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SEPTEMBER 2013

INDIA  
TODAY

A MONTHLY MAGAZINE

# SIMPLY PUNJABI

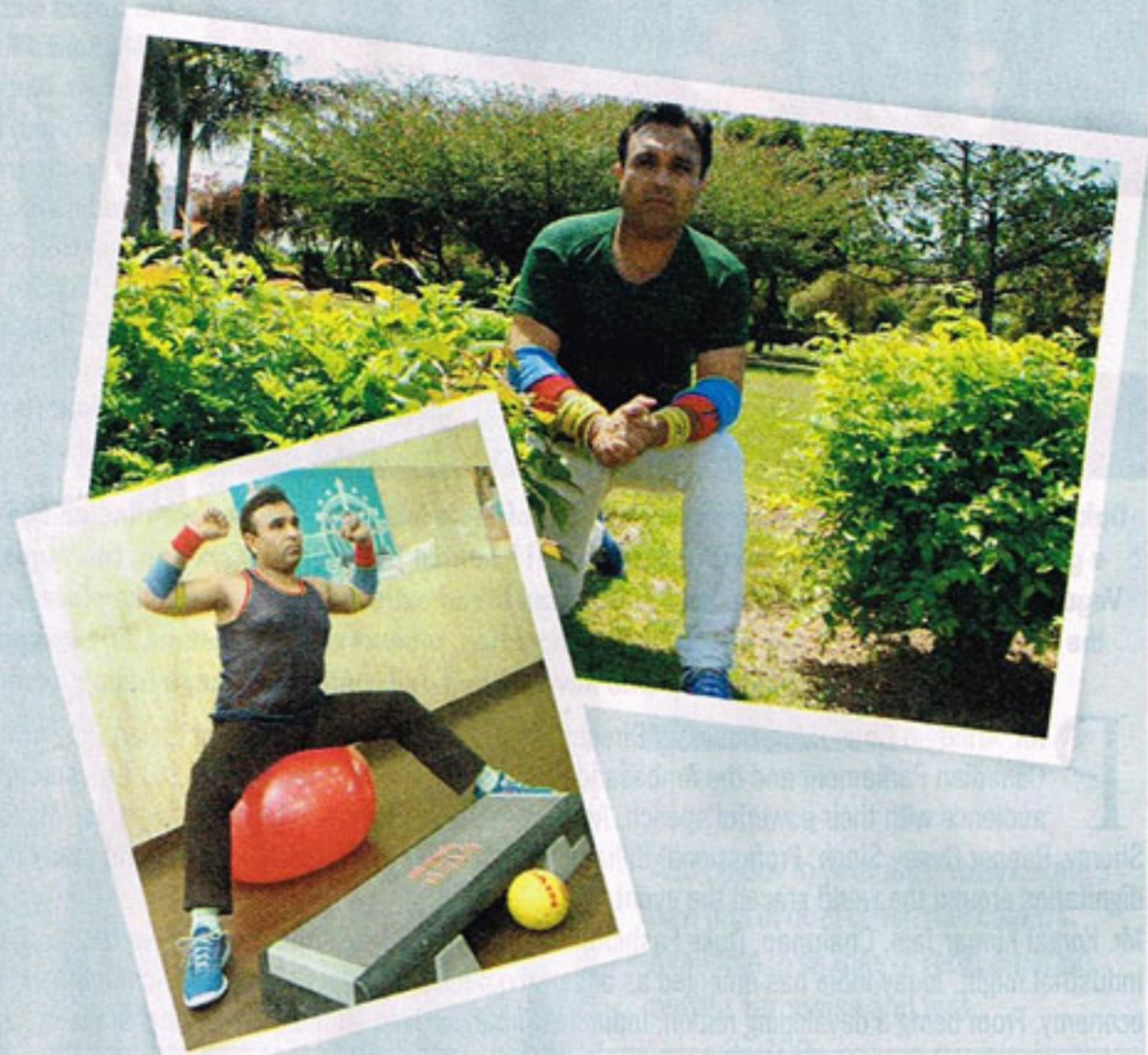
A woman with dark hair, wearing a bright blue blazer and a white hat with a blue band and silver trim. She is holding a vintage-style silver microphone and looking upwards with a smile. She is wearing a large, ornate necklace with blue and black stones and a ring with pearls. A tattoo is visible on her left hand.

**THE  
GLOBAL BEAT**

MEET THE STARS WHO TOOK  
PUNJABI MUSIC INTERNATIONAL

## IMPORTANCE OF PHYSICAL ACTIVITY FOR YOUTH

**H**ealth care professionals have long understood the importance of physical activity especially for the youth. Sedentary life style & excess weight are becoming more prevalent with each passing day. Positive exercise habits developed in early days frequently carry over in adulthood leads to healthy life. Therefore, it is advised that the entire youth of the nation must follow one or the other physical activity at least five days a week. Activity session should total at least 40 to 45 minutes on each day. While many types of physical activity are beneficial, a significant portion of exercise time should be spent on aerobics activities utilizing large muscle groups where heart rate and breathing rate are elevated. In addition to life time activities such as walking, jogging, swimming, cycling etc., group fitness classes which include floor aerobics & step aerobics can be joined for optimum health. Parents should also serve as role models and encourage enjoyable physical activity into the lifestyle of all family members. Vishal Thukral Aerobic Fitness Trainer ... visit [www.aerobicsmania.com](http://www.aerobicsmania.com)



## I BRANDS BEVERAGES LTD THE COMPANY TO WATCH OUT FOR IN THE LIQUOR INDUSTRY



I Brands Beverages, also known as International Brands is a leading manufacturer and distributor of beverages from the United Kingdom. With the launch of its premium segment beverages – Three Royals, Granton and Rum 99, the company has seen a phenomenal response to its products in the Indian market, over a relatively short period of time.

The company is headed up by the young and ambitious Chairman & M.D Lisa Srao, along with an international advisory board known to have launched some of the most championed global brands (including Double Dutch known for its cult like following in the U.K).

With an initial 20 crore investment, I Brands Beverages Ltd has a strong presence in Punjab, Haryana, Uttarakhand, Chandigarh, Himachal Pradesh, Arunachal Pradesh, Goa and Pondicherry. As a result of its success in the Indian market, the company is slated to invest an additional 25 crore into its operations.

“The response to Three Royals has been outstanding. All our stocks in Punjab were completely sold out. We are happy to have been accepted by the trade, and to have been able to create a solid foundation in a lucrative industry” says Varinder Singh, Director & Head of Business Development.

The company is also extending its presence into Andhra Pradesh, Assam, Mizoram, Nagaland and Andaman & Nicobar Islands. TV advertising, and a new blend, look and feel for Granton is also on the cards. Strategic alliances and partnerships is also a crucial part of the company's expansion plans.