

Two day meeting of 30 range countries of Central Asian Flyway begins

Chennai, October 07 2021: The two day Online Meeting of Range countries began today with a resolve to strengthen the conservation actions for migratory birds and their habitats in the Central Asian Flyway. Central Asian Flyway (CAF) covers a large area of Eurasia between the Arctic and Indian Oceans. This flyway comprises several important migration routes of birds. Including India, there are 30 countries under the Central Asian Flyway.

Delivering the Keynote address, Minister for Environment, Forest and Climate Change, Shri Bhupender Yadav said that considering the key importance of conservation of migratory birds, Prime Minister of India, Shri Narendra Modi during the opening ceremony of the 13th meeting of the Conference of Parties (CoP) to the Convention on Migratory Species (CMS), held at Gandhinagar in February, 2020, had noted that India was keen to take the conservation of migratory birds to a new paradigm



with active cooperation of all the Central Asian Flyway Range Countries and would be happy to facilitate preparation of Action Plan for other countries for conservation of migratory birds along the Central Asian Flyway.

During the CMS COP 13, a resolution (UNEP/CMS/Resolution 12.11 (Rev.COP13) and Decision 13.46 were adopted inter-alia providing for establishing, by COP14, under the umbrella of CMS an institutional framework, under the leadership of India and in consultation with the other range states and relevant stakeholders with the aim to agree on, inter alia, conservation priorities and related actions, and measures to

support Parties with the implementation of conservation action for migratory birds in the region, including by promoting research, studies, assessments, capacity building and conservation initiatives thereby further strengthening the implementation of CMS and its avian-related instruments.

With a view to fulfill its commitment, India is organizing two day online meeting on 6th -7th October 2021 with CAF Range Countries, anchored in Wildlife Institute of India, wherein, India would be sharing its best practices on conservation of migratory birds and the National Action Plan, with the CAF

range countries. The meeting would also share information on activities and conservation priorities, and actions taking place within the CAF. The meeting would be attended by representatives from the CAF range countries, representatives from CMS, its sister organizations, experts in field from across the globe, scientists, officials and representatives from State/Union Territory Governments, etc.

Shri Yadav in his address emphasized on the essential and indispensable roles migratory birds play in the ecosystems they reside in and travel through and stressed that habitats that birds use for refueling can be effectively managed with coordinated information sharing.

Approximately one in five of the world's 11,000 bird species 11,000 bird species migrate, some covering enormous distances. Conserving migratory birds requires cooperation and coordination along the entire flyway between countries and across national boundaries.

Pandemic has remodelled G20 priorities, unique opportunity to inject an inclusive and equitable agenda at the G20, says Piyush Goyal

Chennai, October 07 2021: The Union Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Shri Piyush Goyal has said the pandemic has remodelled several G20 priorities. Addressing the Inaugural Session of the ICRIER's 13th Annual International G-20 Conference, Shri Goyal said we must keep rethinking, reimagining & recreating our own processes and thinking to be an important stakeholder in a new world order.

Shri Goyal called for pursuing a more inclusive and equitable agenda at the G20.

"For the next few years, Developing Countries like ours will be leading the organization, Indonesia next year, followed by India. It is a unique opportunity for all of us to inject a more inclusive and equitable agenda at the G20. By acting in tandem in this "Decade of Action", G20 will play a pivotal role to achieve all SDGs. We have to strengthen global institutions which are more representative & inclusive e.g. WTO, UNFCCC etc. We have to build synergies with like-minded partners to bring out a strong statement on Climate Action," he said.

Shri Goyal said the



leadership that the Prime Minister Shri Narendra Modi gave through the pandemic is unparalleled in the world.

"Today the entire world understands that in this Interconnected and Interdependent World, no one is safe until everyone is safe. And towards that end a greater degree of global economic coordination is the need of the hour, we are all equally responsible to make that happen. It's imperative to tackle this pandemic on the one hand, to ensure vaccination for everybody, - rich or poor, all countries, all citizens of the world and also serious research on finding a cure for Covid-19," said Shri Goyal.

