



Subhashree Rayaguru Celebrates Cellbay's Decade

Actress Subhashree Rayaguru joined Cellbay's grand 10th anniversary celebrations in Hyderabad, unveiling a special poster of consumer offers alongside MD Nagaraju Soma, Hockey Association's Konda Vijay Kumar and Executive Director Krishna Prasad. Rayaguru praised the brand's decade-long journey of making top smartphones accessible across Telangana. Soma called the milestone a tribute to customer trust and loyalty. To mark the occasion, Cellbay rolled out freebies like Bluetooth speakers, trolley bags and soundbars, plus free theft insurance and a branded handbag on eligible purchases. Brand partners Xiaomi, Vivo, OPPO, realme, Samsung and Apple joined the festivities.

Hyderabad's green meet: Eco Sustain & IPEC expos kick off at HITEX

The 3rd Eco Sustain Expo & Conference and 5th IPEC Expo & Conference opened Thursday at HITEX, Hyderabad, running till August 1. The inauguration drew top names including K. Madhukar Babu Garu (MSME, Govt of Telangana), Swathi Chalamalasetty (Ace Urban Group & AM Green), C. S. S. Rao (IEDS, MSME), Rashmi Pimpale (RICH Telangana), B. Ravi (CIPET) and Prasanth Kumar Reddy Arani (FSME). Over 140 exhibitors are showcasing waste management, recycling, bio-energy and circular economy solutions, with 12,000+ visitors expected from 30+ cities. Sessions cover Green Manufacturing, Industry 5.0, ESG and Climate Resilience, pushing India's sustainable industrial growth agenda forward.



Global Cardiac Experts Convene In Hyderabad

Hyderabad turned into a hub for heart specialists as ACVS INDIA 2026, the country's 2nd largest interventional cardiology conference, opened at Trident Hyderabad from July 24-26. Organised by FACTS Foundation, the 17th edition drew nearly 1,500 cardiologists to explore "Complications Prevention & Management" in cardiac care. Global names like Dr. A. Sreenivas Kumar, Dr. Susheel Kodali, Dr. Ramesh Daggubati and Prof. Eberhard Grube shared insights on 23 live cases, minimally invasive techniques and breakthrough tech like Impella heart pumps. Live satellite transmissions from Germany gave delegates a rare front-row seat to some of the world's most advanced cardiac procedures.



Pega Widens India's Talent Pipeline

Pegasystems has brought three new partners — ai4process, The Skill Enhancers, and Tinkr Learning — into its University Academic Program, joining existing partner SmartBridge to train India's engineering graduates on Pega Blueprint, Gen AI and agentic engineering. The program, rolling out from August 2026, aims to reach 500+ students in year one, scaling to 800-1,000 graduates across 50+ campuses. Deepak Visweswaraiah of Pega India said the push comes from real hiring demand, with equal focus on human skills that make graduates job-ready. Partners like Amit Agrawal and Sameer Nagi see it as building India's next generation of digital talent.



Lavanya Tripathi Opens Kubera Silks

Actress Lavanya Tripathi turned heads at KPHB as she cut the ribbon for Kubera Silks' 6th Hyderabad branch on July 25. Gushing over the saree collections on display, she admitted sarees are her go-to for every special occasion and wished the brand a future full of new openings. Founders M. Shyamsundar, G. Srinivas and Dr. G. Shalini shared the moment, calling it proof of the brand's growing love from customers. The new store is packed with bridal and designer wear, plus a tempting Ashada Mega Sale — think ₹999 sarees, buy-one-get-one-for-₹1 deal, and 12 sarees for just ₹5,000.



Hyderabad Docs talk brain & spine health: Early signs matter, Say Experts

Neurosurgeons Dr. Sri Krishna Chaitanya Kondety and Dr. Savitr Sastri BV from KIMS Hospital joined together on July 29 to focus on brain and spine care telling people not to overlook warning signs like back pain, numbness, unsteadiness or long-lasting headaches. The two doctors explained the change from surgeries to small incision, technology-based methods, supported by modern imaging and guidance systems for better accuracy and quicker healing. Their main point was that not every problem requires surgery but early detection can make a difference. The event ended with a request for people to be aware of their health and seek help as soon, as possible.



Hyderabad gets India's first limb salvage institution

There's a quiet revolution happening in Moosarambagh, Hyderabad — India's first-ever institution dedicated entirely to saving limbs from amputation. Dr. KVNN Santosh Murthy, the man behind Advanced Wound Healing Clinics, threw open the doors of this one-of-a-kind centre, with former Governor Bandaru Dattatreya cutting the ribbon and launching "Happy Feet," a campaign nudging people to take foot care seriously before it's too late. The numbers are sobering — one in four diabetics develops a foot ulcer, yet 85% of amputations could actually be avoided. AWH Clinics has already turned that stat into reality, saving over 1,100 limbs in just three years. Dattatreya summed it up best: this isn't just treatment; it's a second chance at walking through life.

