

Kilpauk Medical College Upgrades Critical Care Infrastructure Through the MillionICU initiative by Dozee

Chennai, August 13 2021: Kilpauk Medical College in Chennai has upgraded 50 normal beds into step-down ICUs to facilitate critical care for 1800+ patients over the next 3 months. This renowned medical centre is one of the first hospitals to receive this as a part of the MillionICU, an initiative that addresses the massive shortage of ICU beds and staff in public hospitals.

Dozee's contactless sensors featuring an AI-powered triaging system that enables continuous (more than 100 times per hour) and accurate monitoring of a patient's heart rate, respiratory rate, and other clinical

parameters like sleep apnea and myocardial performance metrics without coming in contact with the patient. Dozee has also set up a 24x7 Central Monitoring Cell at the hospital which enables healthcare staff to monitor multiple patients remotely who were previously monitored manually only every couple of hours.

Launched with the goal of enabling public hospitals to tide over the current COVID-19 crisis in the short-term and bring about a rapid, long-term transformation in India's public healthcare infrastructure, the MillionICU initiative will help upgrade critical care

infrastructure in government hospitals across Tamil Nadu. The upgrading of facilities at Kilpauk Medical College was completed by Dozee at these hospitals which help in saving crucial nursing hours and on an average, Dozee saves around 30 min of nursing time per patient per day. The constant stream of patient data aids the medical staff with early detection of patient deterioration and notifies the care team of any abnormalities before it becomes critical. Custom alerts can be set for every patient, helping doctors optimise treatment plans, focus on deteriorating patients and provide improved proactive care.

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As a testament to its effort at encouraging athletes to compete at the highest level, IndusInd Bank is proud to announce that 21 of its supported para-athletes who are part of the Bank's 'Para Champions Programme' (In collaboration with the GoSports Foundation) will represent the country at the

2020 Summer Paralympic Games to be held in Tokyo between August 24 September 5, 2021.

These 21 athletes comprise nearly 40% of the overall Indian contingent who will compete with the best in the world across disciplines such as Javelin throw, Shooting, Swimming, Archery, Badminton, High jump and more.

Speaking on the qualifications, Mr. Sanjeev Anand, Head Commercial & Rural Banking and In-charge of IndusInd for Sports, IndusInd Bank said, "It is a matter of great pride to witness 21 of the Bank's supported Para Champions represent India at the Summer Paralympic Games in Tokyo. In fact, 40% of the overall contingent that will represent



the country are part of this programme, which itself, is a momentous achievement. We shall now wait to see them take centre stage with some of the best para-athletes across the globe, and wish them the very best for all their endeavours thereafter. Through our partnership with the GoSports Foundation, we aim to keep supporting all our para-athletes by providing them with necessary resources in their quest to bring more laurels for the country. We do hope that the initiative goes on to inspire many others by bridging social barriers, building social acceptance and creating circles of excellence in the years to come."

OPPO launches 'ChargeUp' Campaign; showcases its new Flash Charge Tech solutions; introduces exciting offers on Reno6 Pro 5G and F19 Series

Chennai, August 13th, 2021: OPPO, the leading global smart device brand, today announced the launch of its 'ChargeUp' campaign in India that showcases its latest achievements in next-gen VOOC Flash Charge technology. The innovative technology takes speed, safety, and intelligence to the next level. As part of the campaign, ahead of India's Independence Day, the global smart device brand also announced a range of attractive deals and offers on its recently launched superphones, the Reno6 Pro 5G, the Reno6 5G-as well as its F19 Series- for both, its online and offline consumers in India. Speaking about

