

MUMBAI: Aimee at opp...  
sector in India, Elder Health Care Limited, part of the  
Elder group, has entered into an in-licensing agreement with Japan's  
leading advanced skincare, body care and cosmetic manufacturing  
company, POLA Chemical Industries to introduce POLA's state of the  
arts skin care & cosmetic products in India. EHCL already has a  
strong marketing & distribution network in the skin care sector with  
Fairone Fairness Cream (Men/Women) & Fairone Soap, in-licensed  
from Shahnaz Hussain Herbals Pvt Ltd.

### Strong response for Sundaram's 'e-class'

MUMBAI: Sundaram Multi Pap Ltd, a BSE & NSE listed Company  
and the market leader in the field of paper stationary products has  
successfully launched a new business vertical - an innovative educa-  
tional content under the brand name "e-class" for the students of  
Maharashtra State Board through its subsidiary Sundaram Edusys  
Pvt. Ltd. "e-class" is chapter-wise audio-visual, animated content in a  
PEN DRIVE that runs on TV through a small multi media player  
called e-box. The company plans to launch shortly "e-class" for 5th,  
6th, and 7th standards in Maharashtra. By the end of the current cal-  
endar year, the company will cover syllabus of all classes from 1st  
standard to 10th standard in Maharashtra.

### Diamond Entrepreneur Harshad Mehta to contest Hindu Gymkhana's President post

MUMBAI: Visionary Diamond Entrepreneur Harshad Mehta, who is a  
Senior Director & Promoter of Rosy Blue Group as well as partner of  
B. Arunkumar & Company has filed his nomination for the the  
President's post in the ensuing Managing Committee election 2010-  
12 of P.J. Hindu Gymkhana, Mumbai. The election is slated to take  
place on 18th & 19th September 2010 at gymkhana premises.  
Harshad Mehta had a privilege to work as a Vice President during the  
Centennial Year of the Gymkhana. While he was actively pursuing the  
activities of the club from various aspects, some of the past Managing  
Committee members shared their feedback with him.

Business

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