











# Apollo Cancer Centres launches India's First Virtual Duathlon

Chennai, September 14 2021: Apollo Cancer Centres, will be conducting India's first virtual Duathlon. Apollo D2D Duathlon 2021 - aims to create awareness, support and raise funds for the treatment of childhood cancers. In addition to raising awareness around Paediatric Cancer, Apollo's Dawn to Dusk(D2D) Duathlon also promotes the need for a healthy lifestyle to ensure a future with less cancer risk. All support raised through Apollo D2D Duathlon 2021 will give young cancer patients, identified by Apollo's team of oncologists, a chance to live and be the future we can all proudly look forward to.

In India, most children have the obstacle of not having access to proper resources and treatment resulting in higher mortality rates. Apollo aims to close this survival gap by raising funds to support and aid the children with Paediatric cancers, by allocating the needed resources and giving access to life-saving treatment. The proceeds from Apollo D2D Duathlon 2021 will directly go into addressing the need of the hour and securing a future for the children.

Dawn to Dusk Duathlon, D2D - is an initiative by like-minded souls with a dual vision - to contribute to a cause while promoting a healthier lifestyle through running and cycling. The event is supported & organized by Apollo Hospitals & Neville Endeavours Foundation, and managed by Show Space. Registrations are open till 14th Oct 2021.

Attending the launch event, Governor of Tamil Nadu, Banwarilal Purohit, said, "Amidst our everyday hustle, we tend to put our health in the back-burner. Just as we prioritize our work or our life, we have got to start prioritising our health as well. One of the major reasons contributing to cancer as well is obesity. Research highlights



that obesity directly increases the chance of several cancers such as colorectal, post-menopausal breast, uterine, oesophageal, kidney, pancreatic and many more. Apollo's Dawn to Dusk Duathlon aims to support a worthy cause by raising funds to treat childhood cancers and provide them with a worthy and fit future. Run, Ride and save lives."

Commenting on the launch, Dr Prathap C Reddy, Chairman, Apollo Hospitals, said, "It gives me great pleasure in kick-starting this duathlon initiative. Pediatric or childhood cancers are the most treatable cancers provided immediate diagnosis and effective treatment. In most developed countries, every three out of four children survive, with about 80% survival rate." Our aim is to make 100% survival rate in India.

He further adds, "It is our vision and mission to protect the future - our children - by treating young cancer patients every year, through both diagnosis and advanced treatment from Apollo Cancer Centres, which offers the best cancer treatment in the world, right here in India."

Attending the launch, Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals, said "Being the

leaders in Cancer care we believe it is our responsibility to come forward and provide International standard in the treatment of pediatric cancers. Children as said earlier are the future of our country and it is our moral duty to protect them. We welcome you all to participate in Apollo Cancer Centres Duathlon and register for this noble cause to treat underprivileged children suffering from pediatric cancers.

Speaking at the launch, Neville J. Bilmoria, Founder of D2D Marathon Neville Endeavours Foundation, said "From the inception in 2012, D2D's primary objective is to promote a healthier lifestyle through running and cycling and to raise funds and bring awareness to the worthy causes. The 7th edition - Apollo D2D Duathlon 2021, in association with Apollo Hospitals aims to support and raise funds for awareness and treatment of childhood cancer. The funds raised through Apollo D2D Duathlon 2021 will give young cancer patients, a chance to live for the better future through Apollo Hospitals, which offer the best of cancer treatment combined with Tender Loving Care in the world, right here in India. We have tied up with Apollo Hospitals

Participants to refrain from group runs or cycling. It is advisable to run or cycle following social distancing in the vicinity of your neighbourhood, with strict adherence to local regulations. On completion, the participants will receive an e-certificate with timing, e-badge, finisher medal, finisher t-shirt, and a voucher by Apollo for a discounted health check-up.

## BharatPe launches the 'BharatPe Lagao, World Cup Jao' contest for its merchant partners

Chennai, September 14 2021: Keeping up with its endeavour to empower small merchants, BharatPe, India's leading fintech Company for merchants, has rolled out an innovative contest for its merchant partners called 'BharatPe Lagao, World Cup Jao'. As a part of the initiative, BharatPe is giving its BharatPe QR merchants, an opportunity to enjoy a 2-days, all-expenses paid trip to Dubai and cheer for India at the ICC Men's T20 World Cup 2021. The company plans to reward its 400 top transacting merchants across the country, as a part of this initiative. The contest will be live across 140+ cities where BharatPe has a presence in India. The contest ends on September 30, 2021.

