

Escorts Limited partners with IndusInd Bank to provide exclusive agri-finance solutions for farmers

Chennai, September 16 2021: In an effort to make its range of tractors and farm equipment more accessible in these challenging times, Escorts Ltd., has partnered with IndusInd Bank to provide attractive financial solutions to farmers. IndusInd Bank will offer farmers an easy access to financial assistance in the form of loans in a seamless manner.

The partnership was signed between Shenu Agarwal, CEO, Escorts Agri

Machinery and Shiban Kaul, Head – Tractors & Farm Equipment Loans, IndusInd Bank. With this, Escorts aims to provide farmers with a hassle-free, transparent and a quick mechanism to purchase tractors.

Given its deep understanding of the rural markets and wider penetration, IndusInd Bank will bring forth better accessibility to innovative financial solutions, which in turn will help Escorts

Limited attain its larger goal of fostering the dreams of farmers.

On this occasion, Shenu Agarwal, CEO, Escorts Agri Machinery said, "The rural industry is growing at a good pace and we are seeing our farmer shifting towards technologically advanced agricultural practices. Our role here is to provide him with the best of products and make the process of purchase as simple as possible."

Also added S.V. Parthasarathy, Head – Consumer Finance, IndusInd Bank, "We are proud and excited to partner with Escorts Limited. With this partnership, farmers will have easy access to loans at attractive interest rates. Our association will bring transparency, seamlessness and convenience to support the farmers in their endeavour to nourish the nation."

TANISHQ LAUNCHES 'STUNNING EVERY EAR'

Chennai, September 16 2021: Chennai - India's top Jewellery retailer, Tanishq, from Tata Group, launches its latest and widest range of Earrings - 'Stunning Every Ear'. With this new launch, the brand has expanded the designs and variety of earrings offering something for every woman's style. Each pair of earrings has a story to tell and a personality of its own making it a perfect match for all.

This largest ever assortment, available across 360+ Tanishq stores in India, consists of more than 2000 pairs of earrings in 16 forms and across 29 categories to choose from. The range is crafted in gold, diamonds and platinum including designs for daily wear, office wear, festive wear and wedding wear. The collection ranges from classic gold and

diamond studs to intricate designs in gold or Kundan, traditional Jhumkas while embracing the boldness of modernity with a touch of tradition. There is truly something for every occasion.

Speaking on the occasion, Ranjani Krishnaswamy, GM, Marketing, Tanishq, Titan Company Ltd. said, "Earrings are women's true companion, while each pair of earrings has a story to tell they also reflect a personality of its own. The new & exciting range of earrings is designed keeping in mind the quintessential women of today who believe jewellery is an extension of their personality. Through this new launch, we are offering the widest line-up ever of Earrings under one roof. With more than 2000 products and over 29 categories to choose from, we indeed intend to change the vocabulary around



earrings and make our women look stunning every day!

Speaking on the occasion, Mira Kapoor said "I have always loved the delicate and up to date designs Tanishq launches. The brand has played a vital role in some of

the most important occasions of my life. I am delighted and excited to be a part of the launch of the StunningEveryEar collection at Tanishq. The collection is unique and diversified, much like every Indian woman."

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TATA Health launches a nationwide campaign #Yosikadheenga Kelunga to help people choose an early diagnosis

Chennai, September 16, 2021: TATA Health in its latest TVC and digital film #YosikadheengaKelunga aims to encourage people to give up the typical habit of overthinking, fostering doubts and debates in their mind to instead seeking a timely medical diagnosis for the symptoms and health issues they experience.

The TVC has been released today in Hindi language across India along with the digital film in three other languages, i.e. Kannada, Telugu and Tamil.

The campaign #YosikadheengaKelunga emphasizes that one should always consult a doctor whenever they experience any symptoms instead of self-diagnosing and risking one's health. People should seek timely medical advice to ensure that the situation does not become a health emergency. The film light-heartedly through a banter in the head talks about four common health issues that could be mild to something serious when you experience

chest pain, headache, stomachache or back pain. It showcases the ill effects of trusting unqualified advice, random home remedies, self-diagnosis, etc., to address health concerns.

The film portrays the panic and confusion created that often delays accurate diagnosis and could cause serious health consequences. It captures that it is human tendency to have a mindset that 'it can happen to others, but not me' and one could miss out and ignore some serious red flags ending up in a health emergency.

Speaking about the new campaign, Manzoor Ameen, CEO, TATA Health said, "COVID-19 pandemic has shown us the importance of preventive and proactive medical care. TATA Health is our endeavor to make primary healthcare conveniently accessible to people. Our latest campaign #YosikadheengaKelunga emphasizes the significance of seeking medical advice when people experience any symptoms rather than self-



diagnosing and risking one's health. Using the best in technology and medical science, TATA Health has become one of India's most trusted health apps in a short period. We are constantly working with a team of doctors towards our vision to ensure the importance of preventive healthcare reaches people with a personalised touch. We hope that this campaign will encourage people to seek timely medical help."

