

## INDIA TO LOOK FOR INNOVATIVE PARTNERSHIPS AT EXPO2020 TO BECOME PREFERRED SOURCING PARTNER FOR GLOBAL TEXTILE INDUSTRY

Chennai, November 25 2021: India will pitch for becoming the preferred sourcing partner for the global textile industry during the textile week at the India Pavilion in EXPO2020, at Dubai, starting on Friday, the 26th Nov, 2021. Minister of State for Textile & Railways, Smt. Darshana V Jardosh will inaugurate the 'Textile Week' virtually and is slated to invite the global investors to invest in the Indian textile value chain and make it a preferred sourcing partner. Talking about the upcoming textile week (26th Nov – 2nd Dec), Smt. Jardosh said, "Indian textile is world renowned as it not only represents country's glittering past but also matches up to the demands of the modern times. India is the world's second largest exporter of textile and clothing and focuses on both quality and scale of production to become the global manufacturing hub and represents immense opportunity for global investors and buyers."

The 'Textile Week' at India Pavilion will see many activities including roundtable discussions on



India as a sourcing and investment destination for textiles along with the production linked incentive (PLI) scheme.

Interestingly, India is recognized as one of the best sourcing destinations for garments, textiles & accessories. Textile share in India's GDP is estimated at around 2.3% and is the largest employer, employing about 45 million workers. India's FDI policy is recognized as the most liberal in emerging economies, which allows 100% investment under the automatic route in the entire textile value chain. Union Minister for Commerce and Industry, Textiles, Consumer Affairs, Food and Public Distribution, Shri Piyush Goyal has urged the textile

Chairman, Apparel Export Promotion Council, Shri Chandrasekaran Thuvrapalayam Visvanathan, Chairman, Handloom Export Promotion Council, Shri Dhiraj Rai Chand Shah, Chairman, Synthetic & Rayon Textiles Export Promotion Council, Shri M. A. Ramasamy, Chairman, Powerloom Development & Export Promotion Council, Shri Umar Hameed, Chairman, Carpet Export Promotion Council, Shri Sanjeev Dhir, Chairman, Wool & Woollens Export Promotion Council, Shri Naresh Kumar Sadh, Chairman, Indian Silk Export Promotion Council, Shri Prem Malik, Past Chairman, Cotton Textiles Export Promotion Council & CITI and Vice Chairman, NSL Textiles Ltd., Mr T. Raj Kumar, Chairman, CITI, Shri Siddharth Lohariwal, Vice-Chairman, Jute Products Development & Export Promotion Council & Shri Rakesh Kumar Verma, Executive Director, Export Promotion Council for Handicrafts and other industry stalwarts.

A high-level delegation led by Shri Vijoy Kumar Singh, Additional Secretary, Ministry of Textiles will be meeting global business federations along with various industry chambers during the 'Textile Week' to explore potential business tie-ups through investor connect programmes.

These meetings will also see participation from Shri Jay Karan Singh, Trade Advisor, Ministry of Textiles, Dr. A Sakthivel,

## "Promises" is about what you do after you get power, how you fulfill your promises and change the lives of your citizens: IFFI 52 World Panorama Film Director Thomas Kruithof

Chennai, November 25 2021: A political drama of a lady in power, who is confronted with the moral quandaries involving the seemingly dichotomous demands of her aspiration for power on the one hand and the inner urge to stay true to the needs of her citizens on the other. Do watch the French movie Promises or Les Promesses by Director Thomas Kruithof, to immerse yourself in the complex interplay of power and character, a phenomenon which pervades much of life. The film has had its Indian Premiere in the World Panorama section of the 52nd edition of the International Film Festival of India, being held in Goa in a hybrid mode, during November 20 – 28, 2021.

Addressing a press conference on the sidelines of the festival today, November 24, 2021, Kruithof told film delegates: "I wanted to write a film about a whole political set-up with the position of Mayor in the center. This movie is about what you do after you get the power; how you fulfill your promises or how you change the lives of people in your town, that's the core conflict; the goal of this film is to bring this out."



corruption although it is a recurring theme in political films. Rather, it is a portrayal of the difficult choices between one's ego and one's ethics. Kruithof commented on what inspired him to make the film: "I wanted to make a movie about politics but not about conquering of power. It is more on what you do when you get the power and how you manage to try and change the lives of your citizens". The Director explained the fundamental questions the film raises. "The protagonist Clémence, played by French actress Isabelle Huppert, is shown as the fearless mayor of a town near Paris. A mayor who knows her citizens and their problems, she is completing the final term of her political career. However, when she is approached to become the Minister, her ambition rises

social interests, but in the end she opts for society's interest. On this, the Director has this to say: "Even if like Clémence, you are a well-intentioned politician, at some point, the idea of quitting and the emptiness that awaits you when you quit is something one can relate to. I wanted to find a balance between conflict and chaos within her character."