OPPO's Independence Day 'Charge Up' campaign, Damyant Singh Khanoria, Chief Marketing Officer, OPPO India said, "OPPO is renowned as the global leader in Charging and Battery technologies. As of June 30, 2021, OPPO has already applied for over 3,000 patents related to fast charge technology and we continue to explore how we can bring meaningful innovations to our consumers. The 'Charge Up' campaign is an opportunity for our consumers to get their favourite OPPO Reno6 Pro 5G or F19 series smartphones". OPPO's Next Generation VOOC Flash Charge technology takes

speed, safety, and intelligence to the next level. It introduces a five-fold safety protection system comprising a Fuse with lower impedance, Gallium Nitride (GaN) Switches, Internal series bi-cell design, Battery Safety Detection Chip and Composite Current Collector--to deliver greater charging speed without compromising on safety. OPPO's technology adjusts the charging current based on intelligent detection of different charging scenarios. This also helps reduce the occurrence of unusual battery ageing allowing users to enjoy optimal battery life for a longer period.



Additionally, ahead of the Independence Day, OPPO is bringing a host of exciting deals and offers on its renowned series of smartphones as a part of its Charge up Campaign.

93-year-old lady got a new lease of life after successfully operated for acute Cholecystitis

Chennai, August 13 2021: An expert team of doctors at Fortis Malar Hospital, Adyar performed a complex laparoscopic surgery for a 93-year-old "young (by mind and heart)" lady who was suffering from acute Cholecystitis. It was a Pyocoe with gangrene gall bladder. The surgery was successful, and the patient was discharged in 48 hours of hospitalisation. She is now leading a normal life like any other people; and even feels younger and active now.

The patient had undergone treatment for gallstones 3 years before and used stent to remove gallstones. After that she began to develop complication and faced issues due the malfunction of gall bladder. She began to suffer from acute Cholecystitis and the inflammation further worsened, and pus started to fill the gallbladder. The patient deferred meeting the doctor due to the fear of COIVD infection which

further deteriorated her health condition. She then brought to the medical experts at Fortis Malar, Adyar for consultation by her family members with the symptoms of severe abdominal pain and vomiting.

She was tested with ultrasound and CT scan to understand the severity of the inflammation. Post diagnosis, report suggested that the patient must undergo for a surgery. Prof. Dr. Neelamekam, Gastroenterologist explained the issue to the patient and told her that surgery is the best option as the inflammation is severe. Not treating the issue immediately will lead to other health complications.

Prof. Dr. Kapali Neelamekam, Sr. Surgeon Gastro and Minimal Access Surgery, Fortis Malar, Adyar, Chennai, said, "the patient came to me with severe abdominal pain and vomiting. She was diagnosed for acute Cholecystitis and our medical team suggested for a surgery. This lady was hesitant and



asked us for options to get the disease treated without surgery; even her family members couldn't convince her for surgery. After explaining the need for surgery, the lady accepted to go for surgery.

Our medical team consisting of myself, Dr. Mohan Rao and Dr. Naresh performed the surgery with the support of anesthetists Dr.

Vidya Mohanram and Dr. Shini Abdul Rasheed. While dissecting the gallbladder we found pus flowing all around and found it difficult to operate due to frozen calot's triangle. We couldn't get the calot right as it is thick and the gangrene of gallbladder sitting dip in the pus. We went down up to the cystic duct and removed it. The patient was discharged within 48 hours after the surgery."

IndusInd Bank supported para-athletes qualify for 2020 Summer Paralympic Games, Tokyo

Mumbai, August 11, 2021: IndusInd Bank believes in the inclusive and transformational power of sports.

The Bank, through 'IndusInd for Sports' its non-banking sports vertical supports programmes, under the Corporate Social Responsibility Act 2013, that straddle the worlds of women athletes, able-bodied rural champions as well as elite para-athletes, with the sole purpose of bringing out the best in each of them.

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PM hails passage of the Constitution (127th Amendment) Bill, 2021 in both Houses

New Delhi, August 13 2021: The Prime Minister, Narendra Modi has called Passage of the Constitution (127th Amendment) Bill, 2021 in both Houses a landmark moment for the nation.