"India has, of course, shown out in its performance of tackling the pandemic smartly including the first phase where we prepared

ourselves, we converted this crisis into an opportunity involving huge amount of new elements to our economic policy to the AatmaNirbhar Bharat packages, eg testing we ramped up from 2,500 to nearly 3 million per day; PPEs were being made Zero, we are now the world's second largest manufacturer of PPEs, our ICU beds ramp up, our Oxygen ramp, the ramp up of training of skilled manpower. On a variety of fronts India has shown the way," he added.

Shri Goyal said the clarion call for becoming AatmaNirbhar given by Prime Minister Modi has truly transformed the way, the mindset of every Indian.

"An AatmaNirbhar Bharat is not about closing India's doors to engagements with the world; it's actually opening the doors wider, because where we are

competitive we want leadership position in world trade, where we think we need to import we want liberal market access within India and reciprocated by other countries for all products so that we can expand trade on both sides and truly become an important stakeholder in global supply chains, a trusted partner and help in the recovery of the world, - the economic recovery, the social recovery and the health recovery of the world in the post-pandemic era," he said.

Shri Goyal called upon the G20 to play a leadership role for People, Planet & Collective Prosperity.

"What we need is Faith in Ourselves, in our Abilities. G20 members must have a "Centric" approach i.e. Economic Progress must be employment Centric Policies, People Centric Cooperation, Community Centric," he said.

The G20 is the international forum that brings together the world's major economies. Its members account for more than 80% of world GDP, 75% of global trade and 60% of the population of the planet.

The forum has met every year since 1999 and includes, since 2008, a yearly Summit, with the participation of the respective Heads of State and Government.

Government is working as enabler by creating demand structure for Drones: Civil Aviation Minister Shri Jyotiraditya Scindia

Chennai, October 07 2021: Shri Jyotiraditya Scindia, Minister of Civil Aviation today said that the government's role has changed under the leadership of Prime Minister Narendra Modi, and it is working as an enabler, and not a regulator, looking at a new approach of evidence-based policymaking for drones.

Addressing the session on Drones for Public Good - Mass Awareness Program, organized by FICCI, Shri Scindia said technology promotion is crucial and drone technology will bring those living at the margins to the centre of development. "Drones play a crucial role in connecting the people from the length and breadth of the country," he said.

India as a country, said Shri Scindia, has generally been a follower in the evolution of innovation or technology. This is the first time we are looking at being leaders, said the Civil Aviation Minister.

The new drone rules,



accompanied at a very short period with the PLI scheme for drones, gives the nascent industry of domestic manufacturing a huge boost. "A 40 per cent value addition threshold for the sector gives a unique advantage to get off to a flying start," said Shri Scindia.

He further mentioned that for any technology to succeed it requires three steps- policy structure, funding incentive and demand structure. The Indian Government, he further stated, the Svamitva (Survey of Villages and Mapping with Improved Technology in Village Areas) scheme plans to use

drones to map thousands of villages which will give India's drone industry a massive boost.

India has some very hard-to-reach territories and drones would be effective in providing vaccines, resulting in an increase of the vaccination drive, added the minister. "The government is already working as an anchor customer by the usage of vaccines and mapping and creating the demand structure for the drone technology in India," said Shri Scindia. The government approved PLI Scheme for the drone's industry will bring fresh investments and boost

employment in India said the minister. He said that drone technology is on the runaway and urged the industry bodies to help the technology take off.

Mr. Vignesh Santhanam, Aerospace and Drones, World Economic Forum said, drones should bolster the Agri research system to support the sector through increased produce, upskilling of rural populations for secure livelihoods while being a lighthouse for fourth IR tech.

Mr. Smit Shah, Director - Partnerships, DFI said, we welcome the efforts of the Minister as a partner of this industry.

Mr. Rajan Luthra, Chair - FICCI Committee on Drones and Chairman's Office - Head-Special Projects, Reliance Industries Ltd said that agriculture is one of the most important sectors in India with huge market potential and the usage of drones for agriculture will deliver significant benefits to the farmers and common man.

processing and flexible repayment options to fulfil one's dream of owning a home was also announced on the occasion.