Having made another film before, Kruithof said he was fascinated by the elections in his country. That is when he decided to make his second film on politics.

Sharing his view about having a woman at the centre of the film, the director said that when a woman rises in politics, she always faces resistance; so it's all about how she tackles all the issues around her and within her.

How did the film find its name? Kruithof asserts the all-pervasive presence of promises: "The Name Promises came naturally to me as promises in politics are like a currency, every conversation is a promise, that's the way you get someone's vote. The movie shows day-to-day politics; so the characters speak less about ideology, and more about money, positions and hierarchy."

## PM CHAIRS 39TH PRAGATI INTERACTION

Chennai, November 25 2021: Prime Minister Shri Narendra Modi today chaired the meeting of 39th edition of PRAGATI, the ICT based multi-modal platform for Pro-Active Governance and Timely Implementation, involving Centre and State governments.

In the meeting, nine agenda items were taken for review including eight projects and one scheme. Among the eight projects, three projects were from the Ministry of Railways, two projects each were from the Ministry of Road Transport & Highways and Ministry of Power and one project was from the Ministry of Petroleum & Natural Gas. These eight projects, having a cumulative cost of about Rs. 20,000 crores,



are concerning seven states viz., Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh, Gujarat, Maharashtra and West Bengal. Prime Minister stressed upon timely completion of projects to avoid cost overruns.

During the interaction, the Prime Minister also

reviewed promoting awareness about children's health and nutrition at the grassroots level, which will help in improving the reach and uptake of the Abhiyaan.

Up to the 38 editions of PRAGATI meetings, 303 projects having a total cost of Rs. 14.64 lakh crore have been reviewed.

## "Raj Kapoor: The Master at Work" is not about Raj Kapoor the showman, but 'Raj Kapoor' the passionate professional: Veteran filmmaker Rahul Rawail at IFFI 52 In-Conversation Session

Chennai, November 25 2021: The book 'Raj Kapoor: The Master at Work' is not about Raj Kapoor the showman, but the passionate workman and professional 'Raj Kapoor'. This is what veteran filmmaker and book's author Rahul Rawail said during an In-Conversation session on the book, held today, November 24, 2021, on the sidelines of the 52nd International Film Festival of India, being held in Goa during November 20 – 28, 2021. The In-Conversation session was graced by Raj Kapoor's son and renowned actor-director and producer Randhir Kapoor.

The poster of the book was unveiled on the occasion, jointly by Rahul Rawail and Randhir Kapoor.

Rawail informed that the biography of the legend, dedicated to late actor Rishi Kapoor, is scheduled to be released on 14th December 2021, on



the occasion of Raj Kapoor's 97th birth anniversary.

Randhir Kapoor told the audience how this book is special. "My father was a master storyteller. Though there are a number of books on his legacy, a book by Rahul Rawail, who shared a rich history with my father, is something very special." He added that the book has come out well.

According to Rawail, the book offers readers an all-encompassing account of the filmmaking style of the master craftsman. It not only explores the genius but also brings out the

him, I can never forget. There are ten chapters, exclusively devoted to giving a detailed account on his style of filmmaking."

The renowned director, who has made notable films like Love Story, Betaab and Arjun said that he has no qualms in admitting that he had tried to copy Raj Kapoor's inimitable style in many of his films.

On the writing of the book, Rawail revealed that he had discussed it with Randhir Kapoor, late Rishi Kapoor and Mrs. Krishna Kapoor. "They gave me the go-ahead, saying that only a person who knew how Raj Ji worked can write a book on him."

Film delegates were curious to know whether he is planning a book on Rishi Kapoor as well. Rawail informed that the publishers have suggested something on the lines of a book on the Kapoor family.

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## Short films are an important part of professional journey of film directors: Cecile Blondel at IFFI52 Masterclass on Why Make Short Videos

Chennai, November 25, 2021: "Gobelins has been asking its students for last 45 years to make short film as part of the course and these films are an asset to us," said Cécile Blondel of Gobelins School of Image, Paris. Blondel was conducting a Masterclass virtually on Why Make Short Films on the sidelines of IFFI52 in Goa today.



While narrating the importance of short films Cecile Blondel said that "Films less than 59 minutes in US and less than 50 minutes in UK are considered short films. Because of rising demand the production of short films has increased in last few years."

