hitex Road, Kothaguda,
Hyderabad – 500084
Phone:- +91 9920566669
Email:- info@wiseecosys.com

For more information, email to info.oms@timesofindia.com

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