The 'BharatPe Lagao, World Cup Jao' contest includes three milestones based on number of transactions or TPV on the BharatPe QR. Merchants can reach Milestone 1 when they complete 50 transactions or do transactions worth Rs. 25,000, Milestone 2 when they complete 150 transactions or record Rs. 75,000 in TPV and Milestone 3 when they complete 250 transactions or clock Rs. 125,000 in TPV. Scratch cards can be availed at each milestone and the merchants can earn assured



wants to give our top performing merchants a chance to watch India play live at the ICC Men's T20 World Cup in the UAE. We understand that cricket is one of the most popular sport in the country and 'BharatPe Lagao, World Cup Jao' is designed to reward our top merchants with trip to Dubai. We are confident that this contest will enable us to further enhance our merchant engagements. We hope to touch atleast 5 million merchants with this initiative. We will be rolling out more innovative contests to empower and applaud our 7.5 million merchant partners in the times to come."

Currently, the contest is live across tier-1, 2 and 3 cities in India, including metro cities like Hyderabad, Bangalore, Delhi NCR, Mumbai, Kolkata and Chennai; as well as emerging cities like Pune, Jaipur, Bhopal, Indore, Lucknow, Chandigarh, Ahmedabad etc. Also, it is live in cities like Visakhapatnam, Vadodara,

Warangal, Nagpur, Allahabad, Kanpur, Vijayawada, Aurangabad, Varanasi, Nashik, Dehradun, Kochi, Mangalore, Mysore, Agra, Ludhiana, Meerut, Surat, Jalandhar, Gorakhpur, Patna, Gwahat, Trivandrum, Bhubaneswar, Coimbatore and Madurai.

BharatPe has witnessed a phenomenal growth over the last fiscal year, with the company witnessing a 5x growth in payments and a 10x growth in lending business. Scripting a new chapter in the country's Digital India story, BharatPe has been rapidly expanding beyond metros, intending to empower merchants in Bharat with its safe and secure digital payment infrastructure as well as its credit offerings. Recently, BharatPe forayed into the unicorn club with Series E fund raise of US\$ 370 mn at a valuation of US\$ 2.85 bn. BharatPe is now amongst the Top 5 most valued Fintech startups in India, and has one of the strongest cap tables for any start-up in India.

## CENTRAL FOODS

A Food Processing & Manufacturing Unit for Industrial & Corporate Catering Services inaugurated by VIT, Vice President Sankar Viswanathan, Kadhambari S.Viswanathan, Ramani, Sasikumar & Anand at Ambattur Sidco Industrial Estate, Chennai

Chennai, September 14 2021: Central Foods a company established with modern infrastructure at 15,000+ Sq.ft, well planned, equipped with advanced plant & machineries. Central Foods adopt ISO, HACCP & FSSAI policies with an in-house Lab facility for R&D and CCP ( Critical Control Point ) purpose in order to ensure standards. Central Foods are geographically situated which helps to connect & cater products from Sri City to Sriperambudur and all over Chennai.

As a Manufacturer & Whole-seller, Central Foods are focused to serve Global Meals, Bakes & Cakes and Sweet & Savouries at a reasonable cost with utmost hospitality service, without compromising on Quality at an Industrial scale.

Central Foods work with a Vision & Commitment to become a leading player in this Portfolio, having Business with diversified Customers with different segments such as Corporates, Institutions, Industries, Hospitals, and entertainment business lines.

Central Foods - A Food Processing & Manufacturing Unit of Bakery & Confectionery, Sweets & Savouries and Industrial & Corporate Catering Services inaugurated by Mr. Sankar Viswanathan - Vice President, VIT University, Chennai Campus, Ms. Kadhambari S.Viswanathan - Assistant Vice President, VIT University, Chennai Campus, Ms. Ramani B - Trustee, VIT University, Bhopal Campus, Central Food CEO Sasikumar, Central Food Director Anand and Pugazhendi along with the blessings of Yagarishi Sri Varaga Guruji at Ambattur



Lunch & Dinner. With a dedicated Strong Industrial & Corporate Catering Chef's team, Operations team ensure & deliver Quality Products on timely manner.

Foods have a wide range of products starting from Laddu, badusha, Milk sweets and ghee sweets. With savouries such as Chips, Mixtures and Murruku items which are prepared at an hygienic manner.

Central Foods - Industrial Bakery & Confectionery is an well-equipped & Advanced Set-up with a Productions capacity to produce 5,000 breads, Cakes, Cookies and other allied products per day in order to serve potentiality of Retail Outlets, Distributors, and as a wholesellers.