"The fact that people can watch them on their phone while commuting or at their convenience also increases the attractiveness of the short films," Blondel noted.

To stress how seriously

short film section is taken by industry leaders she informed that "Pixar has opened short film division and considers it as an important business division."

While deliberating over the reason why short films are attractive she said "They cost less to make which means lower risk. Moreover they give you autonomy as short films can be produced even alone."

Moreover in case of short videos "You can easily show your work to studios and can bypass the gatekeepers also," she quipped.

Short videos are a great tool to master the art of film making. Explaining this she said, "It is a quick way to learn. We can learn about areas that need improvement in less stressful environment and also the skills that we learn are transferable to other formats."

Cecile Blondel cited one study as per which out of 100 film directors that were interviewed one-third mentioned short films as an important part of their professional journey.

Short videos can easily cross boundaries of the world with the help of phone and

internet and they can be source of income also, Prof Blondel added.

Ms Cecile Blondel concluded by highlighting the significance of Clermont Ferrand Short Film Festival in France. She said it is the second most prestigious film festival in the world after Cannes and most important film festival for short films in the world where over 7000 short films from the world are shown.

Cécile studied and worked in the field of history of art. From 1989 to 1995 she was an associate researcher and lecturer in Cultural History. She taught at La Sorbonne and Science Po, Paris. She has been the Head of International Relations at Gobelins since 2012, where she is in charge of the International Programmes: Summer Schools and Master of Arts in Character Animation.

## Unique and engaging stories create stars: Director Shankar Srikumar

Chennai, November 25, 2021: "Man is a social animal and society is formed of relationships. I believe marriage is a relationship that is most beautiful and complicated at the same time. I remember this first chapter of my 6th standard Civics book, which in a way compelled me to make my debut feature film Alpha Beta Gamma", said the Director Shankar Srikumar.

Addressing a Press Conference on the sidelines of 52nd IFFI at Goa today, Srikumar said that this film is about a

marriage that is falling apart and a marriage that is coming closer. It's about three people named as Alpha, Beta and Gamma, who are stuck in a flat due to Covid19 lockdown and what goes on in between them. Eventually three of them realized that they should move and try to find answer outside. But the real answer lay within.

"It's a very personal story. There is a lot of me in the film. As this is my first film, I feel that it's an extension of my own experiences", the Director said.

He said that, the film is influenced by his own life. "I decided to walk away after 7 years of marriage, but then I changed the decision as advised by my father. I adopted and accepted many things and the situation changed in the later stage and everything went smooth", he added.

Responding to a query on the importance of content in film, he said "Unique and engaging stories create stars. Our film industry should understand the importance of stories rather than only hankering for big stars."



Lead actor Amit Kumar Vashishth, Producer Menka Sharma, Mona Shankar and Jithin Raj were also present on this occasion.

## Loneliness is almost like a pandemic now, my film has its origin in the curse of loneliness on us: Director of IFFI 52 Film "Manikbabur Megh"

Chennai, November 25, 2021: A man gets into a literally unearthly romantic relationship with a cloud, taking him along a roller-coaster journey of faith, betrayal, belief and warmth. If one may paraphrase Duke Senior in Shakespeare's "As You Like It", one could say: Surreal are the outcomes of loneliness.

Yes, debut director Abhinandan Banerjee's Bengali film Manikbabur Megh tells the bizarre story of an ordinary man striving to discover meaning in life from his relationship with a cloud which starts to follow him. Known otherwise as The Cloud & The Man, the film has been presented for the delectable indulgence of film lovers at IFFI 52. The film has been screened in the Feature Film Category of the Indian Panorama Section of the 52nd edition of the International Film Festival of India, being held in Goa in a hybrid format, during November 20 - 28, 2021.

Addressing a press conference on the sidelines of the festival in Goa today, Banerjee told delegates how the film has its provenance in the epidemic prevalence of loneliness. "Loneliness is almost like a pandemic now, the origin of the idea came from the curse of loneliness on us." He was joined by the film's producer Monalisa Mukherjee, cinematographer Anup Singh, sound designer Abhijit Tenny Roy and editor Abhro Banerjee.

Banerjee added that the film has its origins in his own life experiences as well. "This film has been developed from an idea of my own experience of life and what I have experienced so far. In short, it



can be called a modern-day fairytale for adults. In this day and age of connectivity, social media, internet and chaos of human society, we are straying away from the core of our existence which is nature and which is ourselves as well."