With this, IDBI Bank envisages that its offerings would reverberate with the spirit of celebration of every Indian household.

empower the ambitions of young Indians. The product covers a wide range of education courses including Specialized courses, Overseas courses with higher tenure, higher loan amount and flexible repayment options.

An attractive festive offer for Home loans with added features for customer delight, nil Processing fees, quick

Tata Chemicals bags three Platinum level awards at CII "Six Sigma National Competition" Award 2021

Chennai, October 07 2021: Tata Chemicals, one of India's leading science-led products - and - solutions companies has received three Platinum level awards at the 15th edition of the CII National Six Sigma Competition, 2021, held recently for some of the company's Project Case Studies on technical innovation and plant operational efficiency improvements which were showcased at the competition.

Tata Chemicals teams emerged at the top for their Project Case Studies on 'Monohydrate Plant Throughput Enhancement', 'To improve life of STD support roller' and, 'To reduce

heat losses by improving heat recovery and heat transfer in Power plant processes'.

The company's project case study titled 'To improve life of STD support roller' was also ranked as a second runner-up in the competition. There were a total of 18 teams from different organisations across industries participating in the competition. These awards are a national recognition for Tata Chemicals' ongoing commitment to efficiency, sustainability, and continuous creation of stakeholder value.

Commenting on the achievement, Mr R Mukundan, MD & CEO, Tata Chemicals, said "We are

delighted and honoured to see Tata Chemical teams win top honours at the 15th edition of CII's National Six Sigma Competition. Three of our teams winning top spots is testimony to the company's relentless pursuit of efficiency and competitiveness in operations."

"At Tata Chemicals we are strong believers in using the principles of six sigma as a tool for better quality control and consistency in manufacturing, production and improving efficiency" Mr Mukundan added.

All the three top spots awards were won in the category titled Improvement Projects in Manufacturing/

Operations. While the team on 'Monohydrate Plant Throughput Enhancement' was led by Mr Manish Bahhale, the team working on the project on heat loss and heat transfer in power plants was led by Mr Devang Thaker, Mr Gaurang Raiyani led the team on 'To Improve Life of STD Roller.'

In 2020 Tata Chemicals teams had won the prestigious CII- National Six Sigma Competition in the Gold level. The Six Sigma National Competition, was started by CII back in 2007, and every year the winning teams are chosen by an esteemed jury after presentations made by them.

Kalyan Jewellers announces festive season offers & discounts Up to 25% cashback on every purchase; VA (making charges) on gold jewellery 3% onwards

Chennai, October 07 2021: With the onset of the festive season, Kalyan Jewellers, one of India's most trusted and leading jewellery companies, has announced exciting offers and mega discounts on its distinctive jewellery collections.

As part of this festive offer, customers will be able to maximise the value of their purchases with up to 25% cashback on their jewellery purchases. While up to 25% cashback can be availed on VA (making charges) of gold jewellery, up to 20% cashback offer is available on diamond jewellery. On precious stone jewellery and uncut diamond jewellery, cashback is up to 20%. These offers are valid until Nov 30th, 2021, and the cashback offers can be availed in the form of instantly redeemable vouchers.

Customers can also avail the benefits of the Gold Rate Protection Offer by paying 10% advance of the total intended purchase amount and booking their jewellery at the current market price of



gold. This unique offer enables customers to lock-in the price of gold and protect from future price hikes and fluctuations. The making charges, also known as value additions or VA, starts at merely 3%. The offer on diamond and precious stone jewellery will be applicable only on stone charges.*

Mr. Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers said, "With the arrival of the festive season, we are drawing closer to a time of joy and togetherness. At Kalyan Jewellers, we want to mark

our country's undying spirit of celebration by extending the festive discounts offers to our customers, allowing them to take home the latest jewellery designs from Kalyan Jewellers and the love and happiness that come along with them."

Kalyan Jewellers has rolled out extensive measures to ensure a safe retail environment for the brand's employees and customers. The staff is fully or partially vaccinated and apart from common practices such as temperature check with thermal guns, double masking

or providing safety gloves to customers, frequent deep cleaning of high touchpoints, sterilization and contactless billing have all been implemented in showrooms.

