

# CATMOCK DAILY CAPSULE

April 11, 2026

KAKURO

SUDOKU

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## 10 KILLED AS OVERCROWDED BOAT CAPSIZES IN YAMUNA

- Hindu

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**10 killed as overcrowded boat capsizes in Yamuna**  
 The boat ferrying around 30 people, all from Punjab, reportedly collided with an iron pontoon bridge before overturning in Mathura district of UP; around 18 rescued, search is on for more

**Justice Varma resigns amid proceedings for removal**  
 Bhita Mishra  
 NEW DELHI  
 Justice Yashwant Varma, of the Allahabad High Court, who was facing a parliamentary motion for removal, submitted his resignation to President Droupadi Murmu on Thursday. His resignation came

**India 'concerned' over mass civilian deaths in Lebanon**  
 Kallol Bhattacharjee  
 NEW DELHI  
 India on Friday expressed "deep concern" over the loss of civilian lives in Wednesday's Israeli bombing of the Lebanese capital, Beirut. Speaking at a press briefing at the National Me

**Jaishankar set for UAE visit for talks on energy**  
 NEW DELHI  
 External Affairs Minister S. Jaishankar will visit the

A boat carrying devotees from Punjab capsized in the Yamuna river in Uttar Pradesh's Mathura district on Friday, leaving at least 10 people dead.

"This was one of those days when our front page layout changed significantly over the course of the evening," says Suresh Nambath, Editor, The Hindu. "At 7 p.m. last night, our lede was the story about Justice Yashwant Varma's resignation, while the capsized boat was further down the page. However, the extent of the tragedy as reflected in our Lucknow journalist's copy later that evening, as well as the strong photograph of the rescue efforts on the river meant that the newsroom decided to move this story to the top of the page."

About 18 people were rescued, with some sustaining injuries. Efforts were being made to locate the others, Mathura's District Magistrate Chandra Prakash Singh said. Mr. Singh said all devotees on the boat were from Punjab.

The boat was ferrying around 30 passengers between Vrindavan and nearby areas when it reportedly collided with an iron pontoon bridge built across the river near Keshi Ghat. The impact caused the allegedly overcrowded boat to overturn.

Local people said that the boat began to sway violently due to gusty winds and picked up speed before the collision. Rescue operations were under way with the National and State Disaster Response Forces (NDRF and SDRF) and local divers searching deeper stretches of the river. Senior officials were at the scene to monitor the situation.

"Around 3:15 p.m., a boat capsized in the Yamuna river between Bansiwat and Kesi Ghat... Approximately 25 to 27 people were on board. Exact numbers are being confirmed... The boat capsized after colliding with the [pontoon] bridge. Ten bodies have been recovered so far. Fire service teams, police teams, local divers, and sailors are engaged in rescue operations. Medical teams are also present. Those rescued have been sent to the hospital for treatment. A search is under way for those who are missing," said Shailesh Kumar Pandey, Deputy Inspector-General of Police, Agra Range.

Prime Minister Narendra Modi and President Droupadi Murmu condoled the loss of lives in the boat accident and prayed for the swift recovery of those injured. Uttar Pradesh Chief Minister Yogi Adityanath directed district officials to expedite relief measures following the tragedy.

**AFTER THE WAR, HOW OPEN WILL THE STRAIT OF HORMUZ BE? - *Economic Times***



FOR THE hundreds of ships and thousands of mariners stranded in the Gulf by the war in Iran, the ceasefire has yet to happen. Most are waiting for the fog of uncertainty to lift from the Strait of Hormuz, the sole waterway between the Gulf and the Arabian Sea, which Iran has closed to all but a few ships. The clerical regime is using its new-found control of the strait to charge a toll, in effect changing its status from an international waterway with the right of free navigation to something resembling an internal passage or a canal.

There has been little change in the number of ships braving the strait since the ceasefire was announced on April 7th (Washington time). In fact, fewer passed through it the next day. According to Clarksons, a shipbroker, in the week leading up to the ceasefire about 11 ships made the journey each day—typically vessels operated by Iran or countries deemed friendly—down from around 125 per day before the war. It counted 13 transits on April 7th (the day before the ceasefire), eight on April 8th, 14 the following day and seven plus an unconfirmed four on April 10th.

