

The Next Lap

June 2025

Eco-conscious practices for Indian agriculture

A white paper by Ayvens & IMA

We're thrilled to announce the release of our third white paper in collaboration with the esteemed IMA, titled 'India's agriculture crossroads: sustainability, innovation and the future of farming'. With a growing population to feed and the increasing challenges of a changing climate and shrinking natural resources, embracing innovative solutions is not just an option – it's a necessity. This dynamic white paper unpacks the exciting potential within:



India's sustainable farming revolution
Discover the inspiring journey towards eco-conscious agricultural practices



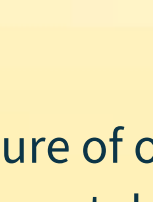
Tech to the rescue
See how cutting-edge technologies are paving the way for a greener future



Greener logistics: A breath of fresh air
Explore how smarter transportation can minimise environmental impact



Bye-bye waste, hello biodegradable!
Learn about the power of eco-friendly packaging solutions



Navigating the path
Tackling regulatory hurdles and ensuring safety

The future of our food systems depends on the bold actions we take today! Want to understand how sustainable farming superheroes like precision agriculture and biopesticides, along with planet-friendly logistics, can steer us towards a brighter tomorrow? Then you must read our white paper! [Read now](#)

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Industry highlights

Tata Motors is set to bolster its electric vehicle lineup with upcoming launches [Read now](#)

Mahindra to acquire 58.96% stake in SML Isuzu for ₹555 crore [Read now](#)

How can Indian mobility startups solve the urban mobility crisis? [Read now](#)

State govt slashes EV tax by 5% to boost green mobility [Read now](#)

Royal Enfield to launch first e-motorcycle C6 in Q4 FY26 [Read now](#)

ETAutoTech Summit 2025 set to shape the future of sustainable mobility and automotive innovation [Read now](#)

Beyond subsidies: How India's EV sector can achieve long-term success [Read now](#)

GreenCell Mobility wins order for over 1,200 electric buses under PM e-Bus Sewa [Read now](#)

Tata Motors plans more EV actions in FY26 [Read now](#)

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[Visit here](#)