With the growing impetus on social distancing, Kalyan Jewellers has also launched the LIVE video shopping facility (https://campaigns.kalyanjewellers.net/livevideoshopping/) through which consumers can browse through the Kalyan Jewellers' jewellery collections at the comfort of their homes.

The jewellery retailed at Kalyan Jewellers are all BIS hallmarked, and goes through multiple purity tests. Patrons will also receive the Kalyan Jewellers 4-Level Assurance Certificate which guarantees purity, free lifetime maintenance of ornaments, detailed product information and transparent exchange and buy-back policies. The certification is part of the brand's commitment towards offering the very best to its loyalists.

IDBI Bank announces launch of exciting Retail Products

Mumbai, October 07 2021: To ring in the string of Indian festivals, IDBI Bank, on the occasion of its Foundation week unfolded its retail asset products i.e. Auto loans, Education loans and Home loans, with augmented features.

To forge a connect with lifestyle decisions that assume auspicious

significance, IDBI Bank unveiled 'i_zoomdrive' auto loans. This loan for New Cars and High end bikes offers features like quick processing, attractive interest rates, 100% financing for specific segments and zero penalty on part / pre closure that sets it apart from its peers.

The Bank also unveiled 'i_learn' education loans to

Roche Launches cobas pure Integrated Solutions Analyser Offering More than 230 Tests across Disease Areas

Chennai, October 07 2021: Roche Diagnostics India today announced the launch of cobas pure integrated solutions analyser with more intelligent system particularly suitable for larger number of labs and hospitals operating in India, to make better use of their space and expand their offering of high medical value tests for the benefit of patients.

This new compact analyser combines clinical chemistry, immunoassay and Ion Concentration Measurement (ISE) diagnostic testing on a single platform helping labs simplify daily operations with limited space and resources. Cobas pure analyser offers long-term stability of reagents allowing labs to expand their test menu.

Built on the latest technology, cobas pure integrated solutions analyser provides labs with an integrated system that focuses on the automation of manual tasks. This reduces the hands-on maintenance time of technicians to just 5 minutes per day which is 80 percent less than



previous generations systems. This will help improve the productivity of lab personnel whilst also enabling faster delivery of test results and clinical decision-making.

With a footprint of just two square meters, cobas pure analyser is smaller than previous generations systems. It is a compact system that fits into a standard lab bench, allowing for easy integration into existing lab workflows. The analyser offers a wide range of tests across various disease areas, including infectious diseases, clinical chemistry, and immunoassay.

of disease areas such as critical care, infectious diseases including COVID-19, Women's Health, Oncology, Cardiology, Endocrinology and TDM (Therapeutic Drug Monitoring), i.v.

Announcing the launch, Narendra Varde, Managing Director, Roche Diagnostic India and Neighboring Markets said, "Cobas pure offers diverse critical and complex tests for patients. This consolidation of test menu would enable labs to speedily perform hundreds of different tests using just a single test tube of blood sample from patients.

Through cobas pure, the consolidated test menu can reach beyond metros into a large number of cities where test menu may be presently limited."

Cobas pure integrated solutions comes with a number of innovations including automated maintenance and calibration and a completely ready-to-use reagent that helps simplify overall lab operations.

In line with Roche's continuous focus on driving sustainable practices across business practices and offerings, the plastic generated per test result has been reduced by up to 78% due to smaller reagent pack sizes with higher number of tests per pack. Roche has been recognised for the twelfth consecutive year, as one of the most sustainable companies in the pharmaceutical industry by the Dow Jones Sustainability Index (DJSI).

Also, the required sample volume per test has been reduced on average by 43% compared to previous generation cobas systems.

OYO Files DRHP with SEBI for IPO

Chennai, October 07 2021: Global travel technology company, OYO (Oravel Stays Limited) has filed its draft red herring prospectus (DRHP) for its initial public offering (IPO) of INR 8,430 cr (~\$1.2bn) with the Securities and Exchange Board of India (SEBI).