Central Foods - Industrial Sweets & Savouries Section is established to enter into potential Retail & Wholesale Market in Tamil Nadu which has a Production capacity to Cater 2,500 Meals at a given session per day. It serves Multi-Cuisine Breakfast,

## 'Idiot' bankrolled by Screen Scene Media, directed by Rambala and starring Mirchi Siva-Nikki Galrani is all set for release

Chennai, September 14 2021: 'Dhillukku Dhuddu' and 'Dhillukku Dhuddu 2' director Rambala's upcoming flick 'Idiot', is ready for release.

Produced by Screen Scene Media Entertainment Pvt Ltd, the film stars Mirchi Siva and Nikki Galrani in the lead roles.

Anandraj, Oorvasi, Akshara Gowda, Mayilsamy, Sivashankar Master, Ravi Maria, Singamuthu and

Kingsly play prominent roles in the movie.

Speaking about the movie, director Rambala said, "It is natural for everyone to behave like an 'idiot' once in a while. The movie is based on this idea."

He adds: "Unlike other horror movies 'Idiot' will be a peculiar ghost film which can be watched along with children."

Shooting for the flick took place in areas in and around



Tenasi, Pollachi and Vudcherry.

'Idiot' is expected to be a film that will make everyone forget their worries and make them laugh. The film is scheduled to release Soon on Theaters.

## Kalyan Jewellers launches Digital Gold

Chennai, September 14 2021: Chennai - Kalyan Jewellers, one of India's most trusted and leading jewellery brands, today announced the launch of Kalyan Jewellers Digital Gold. Venturing into the new digital gold category, the company has entered into a partnership with Augmont, which is India's largest completely integrated precious metals management company.

With gold continuing to shine bright, and technology offering convenient solutions, Kalyan Jewellers Digital Gold powered by Augmont provides a safe, easy and reliable method of buying 24-Karat pure gold, digitally.

When customers purchase Kalyan Jewellers Digital Gold powered by

Augmont, an equivalent amount of physical gold is stored under the customer name for a period of up to 5 years - at no additional cost, in secured and insured vaults managed by IDBI Trustee Company Limited.

Millennial or Gen-Z customers looking to make systematic purchases in gold, can opt for this feature, and start buying gold for as low as Rs.100/- on the platform. At a later stage, the overall gold purchase in their free-wallet can be redeemed as physical gold coins or jewellery, at the Kalyan Jewellers showroom.

They can also opt for door step delivery of gold coins or bullion. Customers can also sell digital gold from the safe confines of their home, thus providing larger flexibility.



the yellow metal. The introduction of digital gold will provide a holistic ecosystem for consumers."

Since the imposition of lockdown due to the COVID-19 pandemic, Kalyan Jewellers has introduced a range of digital, customer-centric initiatives, enabling patrons to purchase jewellery with flexibility, convenience and security with the LIVE video shopping facility.

## Tanishq launches the first-ever regional campaign for the 'Pudhumai Penn of Tamil Nadu'

Chennai, September 14 2021: As the state of Tamil Nadu pours its love for Chinnaswami Subramania Bharathi aka Bharathiyan, Tanishq, has announced its first-ever regional campaign for the 'Pudhumai Penn' of Tamil Nadu. India's most trusted and loved jewellery brand, Tanishq is now set to win the hearts of Tamil women. The new and exciting regional brand proposition featuring celebratory actress Nayanthara is an ode to Tamil women who are the 'Pudhumai Penn' of this soil.

The woman in Tamil Nadu today, play dual contrasting roles - of being the culture-custodian and the change-maker of Tamil culture. With this campaign, Tanishq taps into this very insight and celebrates every Tamil woman and her duality that is the springboard of her undying, limitless & spirited personality. The campaign beautifully encapsulates the essence of Tamil women who dearly value culture, and are proud of embracing change that impact the collective good. The 'Pudhumai Penn' of Tamil Nadu is an embodiment of strength, affection, beauty and intellect which truly makes her the torchbearer of tradition and

the change maker of today.

Infusing the same thought into this exclusive regional campaign, the brand evokes love for every Pudhumai Penn who make the Tamil land sparkle with pride.

Speaking on the launch of an exclusive regional brand proposition for Tamil Nadu, Arun Narayan, VP - Category, Marketing & Retail, Tanishq, Titan Company Limited said "25 years ago, Tanishq's humble beginnings started in Tamil Nadu, with our first jewellery manufacturing unit at Hosur and then with our first store at R.K Salai, Chennai, earlier known as Cathedral Road, Madras. The warmth and love we have received since then has inspired us to present this tribute to the spirit of our Tamil women. There couldn't have been a better day than today to pay an ode to our Pudhumai Penn as we remember Mahakavi Bharathyar on his 100th death anniversary."