The Director informed that eventually, the film is a story about a socially unfit man trying to exist in a social setting, where as a natural harbinger, a cloud comes and starts to follow him. "What happens next is the story of the film."

Producer Monalisa Mukherjee revealed that contrary to conventional stories, the film is about a loser, not a hero. "As a producer, people generally make fun-films about heroes. Our film is about an ordinary man, a loser. It's important to tell those stories as well. In

literature, you have read about love stories, but this film shows a unique love, where a cloud falls in love with a man."

The cinematographer of the film, Anup Singh, said that, "Shot organically, simplicity of the characters goes with the simplicity of the cinematography."

Sound designer Abhijit Tenny Roy explained how acoustic elements have been designed in order to enable viewers a close experience of the protagonist Manik Babu's emotions and experiences. "Mostly films that don't have dialogues are considered silent films. But it's not quite so, we almost never experience silence. This is a film which is very experimental; it's not verbose, you don't have many dialogues on screen, so the viewers experience a lot of the

things that Manik Babu hears, at times selectively; he experiences nature and its emotions in a certain way. We have tried to give an essence of that to you through the sound of this film. I think the viewers will get to see a lot from Manik Babu's journey after watching this film."

The film had its world premiere in Tallinn Film festival in November this year.

About regional cinema, Banerjee said that regional cinema is ultimately nothing but world cinema. "It's not like regional cinema does not have an audience. People are not accepting world cinema. Ultimately, regional cinema is world cinema as the common language is cinema. We are trying to use the basic grammar and nuances of cinema to create the art form, it is a collage of different mediums coming together and creating it. There are audiences who will wait for these kinds of films where there is a craving to see the grammar on screen."

Banerjee, who has previously directed ad films and written stories, has this to say about the commercial aspect of filmmaking and film marketing. "I don't understand the difference between commercial and non-commercial cinema. What I believe is that there are films where the craft is based on tools of filmmaking such as sound and imagery; and then, there are films which are completely driven by stories. We need to understand the masses, how they live in our country, and make films for them. I hope that one day, audience will be more attracted to regional cinema."

## Tamil Nadu's first Impella Heart Recovery Programme at Kauvery Hospital. An 18-year-old boy with COVID Myocarditis successfully recovered with Impella

Chennai, November 25, 2021: Cardiogenic shock is a life-threatening condition where the heart suddenly stops pumping the required oxygen-rich blood to rest of the body. This is an emergency situation that is usually precipitated by a heart attack or acute myocarditis. It is a potentially fatal situation anywhere in the world. If not treated immediately with expert care and technology, the mortality rate is very high. The Impella, which is the world's smallest heart pump, is capable of maintaining the delivery of oxygenated blood from the left ventricle to the brain and other vital organs in the body. It thus helps the heart to recover by giving it the time and opportunity to rest.

Kauvery Hospital Chennai, a unit of Kauvery Group of Hospitals, one of the leading healthcare chains in Tamil Nadu, successfully treated an 18-year-old boy with COVID myocarditis with Impella. With this bold, imaginative and effective intervention hospital has launched the Impella Heart Recovery Programme, for the first time in Tamil Nadu. Through this, the hospital shall have the controller and the pump for Impella in the cath lab itself for the patients who present with sudden and catastrophic heart disease and cardiogenic shock.

Dr. R. Anantharaman, Senior Consultant, Cardiologist says, "An 18-year-old boy presented with cardiac arrest and he



**The Impella device is used when heart stops pumping blood to the body. The device helps in pumping out oxygenated blood from the left ventricle of the heart into the aorta, thus continuing to provide absolutely essential blood flow to sustain the function of the brain and other organ systems in the body. The Impella Heart Recovery Programme enables the hospital to now have the controller and the pump of the device in the Cath lab itself. The staffs are well trained to run and monitor the operation of the equipment.**

was diagnosed with COVID Myocarditis (weakening of heart muscles due to the SARS Cov 2 viral infection). He was immediately shifted to the cath lab of Kauvery Hospital Chennai where the Impella device was implanted through a catheter. Once the device was in place, the heart was given rest. The life-sustaining blood flow and delivery of oxygen to the other organs was taken care of by the Impella device. By the fifth day his heart had recovered its function!

The availability of the Impella Heart Recovery Programme in house facilitates the training of our staff to use the device

and monitor it effectively and avoids the waiting for arrival of an out-sourced pump team."

