

Sports Minister Anurag Thakur interacts with India's 'World 2021 U20 Athletics Championship' Medalists

New Delhi, August 26 2021: The Minister of Youth Affairs and Sports, Shri Anurag Singh Thakur interacted with Indian Athletes and medal winners of 2021 World U20 Athletics Championships in New Delhi today. India won three medals including two silver at the Championships also known as World Junior Championships held from 18th to 22nd August 2021 at the Moi International Sports Centre in Nairobi, Kenya. Long jump coach Robert Bobby George, Anju Bobby George, Kamal Ali Khan, D.G. SAI were also present.



Beauty Brand D'MOKSHA PROFESSIONALS launched by Vanitha, Ajith & Karun Raman

Chennai, August 26 2021: D'Moksha is a people's brand, organic, vegan and chemical free, it's formulated by Vanitha and her business partner Ajith along with the help of their team member Venkatesh. D'Moksha was launched by their brand ambassador Karun Raman who did a fashion sequence with his models showcasing all the products. D'Moksha will be available on all retail stores and salons and the products can also be purchased online through their app D'Moksha.

D'MOKSHA products are



formulated by Organic and botanical ingredients. These ingredients are grown without the use of genetically modified organism, herbicides & synthetic fertilisers.

D'MOKSHA CORE TEAM are VANITHA (Founder), AJITH (CO-FOUNDER & MD), VENKATESH KRISHNAN (PARTNER), KARUN RAMAN (PARTNER & BRANDAMBASSADOR).

D'MOKSHA journey started in 2014 its founders

along with the panel of Professionals in organic chemistry and cosmetics technology.

D'MOKSHA offer the best possible Natural and luxurious products to its consumers.

PHILATELY EXHIBITION INAUGURATED

Chennai, August 26 2021: John Thomas, General Manager, Southern Railway, inaugurated a Philately Exhibition as part of "Azadi Ka Amrit Mahotsav" at Southern Railway Headquarters today in the presence of B.G.Mallya, Additional General Manager, Smt Aruna Nayar, Principal Chief Personnel Officer, Principal Heads of Departments, Officers and Staff of Southern Railway.

Azadi Ka Amrit Mahotsav is a campaign consisting of a series of events being organised by the Government of India to commemorate the 75th Anniversary of India's Independence. The activities issued between the years 1948 to 2018 on Freedom Fighters and Freedom Struggle are exhibited here as a literary document in an interesting way to get to know about them.



Eminent personalities such as Freedom Fighters, Independence activities, martyrs, statesmen and women freedom fighters across the country are featured as part of this philately exhibition.

The Exhibition, part of a private collection by P. Seetharan, Senior Section Engineer, Shell Division, Integral Coach Factory will be on display for three days for all the Officers & Staff of Headquarters and Chennai area.

Life Cover for Life's Various Stages



recently launched the Exide Life Guaranteed Wealth Plus, which offers best-in-class returns allowing customers to make most of their investments while also securing a life cover.

Guaranteed and Fixed Returns: For individuals who have a lower risk appetite and want to steer clear of the market volatility, guaranteed insurance plans are a good option. These plans offer higher returns than most traditional savings instruments such as bank FDs and PPFs. In addition, returns from these products do not fluctuate with changing interest rates, which means that policyholders get fixed returns on their savings even in a falling interest rate scenario.

Exide Life Guaranteed Wealth Plus offers as much as 350 percent guaranteed returns and comes in two variants. People can choose between the 'income' option and the 'lump sum' option.

Under the 'income' variant, one needs to pay premiums for six years and avail guaranteed fixed-income payout for 30 years.

On maturity, the policyholder also receives 100 percent of the premium paid. This is a lucrative option if one wants provisions for additional income streams to meet

various life goals such as child's education and marriage, regular cash flow after retirement, and so on. Under the 'lump sum' variant, after paying premiums for six years, policyholders can avail of the maturity benefit as a lump sum at the end of the policy term of 12 or 15 years.

Continuous Life Cover: It is the element of protection that distinguishes insurance plans from other financial products. A first in the category, Exide Life Guaranteed Wealth Plus comes with continuous life cover during the entire income payout period in addition to fixed and guaranteed returns, which makes it an attractive proposition.

Customised Payout Structure: Based on the nature of goals, one may either choose to avail the full maturity benefit at one go when the policy matures or

opt for the 'income' variant, which pays the benefit amount as regular income over a period. The Exide Life Guaranteed Wealth Plus offers both these payout options. Customers are required to select one that suits them best at the time of buying the policy. It is, however, advised that customers discuss this with their advisors to evaluate their financial goals before they zero in on the payout structure.

Long-Term Tax Benefits:

Premiums paid towards guaranteed insurance plans are eligible for tax deduction under Section 80C of the Income Tax Act and offer long-term tax-free returns under Section 10(10D). Exide Life Guaranteed Wealth Plus

may be the right investment choice for those looking for an investment avenue that not only protects their savings but also secures the financial future of their loved ones.