**THE FALL OF HUSTLE CULTURE IS REWRITING HOW SLEEP IS MARKETED** - *Social Samosa*



India's sleep patterns, much like its changing weather, have seen a dramatic shift. One might assume that marketing sleep products in a perpetually working nation would be straightforward. It isn't. For some consumers, particularly in creative and urban professions, sleep is still viewed as unproductive time, something to be negotiated, delayed, or even sacrificed. In other words, the believers or victims of hustle culture.

On the opposite end sit consumers like me, who genuinely value sleep. We are, quite simply, the easier target group. If a mattress promises to eliminate body aches after a ten-hour weekend slumber, I'm already listening. Did you say comfortable sleep? Here, take my money. What this reveals is a market not just divided by demographics, but by belief systems, between those who see sleep as a luxury worth investing in, and those who still see it as a hindrance to getting more done.

Understanding how sleep is marketed in a country as diverse as India requires a closer look at cultural nuance as much as consumer behaviour. Which is what makes sleep such an interesting product to sell.

Let's start with the basics.

### **The rise of the sleep economy**

As I started looking deeper into this category, one thing became clear. No longer are growing circles under the eyes worn like a badge of honour; now, in the world of marketing at least, it's the hours of sleep people want to boast about.

What's driving this economy? Uttam Malani, Executive Director, Centuary Mattresses says, "The rise of the sleep economy reflects a larger shift in how consumers are redefining health and performance. "For a long time, sleep was undervalued because it did not align with visible productivity. Today, it is seen as a critical driver of cognitive function, emotional well-being, and long-term health."

He points to three clear forces shaping this shift. "Greater awareness of sleep science, lifestyle pressures like stress and screen exposure, and the integration of sleep into the broader wellness ecosystem are all contributing to this change."

Chaitanya Ramalingegowda, Co-founder and Director, Wakefit.co, also says that the growth of the sleep economy signifies a broader change in the public's perception of both health and productivity. "Sleep was treated as downtime. Today, it's increasingly being seen for what it really is: a core pillar of well-being, alongside nutrition and fitness."

The scale of the opportunity, consumer needs that can be fulfilled, is significant. "Globally, the sleep economy is estimated to be between 800 billion and 1 trillion dollars, with nearly 50% driven by sleep aids and medication. That also highlights the scale of unmet sleep quality needs," Malani adds.

This opens up a big window for brands, leading to category growth and expansion, spanning from mattresses and sleep technologies to recovery-focused comfort solutions. Natural solutions like melatonin, Ayurveda-based sleep aids, and wellness supplements have also entered the chat.

"Sleep is rapidly emerging as one of the most important frontiers in the wellness economy," says Ullas Vijay, Chief Marketing Officer, Duroflex. "Consumers are paying far greater attention not just to how long they sleep, but to the quality of that sleep."

As the industry scales, Ripal Chopda, Chief Marketing Officer at The Sleep Company says that he has noticed an increase in advertising spends in the sleep category over the past few years.

"There's been a renewed and significant interest in the sleep category over the last few years," says Chopda. "What's changed most fundamentally is who's driving those decisions. Earlier, purchase decisions were largely influenced by franchisee sales person's recommendations. Today, brands are building their own audiences, investing in their own narratives, and consumers are far more actively involved in the conversation."

This shift has also made the category more competitive, which Chopda says is a sign that sleep is no longer being treated as a furniture purchase, but as a serious wellness category.

### **No more pain: Marketing hooks change**

'You are sleeping wrong' is the kind of line that would send me into a spiral. I would immediately Google, or worse, ask ChatGPT, what the ideal sleeping position is and whether something is fundamentally wrong with my mattress. I would likely find myself going down a rabbit hole at 3 am, ironically trying to figure out how to sleep better.

That kind of fear-led messaging, however, is beginning to lose ground. For years, back pain, discomfort, poor posture and fatigue dominated sleep marketing. That approach is now evolving. What this means for marketers is bidding goodbye to exaggeration and befriending affirmative deliverables such as quality and comfort, making credibility their primary currency.

And as consumer perceptions shift, the category is following their footsteps.