Speaking about the importance of Impella in treatment of Cardiogenic shock, Dr Manoj S, Senior Consultant and Interventional Cardiologist, Kauvery Hospital Chennai said, "In the absence of aggressive and expert care and technology, mortality rate among patients with cardiogenic shock is exceedingly high (up to 70-90%). With immediate care, and support from device therapy, the survival can be improved to more than 60%. In current practice when patients present with

Cardiogenic Shock, they are given multiple inotropic medications to maintain blood pressure (which affect the heart adversely), while waiting for outsourced Impella controller and pump to arrive and to also monitor post procedure care (which may take 24 to 48 hours).

Through the Impella Heart Recovery Program, the Impella controller/pump is readily available in our Cath lab. Simultaneously the staff are well-trained, so that there is no delay in implantation and immediate lifesaving therapy is given."

Speaking about the launch of the programme, Dr Aravindan Selvaraj, Co-Founder and Executive Director, Kauvery Hospital Chennai says, "In heart attacks, cardiac arrests or strokes, immediate intervention is the key in saving lives. This programme at our hospital will benefit patients who suffer heart attacks and need immediate and expert care, enabled by the best of technology. We are proud to have this state of the art facility in our Cath Lab to complement our highly skilled team of cardiologists, anesthesiologists, critical care unit and post-intervention care team. I congratulate Dr Anantharaman R, Dr Manoj S and team for successfully treating the young patient with this advanced technology, thus giving him a new lease of life."

## Trident Arts to produce Sasikumar-starrer 'Ayodhi' directed by Mandhira Moorthy

Chennai, November 25, 2021: Popular producer and distributor Trident Arts R Ravindran will be bankrolling Sasikumar's next flick directed by Mandhira Moorthy. The film has been titled 'Ayodhi' and the shooting will commence on 22 November. Mandhira Moorthy said, "The 45-day long shooting will take place in and around Madurai and Rameswaram." Further speaking about the film, he said, "The movie is about something that everyone will face at least once in their lifetime. People will easily connect with the theme. This is an emotional subject which shows the other side of the world that we live in. Sasikumar was mighty impressed with the theme and instantly agreed to come onboard." Asked about the title 'Ayodhi' for the film set in the backdrop of Madurai and Rameswaram, he said, "there is a connect which can't be revealed at this point of time." The star cast also includes 'Cook with Comal' fame Pugazh, Bose Venkat and Yashpal Sharma among others. The



technical crew comprises music composer N R Raghunathan and cinematographer Maathesh.

**Details of other members of the team follows: Art-Durairaj Editor- Sanlokesh Dance-**

**Sheriff Stunts- Jayaram Produced Prabhupro- Nikil by Ravindran of Murukan Executive Trident Arts, the Producer- Dinesh film will be directed Kannan Production by Mandhira Executive-Selvam- Moorthy, who has Ashraf Production also penned story, Coordinators- screenplay and Sakti Rubini- dialogues.**

## Soha Ali Khan Shares How Small Steps Go a Long Way to Strengthen Her Respiratory Health

Chennai, November 25, 2021: November skies are always beautiful; the hues make for a scenic environmental change that our eyes fall in love with instantly. Despite all the good things, this is also the month where many cough and cold symptoms are common due to the weather transition. The monsoon is over, and winter has begun, and this means our body needs extra care, making it important to manage our respiratory health and wellness the right way.

Health-conscious mum, Soha Ali Khan, has always actively shared her regime with us through social media. With a royal Pataudi family lineage, Soha has always believed in traditional home remedies using the benefits of traditional ingredients and practicing yoga. While Soha is seen to enjoying the beautiful sunsets with little Innaya and her quality reading time with some hot coffee during this month, she also understands that keeping her respiratory health in



check is of utmost importance, especially since cough and cold symptoms are seen quite often during this time.

Sharing more about her health regime, Soha says "November is a tricky month when one can't predict the changing weather. While I enjoy the beautiful sunsets, I'm constantly concerned about my family's health. But one thing that puts my worries to rest is our family's favorite, Vicks VapoRub. Vicks has been a huge part of our lives for generations, helping us get relief from common cold symptoms that our body catches while adjusting to

the unpredictable climate. We are extra cautious during this season and frequently practice steam inhalation with Vicks VapoRub. This has made us appreciate the monsoon to winter transition even more."

"I am prone to catching a cold at this time of year because my body needs time to adjust to sudden changes in the weather, but it is the time when we have many special days at home that I want to enjoy myself and quality family time as well. To avoid falling sick, I've picked a leaf from my mother's book. I've been following a couple of age-

old home remedies, which include steam inhalation with Vicks VapoRub as it has natural ingredients, like eucalyptus, camphor, and menthol, and gives relief from symptoms of cough & cold. I add a teaspoon of it to a bowl of hot (not boiling) water, cover my head with a towel, and inhale the vapors. The medicated vapors help in getting fast relief from cough and blocked nose. It is my secret to stay in bed less and enjoy the last shower and the coming winter more with my lovely family. I also ensure I eat right and exercise regularly to keep my body healthy," added Soha.