Unlike traditional term plans, ABSLI DigiShield plan allows a customer to enjoy a guaranteed recurring income starting from age 60 years through the Survival

BharatPe forays into consumer fintech domain with the launch of 12% Club

Chennai, August 26 2021: Bharat Pe, one of India's fastest growing fintech companies, today announced its foray into the consumer space with the launch of its first-of-its-kind consumer product- 12% Club. Available on Google Play Store and Apple App Store, this product is set to redefine the rules of consumer lending and investments. With 12% Club, consumers will have an option to invest and earn upto 12% annual interest or borrow at a competitive interest rate of 12%.

BharatPe has partnered with RBI approved NBFCs to offer this investment-cum-borrowing product for consumers. The company aims to achieve an investment AUM of US\$ 100 mn and a lending AUM of US\$ 50 mn from this product, by the end of the current fiscal.

The consumers on the 12% Club app can invest their savings anytime by choosing to lend money through BharatPe's partner P2P

NBFCs. Additionally, consumers can avail collateral-free loans of upto Rs. 10 lacs on the 12% Club app for a tenure of 3 months, as per their convenience. There are no processing charges or pre-payment charges on the consumer loans. The loan eligibility will be defined based on a number of factors including consumer's credit score, the shopping history using PAYBACK loyalty system or the payments done via BharatPe QR.

Commenting on the launch, Suhail Sameer, Chief Executive Officer, BharatPe said, "As we begin our journey on the consumer side, our focus will be to launch products that are industry shaping, 100% digital and easy to use. This one-of-its-kind product for consumers has been designed to ensure industry-best benefits both for lenders, as well as borrowers. We believe that 12% Club will strike the right chord with a diverse set of new-age digitally savvy customers from young salaried individuals, to professionals with disposable incomes, as well as the investors who park their funds in various financial instruments. The initial response has been phenomenal. In the pilot phase, we have seen great traction with US\$ 5mn of monthly investment run rate and US\$ 1mn of monthly borrowing run rate. We are confident that this product will be well received in the

market and will play a key role in driving financial inclusion in the country. This is just the beginning and we will be adding new customer products during the rest of the financial year."

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In order to begin the journey of investments/borrowing via the 12% Club, a customer needs to follow the steps below.

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

Chennai, August 26 2021: August 24, 2021: TATA Health in its latest TVC and digital film #SochMatPoochLe 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, part of a private collection by P. Seetharan, Senior Section Engineer, Shell Division, Integral Coach Factory will be on display for three days for all the Officers & Staff of Headquarters and Chennai area.

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 #SochMatPoochLe 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 & Monks; commenting on the TVC, Chief Creative & Founder Maverick & Monks

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. #SochMatPoochLe 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."

Aditya Birla Sun Life Insurance announces up to 15% reduction in premium rates of its Term Plan - ABSLI DigiShield Plan

Chennai, August 26, 2021: Aditya Birla Sun Life Insurance (ABSLI), the life insurance subsidiary of Aditya Birla Capital Limited (ABC L), announces reduction in the premium rates in ABSLI DigiShield Plan by up to 15% thereby making it one of the most competitive offering in the Term Insurance space. This plan caters to the unique protection needs of customers and can be personalized to suit specific protection needs.

Long-Term Tax Benefits: Premiums paid towards guaranteed insurance plans are eligible for tax deduction under Section 80C of the Income Tax Act and offer long-term tax-free returns under Section 10(10D). Exide Life Guaranteed Wealth Plus

may be the right investment choice for those looking for an investment avenue that not only protects their savings but also secures the financial future of their loved ones.

Unlike traditional term

plans, ABSLI DigiShield plan allows a customer to enjoy a guaranteed recurring income starting from age 60 years through the Survival Benefit Option. Further, it provides a unique flexibility to reduce the sum assured at a pre-defined retirement age, allowing customers to align their cover as per their outstanding liabilities and the life stage.

ABSLI DigiShield Plan offers extensive flexibility to cater to one's varied protection needs across life stages by offering multiple plan options to choose from, joint life protection, critical illness cover, and rider options to tailor-make a distinctive protection solution for the customers and their loved ones.

Commenting on the premium price reduction of ABSLI DigiShield Plan, Mr. Kamlesh Rao, MD & CEO,

Aditya Birla Sun Life Insurance, said, "The pandemic lasted longer than expected with people experiencing strains on their personal finances. We have been meticulously observing the pandemic experience before making any price revisions in our products. With a rise in demand for term plans, we have consciously announced a reduction in premium for ABSLI DigiShield Plan, a hyper-personalized term plan offering, to suit our customer's ever evolving monetary needs. We urge customers to take benefit of this reduced premium pricing of this holistic term plan, providing financial protection for self and loved ones."

This plan also provides various premium payment terms, policy tenures and death benefit pay-out options to satisfy unique customer requirements. This holistic plan mitigates liabilities, provides protection to loved ones, and supports retirement and legacy goals.



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