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|-----------------|-------------|--------------|-------------------|
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## WHAT'S BUZZING!



Prasar Bharati and  
Adhikari Brothers join  
hands for OTT and  
broadcast collaboration



Dubai unveils  
Creators HQ to  
empower global talent

1



Trade Desk acquires  
digital advertising  
data firm Sincera



Swiggy's SNACC App  
partners with The Whole  
Truth to deliver healthy  
protein drinks and bars



ShareChat to lay off  
5% workforce



Meta to lay off  
3,600 staffers



Tata Mutual Fund unveils  
new logo