Steam inhalation with Vicks VapoRub is safe to use for adults and kids aged six years and above. However, it is important to consult your doctor if symptoms persist. Disclaimer: Always read the label. If symptoms persist, visit the doctor. For pain-related symptoms, apply to affected areas.

## BharatPe's merchant loyalty program achieves big success

Chennai, November 25, 2021: BharatPe, India's fastest growing fintech company, today announced that it has received an overwhelming response to BharatPe Club, India's first 'merchant only' loyalty program. Launched earlier this year, BharatPe Club already has a member base of 2 lac offline merchants and kirana store owners across tier-1, 2 and 3 cities and towns. The company is bullish about BharatPe Club and is targeting building a member base of 1 million merchants by June 2022.

BharatPe Club offers a host of benefits to its members, including 0% Loan Processing Fees on business loans, flat ₹1,000 off on BharatSwipe, 20% discount on bill payments, cashback on BharatPe Card, and priority customer service. Additionally, they can take home exclusive merchandise signed by BharatPe brand ambassadors. BharatPe's merchant partners can become a member of BharatPe Club by paying ₹1,000 as an annual enrolment fee, and can enjoy benefits of upto ₹20,000.

BharatPe Club has witnessed huge success among offline merchants across categories including Grocery, Food and Beverage, Retail, Electronics, Dairy/Fresh Products, Services, Medical/Healthcare, Automobiles, Wholesale/Distribution, Beauty and Wellness. The top cities for BharatPe Club include Hyderabad, Pune, Bengaluru, Delhi, Warangal, Visakhapatnam, Karimnagar, Vijaywada, Chennai, Mumbai, Indore, Guntur and Chittoor. Interestingly, BharatPe Club has seen a huge organic uptake with most of the merchants opting for BharatPe Club, without any marketing push. The top products preferred by the BharatPe Club members include BharatPe account (used by 88% of Club members), business loans (availed by 26% of members) and BharatSwipe machines (opted by 26% of members).

Speaking on the development, Mr. Suhail Sameer, Chief Executive Officer, BharatPe, said, "As we grow, it becomes

important for us to build an engaged merchant base and also ensure that we offer a host of additional benefits to our loyal merchant partners. We recently announced that we will be launching world's first 'Merchant Shareholding Program (MSP)' with the objective of providing an opportunity to our merchant partners to become part equity owners of BharatPe. As a part of the program, we will be creating an equity pool structure worth upto US\$100 mn to be allotted to eligible merchants over the course of the next 4 years. BharatPe Club was launched with the objective of empowering our merchant partners and rewarding our loyal merchants with additional benefits and cashbacks. Over the last 6 months, we have seen great acceptability for this product amongst merchants across businesses and locations. BharatPe Club has also contributed immensely to our business growth as it has helped us build trust and in turn, enabled merchants to explore additional products from our portfolio of

offerings. We have been able to build a 2 lac member strong BharatPe Club and are aiming to cross the 1 million mark by June 2022. With BharatPe Club, we intend to offer a wide range of services to all our merchants, strengthening their bond with the brand."

BharatPe is a merchant first company and has been launching Fintech products that can help offline merchants grow their business. The company has grown exponentially over the last 18 months, clocking multi-fold growth in digital payments, lending as well as POS business. The company has been aggressively expanding across cities and is currently present in 140+ cities. Its business loans are available in 11,000 pin codes across 24 states in India. BharatPe had crossed US\$13 bn in annualized payment number last month and plans to ramp it up to US\$ 30 bn by March 23. Also, it has set a target of building a loan book of US\$ 5 bn in the next 5 years to address the unmet credit gap amongst millions of SMEs in India.

## SBI Bank refunded charges of Rs. 90.20 crores to the customers

Chennai, November 25, 2021: State Bank of India has the large base of over 16 crore Basic Savings Bank Deposit (BSBD) accounts out of which Financial Inclusion (FI) customer base is around 14 crore. The services to these FI customers are provided through the Business Correspondent (BC) channel network of 70,193 Bank Mitras (CSPs) with around 30 lac transactions daily. These Bank Mitras provide doorstep / near doorstep services to the customers particularly to the less affluent.