Founded in 2012, OYO is a leading new-age technology platform empowering the large yet highly fragmented global hospitality ecosystem. It has been focused on reshaping the short-stay accommodation space since its incorporation and has developed a unique two-sided technology platform focused on comprehensively addressing key pain points of Patrons (being the owners, lessors and/or operators of

storefronts listed on our platform) on the supply side with our flagship products like Co OYO and OYO OS, and to Customers (being travellers and guests who book storefronts on the Company's platform) on the demand side. OYO has more than 157,000** storefronts across more than 35 countries that benefit from its platform. On the consumer side, the OYO App has been rated as the most downloaded accommodation app in Asia and third largest in the world in 2020 as per Sensor Tower.

OYO's initial public offering consists of equity shares of face value of Re. 1 each of Oravel Stays Limited aggregated up to Rs. 8,430 cr (~\$1,163 million) (the "Offer"). The offer comprises

a fresh issuance up to Rs. 7,000 cr (~\$966 million) (the "Fresh Issue") and an offer for sale aggregating up to Rs. 1,430 cr (~\$197 million). The IPO will consist of 83% fresh issue and 17% offer for sale. The Company and its stakeholders may, in consultation with Lead Managers, consider a further issue of equity shares for cash consideration aggregating up to Rs. 1,400 million (~\$193 million) (the "Pre-IPO placement"). The Pre-IPO placement, if undertaken, will be at a price to be decided by the company and its stakeholders in consultation with the Lead Managers and the Pre-IPO placement will be undertaken prior to filing of the Red Herring Prospectus with the ROC.

Over the past year, the Company implemented a number of measures as a part of its COVID-19 response strategy, including accelerated development and adoption of technology and products to reduce operating costs, and repositioning its offerings. The Company also streamlined strategic and shared services functions, such as revenue management, supply, human resources, legal and finance, from country teams to regional teams to streamline processes, create more efficiencies and reduce costs. As a result of various initiatives that the Company took, its Adjusted Gross Profit Margin improved from 9.7% in Fiscal 2020 to 33.2% in Fiscal 2021 along with ~79% reduction in EBITDA losses from FY20 to FY21 despite the pandemic.

SBI and Indian Navy launch NAV-eCash Card

Mumbai, October 07 2021: Taking Digital India at high seas, Indian Navy and State Bank of India (SBI) launched SBI's NAV-eCash Card onboard India's largest Naval Aircraft Carrier INS Vikramaditya. The launch of this card was done in presence of Shri C S Setty, Managing Director (Retail & Digital Banking), SBI and Vice Admiral R Harikumar, Flag Officer Commanding-in-Chief, Western Naval Command.

The launch of SBI's NAV-eCash Card is an important milestone for digital payment solution and SBI's commitment towards the GOI's vision of Digital India and a conscious shift towards less-cash economy. The unique infrastructure at naval ships inhibits traditional



payment solutions particularly when the ship is in high seas where there is no connectivity. NAV-eCash Card with its dual-chip technology will facilitate both online as well as offline transactions.

The Card will obviate the

difficulties faced by personnel onboard in handling physical cash during deployment of the ship at high seas. The idea of such a card was jointly nurtured by SBI and Navy officials and the card takes care of the requirements of Navy to provide a seamless

onboard experience. The new journey envisioned in the form of NAV-eCash Card will change the payment ecosystem while the ship is sailing with no dependency on cash for utilization of any of the services onboard.

Speaking at the occasion, Shri CS Setty, MD (Retail & Digital Banking), SBI, emphasized upon the Bank's commitment towards defence forces and the long relationship with the armed forces of India. He also expressed the feeling of pride on being associated with defence forces. The concept will be replicated at other naval ships and various defence establishments for creating a secured, convenient and sustainable payment ecosystem.

Godrej Security Solutions introduces the concept of 'Gifting the Promise of Security' to celebrate the festive season

Mumbai, October 07 2021: With the festive season around the corner, Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Security Solutions has introduced the concept of 'Gifting the Promise of Security' for loved ones, as there has been an increase in private interactions in social media bubbles. As part of this, the Company has announced assured gifts on the purchase of select Home Lockers. The offer is valid till December 31, 2021, across the country. With Covid-related restrictions having eased, consumers have gradually begun spending once again, thereby boosting

demand. However, keeping the uncertainties in mind, the Company has strategically focused its festive spends and touch points towards digital interactions as on-ground movement is still restrictive in some regions. Godrej Security Solutions is thus allocating 60% of spends on digital platforms and the rest 40% for on-ground activations. With digital media being the key focus this festive season, the Company plans to go all out by reaching out to consumers through all possible social media and OTT platforms such as Instagram, Facebook, YouTube, Hotstar, YouTube Banners, MX player etc.