In a tweet, the Prime Minister said:

"Passage of the



Aditya Birla Sun Life Insurance launches Guaranteed Annuity Plus, a flexible annuity plan for your money needs, post retirement

Mumbai, August 13, 2021: Aditya Birla Sun Life Insurance (ABSIL), the life insurance subsidiary of Aditya Birla Capital Limited (ABCL), announced the launch of an annuity plan - ABSLI Guaranteed Annuity Plus. This single premium plan offers guaranteed regular income for one's retirement and future financial needs, ensuring a stress-free and sustained lifestyle.

This annuity plan with multiple annuity options can be customised to perfectly suit customers' unique financial needs during retirement. This non-linked, non-participating plan also provides customers the flexibility to choose either

an immediate or deferred annuity. The deferred annuity option is specially designed for individuals who wish to invest early for a secured retirement and lock current annuity rates for guaranteed, life-long payment, during the retirement years. Customers planning to leave behind a legacy for their dependents can select the level or increasing annuity option.

The plan allows individuals aged minimum forty-five years to choose from 10 annuity options: from single life to joint life, each tailored to an individual's post-retirement goals. The product is available on both individual and group

platforms.

Commenting on the launch, Kamesh Rao, MD & CEO, Aditya Birla Sun Life Insurance, said, "As we forge forward in life, and deal with the disruption caused by the pandemic, people are adopting practical yet cautious approach towards managing their finances. They are seeking out options to generate guaranteed returns. ABSLI Guaranteed Annuity Plus provides for this critical need and allows one to generate regular income during one's retirement, without worrying about the rising prices, increasing health care costs, higher life expectancy etc. Keeping our customers' unique needs in mind, we have ensured that the plan provides multiple annuity options to choose from, ensuring our customers and their loved ones continue to enjoy their current lifestyle, during the golden years of their life."

Chennai redefined by its youth for Generations.

Chennai, August 22, 2021: As Chennai gears up to celebrate Madras Day on August 22, let's acknowledge the heart-beat of this heritage city- Chennai youth, #Youngchennai. Chennai's youth have time and again proven that in times of calamity, the pandemic, or the fight for social and environmental causes, they will rise to the challenges to play theirpart effectively.

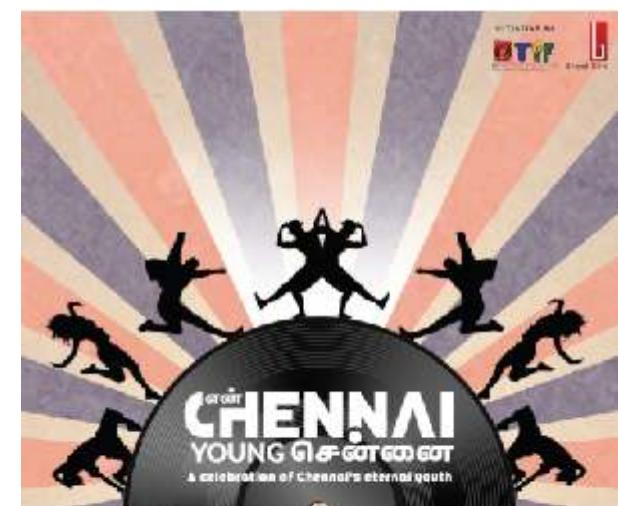
As Chennai becomes a year older, the spirit of the city is getting younger by the day. En Chennai #YoungChennai celebrates the youth of Chennai, their camaraderie and commitment which brings people from all walks of life together to make the future better.

En Chennai Young Chennai, #ECYC as a concept

connects with Chennai by creating an enchanting Musical Anthem, endearing Song Sequence, Interactive sessions with Youth and a glittering citation show recognizing the Unsung Hero's of Chennai.

En Chennai Young Chennai initiative is the brainchild of the Marketing Consulting start-up - @The Idea Factory / @TIF. @TIF is known for its Innovative Marketing Strategies for Brands and content marketing initiatives. Brand Blitz has joined hands to present this tribute to Chennai #ECYC. Brand Blitz has made a mark to reach the leadership position in event management space.

This cause marketing initiative, connects with the Spirit of Chennai, on the



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