Apart from the basic banking services, Bank Mitras also offer services like enrolment under Social Security Schemes (APY/PMJJBY/PMSBY). In the last three years, more than 4 crore customers have been enrolled into these Social

Security Schemes by Bank Mitras. Bank has made all digital transactions free to its customers w.e.f. 01.01.2020. Further, Bank has also waived fees on SMS services and on maintenance of minimum balance for all its Savings Bank account holders.

With reference to the news article on 22.11.2021 alleging that SBI has not refunded charges recovered from the customers on digital transactions between April 2017 to December 2019. In this connection, we submit as under:

The BC Channel is an outsourced model where all the services to the customers are provided in an assisted mode by the Bank Mitras. Customers can do Aadhaar Based transactions (AePS), Card & PIN based transactions on Micro ATMs

and fund transfer transactions at these CSP outlets. BC/CSPs are being paid commission per transaction apart from monthly fixed commission. In addition, Bank is required to pay interchange fee for AePS, Card + PIN on Micro ATMs based transactions and fund transfer transactions to NPCI. The average cost of such transactions comes to Rs. 12.72 which is absorbed by the Bank.

The Bank introduced charges beyond first four withdrawals in BSBD accounts in the BC channel w.e.f. 15.06.2016 in line with the RBI guidelines with prior intimation to the customers. A BSBD customer normally would not need to make more than four withdrawals in a month, and even if required, the same could be done from the branch without any cost.

CBDT on 30.08.2020 advised Banks to refund charges collected, if any, on or after 01.01.2020 on digital transactions and not to impose charges on such future transactions. Accordingly, the Bank refunded charges of Rs. 90.20 crores to the customers recovered during 01.01.2020 to 14.09.2020. Bank is only charging beyond four free cash withdrawals in the BC channel, while there are no charges if digital channels are used. The objective is to promote digital transactions towards a 'less cash' economy.

We reiterate that BSBD customer do not pay any charges for digital transactions including transactions using Unified Payment Interface (UPI) and RuPay debit cards.

## STAR HEALTH AND ALLIED INSURANCE IPO TO OPEN ON NOVEMBER 30, 2021

Chennai, November 25, 2021: Star Health and Allied Insurance Company Limited ("Company") to open its Bid/Offer in relation to its initial public offering ("Offer") on November 30, 2021.

The Price Band of the offer has been fixed at Rs. 870 to Rs. 900 per Equity Share. Bids can be made for a minimum of 16 Equity Shares and in multiples of 16 equity shares thereafter.

The Offer comprises of a fresh issue of up to up to ₹20,000 million (the "Fresh Issue") and an offer for sale of up to 58,324,225 equity shares, including up to 30,683,553 equity shares by Safecrop Investments India LLP ("Promoter Selling Shareholder"), up to 137,816 equity shares by Konark Trust, up to 9,518 equity shares by MMPL Trust ("Promoter Group Selling Shareholders") up to 7,680,371 equity shares by Apis Growth 6 Limited, up to 4,110,652 equity shares by Mio IV Star, up to 7,438,564 equity shares by University of Notre Dame Du Lac, up to 4,110,652 equity shares by Mio Star, up to 2,509,099 equity shares by ROC

Capital Pty Limited, up to 1,000,000 equity shares by Venkatasamy Jagannathan, up to 500,000 equity shares by Sai Satish and up to 144,000 equity shares by Berjis Minoo Desai (collectively, the "Other Selling Shareholders").

The offer includes a reservation aggregating up to ₹1,000 million for subscription by eligible employees ("Employee Reservation Portion").

The Offer is being made through the Book Building Process, in terms of Rule 19(2)(b) of the securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 31 of the SEBI ICDR Regulations and in compliance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and the Selling Shareholders in consultation with the GCBRLMs, BRLMs and the Co-BRLMs may allocate up to 60% of the

QIB Portion to Anchor Investors on a discretionary basis. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the QIB Portion. One-third of the Anchor Investor Portion shall be reserved for domestic Mutual Funds, subject to valid Bids being received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price. 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5% of the QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining QIB Portion for proportionate

allocation to QIBs.

Further, not more than 15% of the Net Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not more than 10% of the Net Offer shall be available for allocation to RIBs in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. Further, Equity Shares will be allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids received from them at or above the Offer Price. All Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount (ASBA) process providing details of their respective bank account (including UPI ID for RIBs using UPI Mechanism), in which the corresponding Bid Amounts will be blocked by the SCBSs or the Sponsor Bank, as applicable. Anchor Investors are not permitted to participate in the Offer through the ASBA process.