Further, its on-ground branding will be implemented at various retail outlets, through hoardings as well as placing advertisements in print.

Mehernosh Pithawalla, Vice President, Godrej Security Solutions, said "The ongoing festive season provides us with a great opportunity to propagate the concept of gifting the promise of health and security to consumers, across the country. The overall sentiment towards the festive season looks quite positive among consumers across metro cities as well as tier 2 and tier 3 towns."

The pandemic has made consumers realize the

increased need for home surveillance not only to protect property but to also secure the safety of their loved ones remotely. Keeping this in mind, The Company recently launched India's most secure home camera range, the 'Spotlight'. Designed and manufactured in India, this innovative product offers Indians best-in-class data security, so that a customer's home and personal data stays private. As the use of connected devices is gaining popularity across Indian homes, gifting a home camera can be an ideal gift for loved ones during this festive season to ensure their safety at all times.

India's Olympic champions Mirabai Chanu and Bajrang Punia endorse Amrutanjan's pain management range

Mumbai, October 07, 2021: Amrutanjan Healthcare, a 128-year-old company with a rich legacy and a pioneer in India's healthcare industry has signed the Champions of Tokyo 2020 Olympic Games, Weightlifting Silver medalist Mirabai Chanu and Wrestling Bronze medalist Bajrang Punia, as brand ambassadors.

The Olympic champions will endorse the company's portfolio of Advanced Body pain management products which includes Back Pain Roll-On, Joint Muscle Spray, and Pain Patch.

As top-class sports persons, these athletes have won honours for India on a global platform but the road to success in sports has never been easy. These players had to overcome their fair share of pain, hardship, and challenges.

Commenting on the association Mr. S. Sambhu Prasad, Chairman and Managing Director Amrutanjan Healthcare Limited said, "Amrutanjan has always been a pioneer in pain management products, and is India's trusted choice for effective pain relief over the years. As a company, we are always striving to enhance the quality of life of consumers through our innovative products. Our expertise lies in combining science with the naturalness of Ayurveda and we have been honing this since 1893.



Our products are known for being efficacious in providing the relief that our consumers seek. We are against the use of synthetic chemicals like Diclofenac which are known to cause serious side effects to personal health and impacts the larger environment"

The company is now focused on growing its portfolio by offering more superior pain management products that come with performance-based claims backed by scientific clinical trials. As a proud Indian brand, it gives us immense pleasure to sign our Olympic champions as our brand ambassadors. They have overcome immense odds to achieve success for our country on a global stage and we are proud to have them on board."

Mr. Mani

Bhagavatheswaran, Chief Marketing Officer, Amrutanjan Healthcare Limited, said, "Mirabai and Bajrang have emerged as role models and youth icons for the future generation. They embody the spirit of never giving up despite pain or setbacks and that's a value our brand resonates with. Through this collaboration and stories of the athletes we want to highlight the fact that pain can be overcome and it should not stop you from achieving your dreams."

Ms. Mirabai Chanu said, "I am very excited to partner with Amrutanjan to promote their portfolio of pain management products. As an athlete, we have to endure physical pain and yet continue to perform. On days when the pain is almost unbearable, Amrutanjan's range of products such as

Pain Relief + Patch and Back Pain Roll-On has come to my rescue. It's Hot Action' heat therapy starts working within 30 seconds to give instant and long-lasting relief"

Mr. Bajrang Punia said, "As a high-performance athlete, I am always looking for any edge that I can get over my competition and am looking forward to using Amrutanjan's Joint Muscle + Spray to help me in relieving joint, muscle, and overall body pain. Moreover, for athletes in combat sports like wrestling, recovery is just as important as peak performance. This spray reaches the affected muscle and kicks out pain instantly making it helpful for quick body recovery after an intense training session or between competition bouts."