"There is a clear shift from correction to optimisation," says Malani. "The focus is moving from fixing what is broken to unlocking better performance, recovery, and overall quality of life. What we are increasingly seeing is a move from 'what is affordable' to 'what is right for me'."

Centuary Mattresses uses science-backed design and ergonomics to win trust. "At Centuary Mattresses, our philosophy is simple. Quality is our strongest form of communication," Malani adds, pointing to a shift from persuasion-led messaging to trust and consistency.

A quick trip down their social pages, and I noticed optimistic promises like 'Better moments begin here, comfort reimaged, turning rooms into chill zones.' Their latest take on a moment marketing trend inspired by the movie Durandhar, for example, spoke about needing 8 hours of sleep.

Similarly, for Duroflex, the conversation is moving beyond discomfort-led narratives to a more holistic framing around de-stressing, recovery, and readiness. The brand uses hooks like 'de-stress, deep restoration, and spine-care for life.'

"In the contemporary world, sleep is not being positioned as a break from productivity, but as something that enables better performance and overall well-being," says Vijay.

Duroflex also uses humour to get people to talk about sleep more.

Today, consumers are speaking about sleep more openly. They are tracking sleep and optimising routines, more so in urban India. In that sense, sleep is becoming aspirational, not as indulgence, but as discipline. Wakefit's marketing reflects this shift with a relatable approach, targeting young consumers in a language they understand. Extra sleep attained, maintaining sleep cycle, and sleep is the best solution to all your problems, are some of the attention-grabbing words I spotted.

Explaining the brand's creative method, Ramalingegowda says, "The old hustle mindset that glorified sleeping less is slowly giving way to a more balanced view of productivity. Increasingly, people, especially younger professionals, see rest and recovery as essential to creativity, focus, and mental well-being."

Wakefit's Sleep Internship is a good example. On the surface, it is a campaign that pays participants to sleep. In practice, it reframes sleep as something valuable enough to be compensated.

"Through initiatives like the Sleep Internship and our campaigns, we aim to spark conversations around sleep in ways that feel relatable," says Ramalingegowda. "We want people to see sleep not as optional, but as one of the most important investments in their everyday lives."

Continuing the relatable approach, Wakefit's recent work draws from cultural memory. "The Wakefit Dhamki Squad taps into the nostalgia of childhood bedtime warnings that many of us grew up with, but gradually forgot as adults."

## **Sleep cloud**

As messaging evolves, so do the platforms and strategies used to deliver it. In a category that requires both education and trust-building, where the conversation happens is just as important as what is being said.

Sharing which mediums are getting prioritised in the category to achieve marketing goals, Chopda says, "As a digital-first company, our entire awareness engine runs through digital channels – Meta, YouTube, and Google are at the core of how we reach and educate new audiences at scale. But awareness is only half the job. For consideration, we focus on driving consumers to our website, where the real work happens – educating them about our SmartGRID technology, helping them understand why it's unlike anything else on the market, and giving them the confidence to make an informed decision."

## **The nation wants to sleep but can it?**

If you look closer at consumer habits and their actual sleep aspirations, there is a clear disparity. Take a look at Wakefit's recent Great Indian Sleep Scorecard 2026, for example. It found that nearly nine in ten Indians use their phones before bedtime, while delayed sleep cycles and workplace fatigue continue to shape urban sleep patterns. And what didn't surprise me was that Mumbai did not fare well in this report card. The city ranked among the most sleep-deprived, even as awareness around sleep quality grows.

That contradiction, between awareness and action, is what defines the category today. As a marketer, ergo, the task is not just to sell a product, but to shift consumer perception.

To navigate this dichotomy, brands are trying to educate without alarming, sell without overpromising, and build trust in a category where outcomes are deeply personal and not always immediately visible.

"In this category, value is not created through persuasion. It is earned through precision, consistency, and long-term trust," says Malani.

Projected to grow to \$3.6-4.5 billion by 2030 in India, the sleep category is experiencing a trend of increased ad spending. Its future depends on earning consumer trust, especially as sleep quality is now widely recognised as a key pillar of health. Companies are, therefore, focusing on advanced sleep products, AI-driven innovations, and omnichannel engagement.

## SOLUTIONS:

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