Or you can email us at
india.feedback@ayvens.com

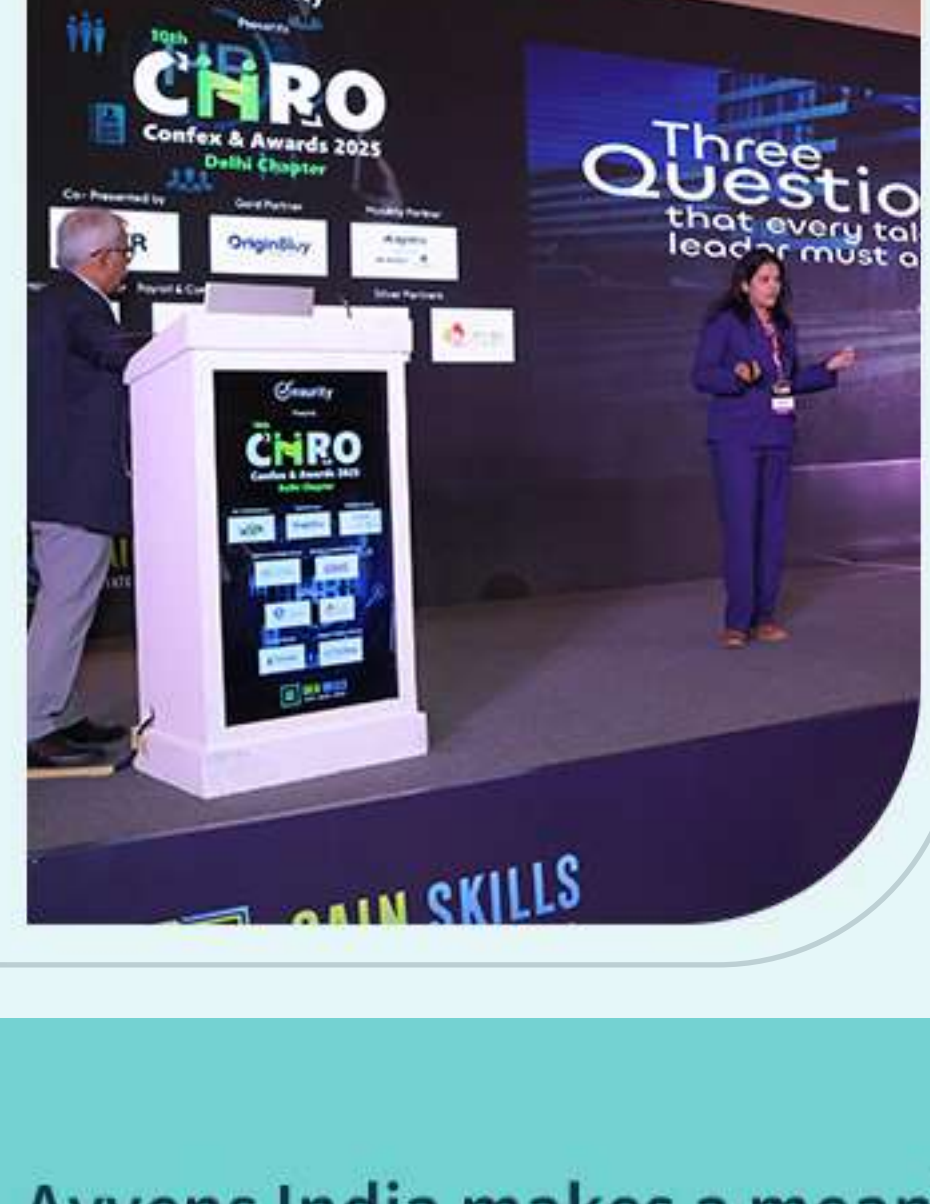
Networking events

Ayvens India steals the spotlight at the 33rd India CFO Summit!

On 11th April, 2025, Ayvens India sponsored the prestigious 33rd Edition India CFO Summit, held in the vibrant city of Bangalore! Organised by Bizintegration at the Renaissance Racecourse Hotel, Bangalore, this premier event buzzed with the presence of key players from across the financial sector.

Adding to the excitement, Ayvens teamed up with Morris Garages, showcasing the stunning MG ZS EV and the captivating MG Comet EV. These vehicles definitely turned heads and sparked considerable interest among the attendees!

The summit was an absolute success, providing a fantastic hub for networking and boosting Ayvens' brand visibility. With over 100 attendees at the CFO Summit, a significant number expressed genuine enthusiasm for Ayvens' innovative offerings. What a fantastic opportunity to connect and showcase their vision!



Ayvens India makes a splash at the 10th CHRO Confex and Awards in New Delhi!

At the 10th CHRO Confex and Awards held in Vivanta Dwarka, New Delhi on 16th April, 2025 Ayvens India was a key sponsor.

The event served as a valuable meeting point for influential HR leaders across the industries. In collaboration with OEM partner Hyundai and MG, Ayvens showcased the impressive Hyundai Creta EV and the stylish MG Windsor EV, which garnered considerable attention from the attendees.

These events create vibrant hubs where HR professionals can connect, exchange insights, and collaboratively explore the evolving landscape of the future of work. Ayvens successfully captured the attention of many at the CFO Summit. Out of the impressive turnout of over 200 participants, a considerable number were eager to delve deeper into what Ayvens has to offer.

Ayvens India makes a meaningful connection at the 12th India HR Summit

Ayvens India proudly stood as a key sponsor at the 12th India HR Summit, held at the elegant Renaissance Race Course in Bengaluru on April 25th, 2025!

This premier event, expertly orchestrated by Bizintegration, became a dynamic hub where influential HR leaders from diverse industries converged. Adding to the excitement, Ayvens partnered with Morris Garages, showcasing the cutting-edge MG Windsor EV and MG Hector.

Events like these are powerhouses for HR professionals, offering invaluable opportunities to spark new ideas and collectively shape the future of work. This impactful presence underscores Ayvens' commitment to engaging with key stakeholders and demonstrating their leadership in the evolving world of work.