OPPO launches the all new A55 in India: Price starts at INR 15,490

Chennai, October 07, 2021: OPPO, the leading global smart devices brand, announces the launch of the OPPO A55 in India. Featuring an unmatched True 50MP AI Triple Camera and 3D curved exquisite design, the OPPO A55 is all about striking looks and a powerful camera setup.

The OPPO A55 will come in two variants: The 4+64GB variant will be available from 3rd October for INR 15,490, while the 6+128 model will be available from 11th October onwards for INR 17,490 on Amazon and across mainline retail outlets.



Besides its whopping True 50MP AI camera, the OPPO A55 triple HD camera setup comprises a 2MP bokeh shooter and a 2MP macro snapper. Its main AI camera comes with a dynamic pixel-binning technology that captures brighter pictures in extreme low-light conditions. The

2MP bokeh camera, on the other hand, captures beautiful portrait shots. Even at night, OPPO A55 ensures clear shots of the subject while preserving background details with Backlight HDR; its Night Mode adjusts the exposure in dim settings. Night Plus Filters for the rear camera

also captures more detailed photos.

The front 16MP Selfie Camera captures natural selfies, thanks to the AI Beautification feature that is available on the rear camera as well. This feature can touch up the user's skin tone and complexion based on the lighting conditions, age, and even gender.

Additional camera features include Dazzle Color, Photo Filters, and Panorama shots. OPPO A55's 360° Fill Light feature lets you capture clear selfies in dim environments by illuminating the display and using it as a light source.

Axis Bank offers flat 10-15% off on major e-commerce platforms for its ASAP Digital Savings Account

Chennai, October 07 2021: Axis Bank, India's third largest private sector bank announced mega offers for its new to bank customers of ASAP Digital Savings Accounts. Over and above the offers for the E-commerce platforms, customers will get flat 10-15% cashback at Flipkart and Amazon.in and up to 45% cashback on 30+ major brands. Customers have the option of choosing from 4 savings account variants Easy, Prime, Priority and Burgundy.

These Digital Savings Account variants offer higher amount of cashback and other privileges such as complimentary lounge access at airports, free ATM withdrawals etc. These mega offers are the best in the industry - debit cards offering 10% on Easy, 12.5% on Prime and flat 15% on Priority &

Burgundy accounts.* This is a limited period offer applicable to new to bank customers till November 2021.

To access these offers, customers need to open an ASAP Digital Savings Account, which can be accessed via the bank's website or mobile app through the Video KYC process. Post account opening, customers will get an instant virtual debit card with which they can start transacting immediately. They can enjoy the cashbacks on online shopping through 'Grab Deals', the Bank's online marketplace, which gives them a choice to shop across 30+ brands. The cashback offer benefit will be applicable for 6 months post account opening and the cashback earned will be credited directly to the customer's account.

Key convenience factors for a customer:

- Customers need not visit a branch at all as this is a full KYC digital Savings Account
- Customers need not wait for a physical Debit Card to be delivered a virtual Debit Card is given to the customers instantly
- No restrictions on the transaction limit, unlike a half KYC Digital Savings Account
- Services include Fixed Deposit/Recurring Deposit, Mutual Funds, Insurance, Loans, Credit Cards, Utility bills pay etc, totalling to 250+ services

On the occasion, Ravi Narayanan, Group Executive & Head- Branch Banking, Retail Liabilities & Products, Axis Bank, said "In alignment with our 'Dil Se open' philosophy, we are

pleased to introduce the 'ASAP Digital Savings Account'. Through this proposition, we offer customers a simple, seamless digital process for opening accounts with us and enjoy industry leading cashback offers. Today, most cashback offers are restricted to credit card owners, which is a small set in the country. We want to democratize cashback for customers and hope they find these offers enticing, particularly during the upcoming festive season."

ASAP Digital Savings Account can be opened in 4 simple steps: 1) Verification of customer via OTP, 2) Capturing of details required to open a Savings Account, 3) A short video call with a bank representative to complete the KYC process and 4) Initial Funding.