

FROM INFORMATION TO SECURITY, AI TO BE MAJOR MOVER AT THE MEGA EVENT

# Chants meet chatbots at this year's Maha Kumbh

GARIMA SADHWANI  
& URVI MALVIA  
New Delhi/Mumbai, January 9

SADHUS DONNING SUNGLASSES and sneakers at the Maha Kumbh will also be chatting with an AI bot this year, to know something as mundane as what time the morning *snan* will be, or where the nearest toilet is.

You could be doing the same, getting all information about the *mela* from its first-ever artificial intelligence-powered chatbot named Kumbh Sah'Al'yak, available on the Mela website, app and WhatsApp.

The chatbot—developed by the state government, the Prayagraj Mela Authority, and the Uttar Pradesh Development Systems Corporation—has deployed the open-source large language model (LLM) built by Ola's AI venture Krutirum, and is accessible in at least 10 languages.

Not just information, most of the Mela affairs are digitised and online.

Akanksha Rana, officer on special duty at the Maha Kumbh, told FE: "We have moved most of the fair's operations from offline to online—everything from sanitisation to camps, tracking inventory, mechanisms of monitoring, security and surveillance, is online."

Prakhar Srivastava, who leads digital transformations and partnerships for the Prayagraj Mela Authority, said: "For the Maha Kumbh, we have integrated tech with most emergency services. Besides a detailed website in Hindi and English, the entire venue will be WiFi-enabled. We have tied up with many tech companies for their services, including Google Maps, to mark about 1,500 points of interest in the Mela area for people to navigate easily."

For the biggest congrega-

## TECH & TRADITION



■ Kumbh Sah'Al'yak, an AI-powered chatbot for all info on *mela*

■ 2,751 CCTV, 328 AI-enabled cameras, 24 automatic number plate recognition cameras, 100 smart parking systems, and AI-driven data analytics systems

■ 56 cyber warriors, 40 variable messaging displays, 20 hi-tech drones, tethered drones, underwater drones for real-time surveillance, four anti-drone systems to intercept unknown flying objects

■ RFID wristbands to help in lost and found cases

■ 360-degree virtual reality stalls, a show driven by 2,000 drones at venue

■ Digitised ticket booking systems and online accommodation bookings

■ GIS-based maps for within the Kumbh premises

tify EV charging patterns, and ensure a superior parking experience. All parking slips will have a unique QR code to check parking location and pre-pay for the parking fee."

Connectivity is important for all this, and so, telecom providers have set up 53 help desks across the Mela area and disaster management centres operated by Airtel, BSNL, Jio and Vodafone Idea (Vi) have been established to support emergency communications and ensure prompt response during any crisis situation, the department of telecommunications (DoT) said.

Airtel has set up 287 new sites and laid additional 74-km fibre in Prayagraj to enhance mobile coverage. The telco has also deployed 78 active cell-on-wheels in the Mela area, according to a spokesperson.

In partnership with the Prayagraj Traffic Police, Airtel has also set up over 780 kiosks at the venue's entry and exit points to effectively manage the large crowds and assist devotees.

A Vi spokesperson said the telco has enhanced network capacity by adding 30 new sites at Triveni Sangam as well as around 40 macro and high-powered small cells covering all major points in nearby areas. Additionally, 32 km of fibre has been deployed to strengthen back-haul connectivity.

For all those missing the action, Vi has partnered with Shemaroo to live-stream the entire fair on the Vi Movies & TV app. A Vi spokesperson told FE: "Users can experience the *shahi snans* on Makar Sankranti, Mauni Amavasya and Maha Shivratri, and access exclusive recorded content, anchored tours of *akharas*, cultural performances of folk music and devotional songs, as well as stories of the colossal infrastructure supporting millions of pilgrims."

## Ultra-luxury homes in high demand

### SALES OF ULTRA-LUXURY homes

—those priced above ₹40 crore—remained brisk in 2024. A total of 59 units were sold for ₹4,754 crore across the country's top seven primary and secondary housing markets during the year—new peaks in terms of both number of deals as well as value, showed an Anarock report. "Although there was only a 1-unit increase in the number of transactions closed in 2024 compared to 2023, there was a 17% annual increase in value. Some of the most prominent Grade A developers have been upping ultra-luxury inventory in response to the growing demand," said Anuj Puri, chairman, Anarock Group.



► ₹40-cr homes sold in India

No. of homes sold Apartment Bungalow Total  
2023 53 5 58  
2024 53 6 59

Value (in ₹ cr) Apartment Bungalow  
2023 3,743 320 4,063  
2024 3,910 844 4,754

City	Micro market	Type	No. of units	Total cost /price	Project name
Mumbai	Malabar Hill	Apartment	2	270 cr	Lodha Malabar
Mumbai	Cuffe Parade	Bungalow	1	500 cr	Bungalow
Mumbai	Worli	Apartment	2	225 cr	Oberoi 360 West
NCR	Gurugram	Apartment	1	190 cr	DLF- The Camellias
Mumbai	Worli	Apartment	1	185 cr	Lodha Sea Face

Source: Anarock Research

## CES 2025

# Trump tariffs: Auto suppliers rethink production plans

ABHIRUP ROY  
Las Vegas, January 9

Trump has vowed to impose a blanket tariff of 10% on global imports into the US and a 60% tariff on Chinese goods

that in Mexico or Brazil...  
Bosch is waiting until January 20 to see what actually happens before it makes any "significant decisions", Thomas added, a point echoed by other suppliers and automakers.