Ayvens India shines at the 35th India CFO Summit

Ayvens India made a significant impact and built valuable connections at the prestigious 35th India CFO Summit at Hyatt Place, Hyderabad! The attendees were excited to see Morris Garages showcase MG Windsor EV and MG Hector.

CSR chronicles

25,000 lives touched: Ayvens wins 'Best Road Safety Project' award

We are honored to share that our Road Safety initiative has been awarded the 'Best Road Safety Project of the Year 2025' award by the **Global CSR, Sustainability & ESG Awards!**

This prestigious award was received by Shalini Baveja (Director-Marketing, Strategy & ESG) and Anisha Mukherjee (Associate Vice President- CX, Product & ESG) at Hyatt Centric, Delhi on 25th April, 2025.

Over the past two years, Ayvens, in collaboration with United Way, has trained nearly 25,000 new drivers in road safety in Mumbai and Bengaluru. And in just the first four months of 2025, we've already surpassed expectations, reaching over **12,404 community members!**

To learn more about our CSR initiatives, please visit our website.

[Visit now](#)

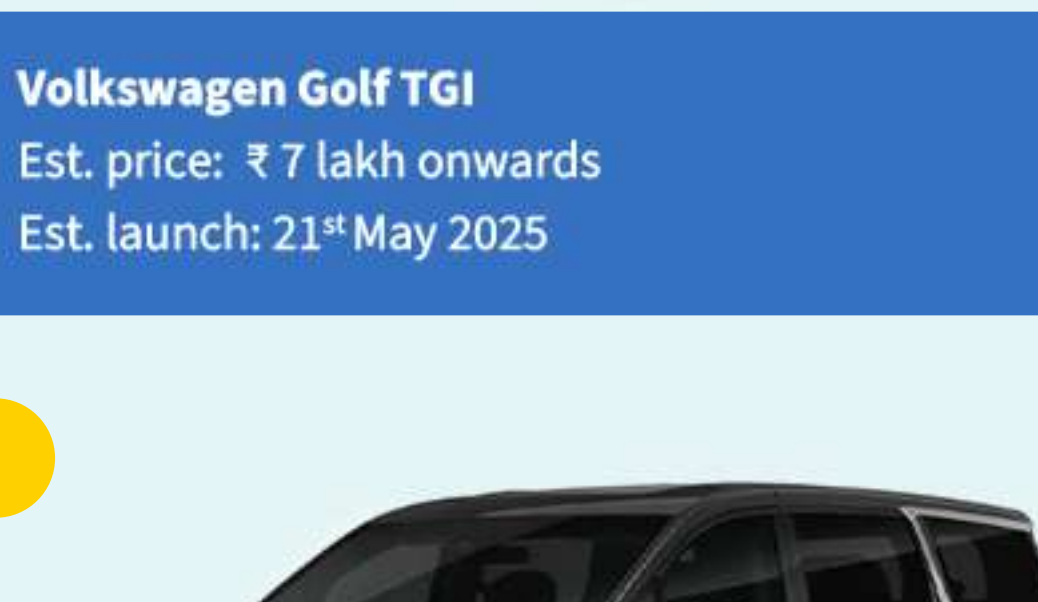


On the road: New arrivals

May

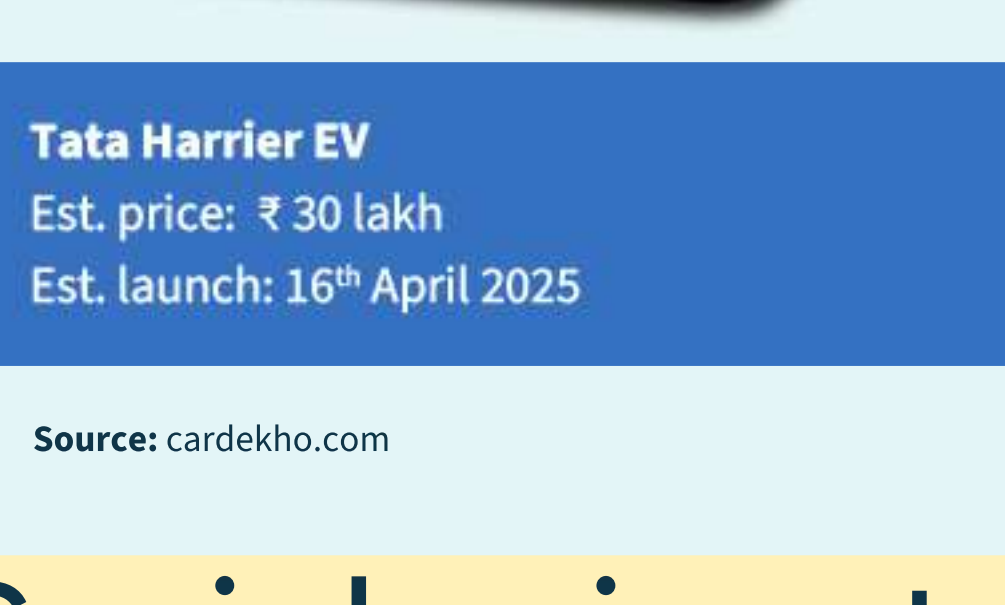


MG Windsor EV Pro
Est. price: ₹ 16 lakh
Est. launch: May 2025

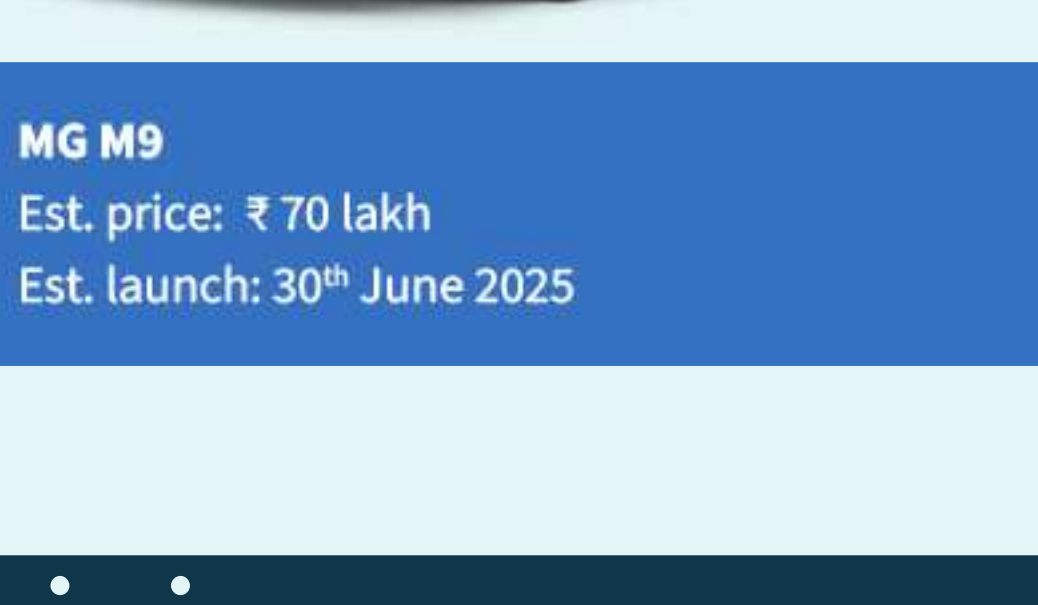


Volkswagen Golf TGI
Est. price: ₹ 7 lakh onwards
Est. launch: 21st May 2025

June



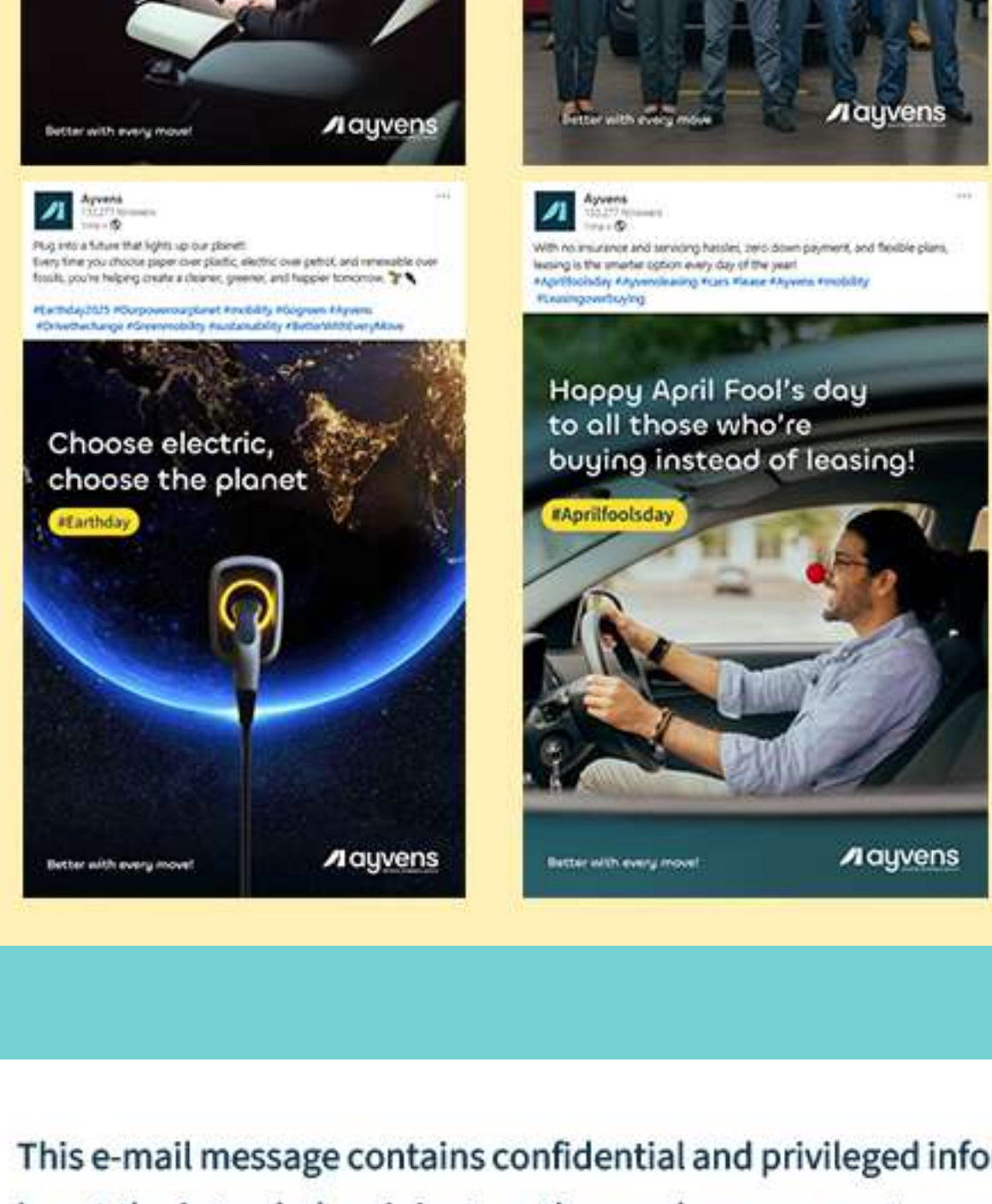
Tata Harrier EV
Est. price: ₹ 30 lakh
Est. launch: 16th April 2025



MG M9
Est. price: ₹ 70 lakh
Est. launch: 30th June 2025

Source: cardekho.com

Social snippets



Trivia

1. What does the 'RPM' gauge on a car dashboard measure?
2. Which car company was the first to mass-produce vehicles using an assembly line?
3. What type of engine layout is commonly abbreviated as 'V8'?
4. Which German automotive brand's name translates to 'The People's Car'?
5. What does the 'GT' stand for in many car models, such as the Ford GT or Mustang GT?

1. Revolutions per minute
2. Ford Motor Company
3. An engine with 8 cylinders arranged in a V configuration
4. Volkswagen
5. Gran Turismo (or Grand Tourer)

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