The film is made by Maverick & Monk Communications; commenting on the TVC, Bhavesh Doshi, Chief Creative & Founder,

Maverick & Monk Communications said, "The campaign intends to bring people out of their overthinking mode. The insight is, most of the time, we live in our heads. Especially, when we experience a symptom of some kind. We start thinking of various possibilities; the good, the bad, the worse. This ensues a debate in our heads that could be endless with no real diagnosis. #YosikadheengaKelunga is a quirky, light-hearted campaign that attempts to bring people out of their 'thinking' mode and encourages them to consult on the app for a right diagnosis."

Comments on the TVC, Bhavesh Doshi, Chief Creative & Founder,

How to digitally avail an instant two-wheeler loan from Shriram City?

Chennai, September 16 2021: What is Shriram City's Express Two-wheeler Loan (E2L)?

Shriram City, is offering a convenient, hassle-free, and paperless two-wheeler loan to all its customers. The digital offering is available on-the-go 24x7 on its mobile app and website.

How to avail of the loan in a few simple steps?

Step 1: Log in to Shriram City Union Finance web portal or download MyShriramCity App -> Click on two-wheeler loan -> Apply now

Step 2: Provide details such as name, contact, email, etc. -> Select vehicle from the drop down arrow

Step 3: Provide financial details -> Upload requisite documents (Bank Statement, Identity Proof, Address Proof)

Step 4: An online voucher will appear on the screen

Now visit the dealer with

the voucher for your bike delivery

Necessary documents for availing of the loan?

Aadhar Card

Identity Proof - Passport/Driving License/Gas Bill with Gas Book (any one)

Address Proof - Passport/Driving License/Gas Bill with Gas Book (any one)

Other Requirements - Recent Passport size color photographs

Income Proof Documents

Bank Statement for the last 3 months

Eligibility:

Age

The applicant must be 21 years old or above

The maximum age must be 59 years at the time of loan maturity

Profession



Both salaried and self-employed individuals are eligible

Work Experience

For a salaried applicant, the minimum work experience is one year with a minimum salary of Rs. 12,000 p.m.

Self-employed applicant must be in the same business for two years

Address

The applicant must be living at the same address for at least one year

Bank Relations

There shouldn't be a bounced cheque record over the past 12 months in the applicant's history

Loan amount:

Features and Benefits:

Offers loan of up to 100 percent on-road price of the two-wheeler

The AI-enabled digital platform ensures a smooth and simple process of availing the two-wheeler loan

The loan amount is disbursed in just 24 hours post the approval of the application allowing Shriram City to offer the fastest two-wheeler loan in India

Once the loan application is approved, all the transaction details are available on Shriram City's customer portal/MyShriramCity app ensuring complete transparency

As social distancing and staying indoors continues to remain a norm, the film narrates the actress's yearning for home-cooked festive delicacies and is in for a pleasant treat - all thanks to her friend's recipe and Brut Mixer Grinder. She emphasises the multifunctionality of the appliance that grinds the ingredients to ideal consistency, making it the perfect companion for a

variety of South Indian cuisines.

On the collaboration, Ms. Sandhya Biswas, Country Head- Marketing at Morphy Richards, said, "It gives us immense pleasure to showcase the Morphy Richards Brut Mixer Grinders. With its aesthetic design and superior functionality, we offer convenience, efficiency, and elegance, all at the same time to our consumers. Amala Paul is known for her roles which portray a perfect blend of elegance and character, which is completely in sync with our brand proposition. We could not have found a better partner to introduce this distinct product especially in the Southern markets where people always have a penchant for class & comfort. We are confident that this collaboration will help us in garnering increased mind share and market share in the Indian homes."

Commenting on the collaboration, actress Amala Paul said, "I am happy to be associated with a premium brand like Morphy Richards that has a great international heritage and a sound understanding of our Indian kitchen needs. Being a passionate lover of appetising



food, I have enjoyed the authentic textures; courtesy of Brut Mixer Grinder. With its ultra-stylish finish, multifunctional use and strong copper blades, it serves as a must-keep item for every South Indian kitchen."

Morphy Richards also offers a wide range of Mixer Grinders crafted to satisfy the customers' taste buds for traditional flavours. Brut is the newest addition to this lineup and consumers now have an option to recreate the flavours and textures of Indian masalas and bring out the authentic taste of the recipes. The mixers come with strong lid locks for hands-free operation, a copper motor, and long-lasting stainless-steel blades. The user can also multitask, as the lid locks hold the jar tightly and strong suction feet grip on the countertop during the grinding process. The range can be purchased from various physical stores and online platforms, and also their e-commerce platform at https://www.morphyrichardsindia.com.