Nikolai Setzer, CEO, Continental, said the firm is talking to its suppliers in North America about whether alternative local components are available for parts so it can avoid tariffs. "Wherever we can further localise, and it makes sense, we'll do it."

Honda executive V-P Noriya Kaihara said depending on tariff levels, "we might have to consider that we're maybe changing production location..."

Allan Swan, Panasonic Energy's North America president, said with Trump due to take power, the firm is accelerating plans to eliminate all Chinese content from its US-made batteries. —REUTERS

## Adani-ISKCON to serve prasad

## 10 'Khoya-Paya Kendras' set up

## SAIL supplies 45,000 tn steel

ADANI GROUP AND the International Society for Krishna Consciousness (ISKCON) have joined hands to serve meals to devotees at the Maha Kumbh Mela. The Mahaprasad Seva will be offered for the entire duration of the Maha Kumbh Mela, from January 13 to February 26. —PTI

UTTAR PRADESH POLICE has set up 10 state-of-the-art digital 'Khoya-Paya Kendras' across the Maha Kumbh Mela area. Equipped with modern facilities, these centres feature waiting rooms, medical rooms, and refreshment area for women and children to provide immediate assistance, officials said. —PTI

SAIL ON THURSDAY said it has supplied approximately 45,000 tonnes of steel for the upcoming Maha Kumbh Mela. The steel supplied by the state-run firm will play an important role in supporting the construction of various temporary structures essential for smooth conduct of the Mela. —PTI

sition of humans in the world, crowd management can be a task. For that, the management has AI-licensed cameras that can assist in counting and tracking the number of people and vehicles, pedestrian movement, fog/smoke detection, and disaster management, etc.

The AI-based facial recognition systems can assist in lost and found cases, as will

social media platforms and radio frequency identification (RFID) wristbands and mobile app tracking," said Srivastava.

Travel and accommodation bookings are also digitised, to the extent that during the Mela, railway personnel will be wearing jackets with QR codes printed on them to be scanned to download a mobile app for pre-bookings.

While at the Mela, even routine operations such as parking, ration distribution and waste segregation will have AI backing.

Amit Lakhotia, founder and CEO of Park+, which will be managing parking, said: "We expect over 250,000 vehicles to converge into Prayagraj in these 45 days. Our AI-powered systems will be able to predict parking patterns, parking fill rates, iden-

## Rajasthan State Mines & Minerals Limited

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Phone - 0294-2428758, 2428763-67, Fax-0294-2428768, 2428770

### NOTICE INVITING e-TENDER

Date - 08/01/2025

NIT No. & Date

e - NIT No.12/2024-25

UBN No.

MML2425GLRC00172

Description of Work

Supply of Ammonium Nitrate for making of ANFO on Rate Contract basic. Approx Qty As per tender.

Bid Security Rs. 10,00,000/-, Tender Document

Fee Rs. 110/-

Other terms & conditions have been given in detailed tender for which please

visit us at our website [www.rsmml.com](http://www.rsmml.com) or [www.sppr.rajasthan.gov.in](http://www.sppr.rajasthan.gov.in) or [www.eproc.gov.in](http://www.eproc.gov.in) or DGM(MM) on above address.

Raj.Samwad/C/24/10055 DGM (Admin)

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NOTICE

Pursuant to Regulation 29 with Regulation 47 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015, notice is hereby given that a meeting of Board of Directors is scheduled to be held on Tuesday, February 11, 2025 at New Delhi, inter-alia to consider and approve the un-audited financial results (Standalone) of the Company for the quarter ended December 31, 2024.

The said notice may be accessed on the Company's website at <http://www.pushpsons.com> also on the website of the stock exchange at <http://www.bseindia.com>.

For Pushpsons Industries Limited

Sd/-

Pankaj Jain

Director

DIN: 00001923

Place: New Delhi

Date: January 09, 2025

## Kerala Co-operative Milk Marketing Federation Ltd.

Milma Bhavan, Pathum P.O, Trivandrum-695004

Ph: 0471 2786415 & 416 E-mail: [purchase@milma.com](mailto:purchase@milma.com)

### E-TENDER NOTICE FOR PP/BOPP BAGS

Bids are invited through e-tender from bona-fide suppliers for supply of PP/BOPP Bags

for Cattle Feed Plants at Pattanakkad/Malampuzha. Tender documents are available in

[www.tenders.kerala.gov.in](http://www.tenders.kerala.gov.in). Last date for online submission is 18.01.2025 and for

more details, log on to: [www.milma.com](http://www.milma.com)

MANAGING DIRECTOR

This is with reference to Form G for Hotel Horizon Private Limited ("HHPL")

published on December 19, 2024 in which the last date of submission of Expression of

Interest ("EOI") was January 10, 2025. In view of the decision taken by the members of

the Committee of Creditors of HHPL in the 2nd CoC meeting of HHPL held on January

09, 2025, the last date of submission of EOI has now been extended to January 24,

2025 for seeking wider participation of the prospective resolution applicant(s). Further

details regarding the extension of timelines for submission of EOI and consequent

changes to the other timelines may be referred to by the prospective resolution

applicants [https://hotelhorizoncorp.in](http://hotelhorizoncorp.in). Prospective resolution applicants are requested

to regularly visit <http://hotelhorizoncorp.in> for any further updates in timelines, if any.

## TATA CONSULTANCY SERVICES LIMITED

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### Extract of the audited consolidated interim financial results for the three months and nine months ended December 31, 2024 (₹ crore)

	Three months ended December 31, 2024