## BharatPe to launch 'Merchant Shareholding Program' for its merchant partners

Chennai, November 25, 2021: BharatPe, India's fastest growing Fintech company, today announced the launch of the world's first Merchant Shareholding Program (MSP) for its merchant partners. This first-ever, disruptive program is being designed with the objective of providing an opportunity to the company's millions of offline merchant partners to become part equity owners of BharatPe and truly participate in the value creation in the coming years. The company will be rolling out this program to its 7.5 million+ existing merchant partners and extend this to new merchants who join the BharatPe family in the future. BharatPe will be creating an equity pool structure worth upto US\$100 mn for MSP to be allotted to eligible merchants over the course of the next 4 years. The company is aiming that the MSP pool will be worth close to US\$ 1bn by the time it goes public.

While offline retailers

are a key contributor to the growth of numerous Fintech companies, including global behemoths, there is no existing program that empowers their partners to create wealth for themselves, as the Fintech company grows. The MSP program is designed to address this gap and ensure that BharatPe's merchant partners can create wealth for themselves, as the company scales newer heights in the times to come. Also, it will help drive better merchant stickiness and enhance loyalty amongst merchant partners, as the company's growth will lead to wealth creation for merchants.

Speaking on the announcement, Ashneer Grover, Co-Founder and Managing Director, BharatPe, said "At BharatPe, we like to keep our ears close to the ground. While we as startup community celebrate the coming of age with multi billion dollar IPOs, there is resentment brewing elsewhere. Millions of

consumers and merchants are feeling left out of the digital / startup value creation in India. The folks who contribute to MAUs / DAUs / Revenue of startups and therefore the valuation don't get any equity upside or even allocation in IPOs. We will change it at BharatPe by making our merchants part equity owners and giving them the IPO upside through first of its kind program in the world."

Since BharatPe started out, merchants have been the focal point of everything the company built. While there are numerous large Indians as well as global digital and Fintech companies, who work closely with the offline retailers including some who have already gone public, BharatPe is the first company to have launched an initiative like MSP for its merchant partners. This reiterates the company's commitment to positively impact lives of all its merchant partners, who have played a key role

in the adoption of digital payments and the growth of the company.

Added Sumeet Singh, General Counsel and Head-Corporate Affairs and Corporate Strategy, BharatPe, "Over the last few years, ESOPs have emerged as one of the most lucrative programs for startups looking at attracting talent, giving high returns to employees willing to invest their time and energies in building a company grounds up. The Merchant Shareholding Program is the first-of-its-kind initiative designed to create wealth for our loyal merchant partners who intend to be with us for the long haul. We attribute a large part of our success to the offline retailers and with this program, our intent is to step up our association with merchants and not only focus on building a long-lasting association with them, but also create financial wealth that can empower them to pursue their larger aspirations."

## McDonald's India (West and South) launches 'The Rashmika Meal' in collaboration with the popular film star Rashmika Mandanna

Chennai, November 25, 2021: Come 19th November and Rashmika Mandanna's fans are in for a special treat at McDonald's. McDonald's India (South and West) has curated a special meal - 'The Rashmika Meal', in collaboration with Superstar Rashmika Mandanna to delight her fans. This meal includes all of Rashmika's favorites McSpicy Fried Chicken, McSpicy Chicken Burger, Piri Piri Fries, Nimbu Fizz and McFlurry, in an exclusive packaging.

Just like all of us, Rashmika has her own unique way of relishing her McDonald's meal. And now, with 'The Rashmika Meal' her fans too can eat it her way. She first likes to bite into the McSpicy Fried Chicken. Then she places the Piri Piri fries inside the McSpicy Chicken Burger and bites into it to spice it up real good. She then takes a huge swig of the refreshing Nimbu Fizz and concludes on a sweet note with a generous bite of the creamy McFlurry. McDonald's India has also unveiled a

TVC that shows Rashmika enjoying her meal in her unique way.

Speaking on the launch of the The Rashmika Meal, Arvind RP, Director - Marketing and Communications, McDonald's India (West and South) says, "Everyone, including the most famous celebrities have their go-to order at McDonald's. We are really excited to collaborate with Rashmika and bring 'The Rashmika Meal' to her millions of fans, and can't wait to see them enjoy it

just the way she does"

When asked about this unique association Rashmika Mandanna said, "McDonald's has been my comfort food for as long as I can remember. I have grown up with the brand. I have always loved to indulge in the McSpicy Chicken Burger with Piri Piri fries placed inside it. McFlurry has been another go-to to celebrate all big and small wins of life. I am so excited to share my McDonald's favourites with everyone."

