

PIYUSH GOYAL APPEALS TO STEEL MAKERS TO EXPLORE THE POSSIBILITIES OF OFFERING RELIEF TO SMALL INDUSTRIES AND EXPORTERS

Chennai, December 10 2021: The Minister for Commerce & Industry, Textiles, Consumer Affairs and Food & Public Distribution, Shri Piyush Goyal today appealed to Steel Makers to explore the possibilities of offering relief to small industries and exporters.

A meeting was held here today involving participants from Steel Industry and Actual Industry users. The meeting was convened to address the issues raised by small industries and exporters about steel input prices.

Speaking on the occasion, Shri Goyal said that special care of MSMEs needs to be taken for easier and cost effective supply of



Steel. He asked the Steel Industry stakeholders to assess the manufacturing costs and explore the possibilities of offering relief to small industries using steel as input for manufacturing of components and other engineering products.

Steel Industry stakeholders showed intent

to support Small and Medium enterprises and exporters. They assured the Small Enterprises and Exporters about finding affordable solutions to address their challenges especially in the wake of the pandemic.

The meeting was also attended by the Union Minister of Steel, Shri Ram

Chandra Prasad Singh, Minister of MSME, Shri Narayan Tatu Rane, Chairperson, SAIL, Ms. Soma Mondal, CMD, Rashtriya Ispat Nigam Ltd., Shri Atul Bhatt, CMD, JSW Steel Ltd., Shri Sajjan Jindal, CEO and MD, Tata Steel, Shri T.V Narendran, DG & CEO, Federation of Indian Exporters Organization (FIEO), Dr. Ajay Shai, Shri Mohit Jauhari of Auto Components Manufacturers Association (ACMA), Chairman, EEP, Shri Mahesh Desai, Secretary General, All India Cycle Manufacturers Association, Dr. K.B Thakur and senior officials of the concerned Ministries.

SECOND ZONAL LEVEL COMPETITION OF THE VANDE BHARATAM NRITYA UTSAV TO BE HELD TOMORROW

Chennai, December 10 2021: The selection process of the Vande Bharatam Nritya Utsav competition has reached its next stage at the zonal level. The zonal level event has been kick started from today till December 12 in four different cities. The prime objective of this competition is to select the top dancing talent from across the country and provide them the opportunity to perform during the Republic Day Parade 2022.

The second zonal level event of this competition will be held on December 10, 2021 at St Andrews College of Arts, Science and Commerce Auditorium, Bandra West, Mumbai from 10.00 am onwards. During the second Zonal level event in Mumbai, one will get to witness the rich dance forms, music, songs of India in classical, folk, tribal and contemporary forms. More than 40 winners of the State Level Competition held for



the various States and UT's Daman and Diu, Dadra and Nagar Haveli of the Western Zone will take part in this event. Groups from Madhya Pradesh, Rajasthan, Gujarat, Maharashtra and Goa were eligible to take part in the event.

This is for the first time that dance groups to perform in a Republic Day Parade are being chosen based on an all India level competition. Vande Bharatam Dance Competition has been organised as part of Azadi Ka Amrit Mahotsav to celebrate 75 years of Independence. This is a unique initiative of Ministry of Defence and Ministry of

Culture to commemorate the 75th year of India's Independence celebrated as Azadi Ka Amrit Mahotsav.

The Vande Bharatam competition which began at District level on November 17, 2021 saw participation of more than 3,870 contestants in 323 groups. Those who cleared the screening at the district level took part in State level competition from November 30, 2021. More than 20 virtual events were conducted for the State-level competition over a span of 5 days till 4th December 2021.

Over 300 groups were selected for the state-level comprising of over 3,000

dancers/participants. Thus, over a period of one month the event gave an opportunity to all aspirants to showcase their talent to win a slot at National level.

Likewise the Zonal level events will be held in Bengaluru on 11th December, 2021 and in New Delhi on 12th December, 2021. The Zonal level competitions will be broadcasted LIVE on the official Facebook page & YouTube channel of Vande Bharatam along with the website (vande Bharatam nritya utsav.in) and mobile application. More than 2400 participants from 200 plus teams have been short-listed for the zonal level competition. Selected teams from this round will progress to the Grand Finale which will be held in New Delhi. Top 480 dancers declared as winners will perform on the Republic Day Parade held at Rajpath, New Delhi on 26th January 2022.

IMO AWARD FOR EXCEPTIONAL BRAVERY AT SEA TO INDIAN NAVY, ICG AND MASTER ALONG WITH CREW OF TUGBOAT OCEAN BLISS

Chennai, December 10 2021: In order to internationally recognise extraordinary seamanship skills and outstanding courage displayed by individuals at sea, International Maritime Organization (IMO) award for exceptional bravery at sea is conferred annually to

individuals or groups who, at the risk to their own lives, perform acts of exceptional bravery in attempting to save life at sea or in attempting to prevent or mitigate damage to the marine environment.

This year, IMO council awarded Certificate of Commendation to Indian

Navy, Indian Coast Guard and Master along with crew members of tugboat Ocean Bliss for exceptional and courageous efforts towards rescue operation of M/T New Diamond, which caught fire and was drifting towards the coast, laden with inflammable cargo. The rescue team members

of the Indian Navy, Indian Coast Guard and the master and crew of tugboat Ocean Bliss, carried out sustained and effective fire-fighting operations and skilfully towed the vessel away from the coast, thereby preventing loss of life at sea and averted a serious marine pollution incident.

MINISTRY OF POWER CELEBRATES ENERGY CONSERVATION WEEK UNDER AZADI KA AMRIT MAHOTSAV

Chennai, December 10 2021: The Ministry of Power is celebrating Energy Conservation Week under Azadi Ka Amrit Mahotsav from 8th to 14th December 2021. Various activities are



States through string of events which includes dance forms of Assam and Northeastern States.

NTPC Farakka has organized quiz and slogan

RATS SCO PRACTICAL SEMINAR ON SECURING CYBERSPACE IN THE CONTEMPORARY THREAT ENVIRONMENT FOR RATS SCO MEMBER STATES, 7-8 DECEMBER 2021

Chennai, December 10 2021: The National Security Council Secretariat (NSCS), Government of India in association with Data Security Council of India (DSCI), as a Knowledge Partner, organized two-day Practical Seminar from 07 - 08 December on "Securing Cyberspace in the Contemporary Threat Environment" for delegates from Shanghai Cooperation Organization (SCO) Member States.

India assumed the Chairmanship of Council of Regional Anti-Terrorist Structure of SCO (RATS

SCO) from October 28, 2021 for a period of one year. The Seminar is the first event to be hosted by India during its Chairmanship. This is the second time, India is hosting such a Seminar. First one was held in Hyderabad, India in August 2019. The Seminar could not be held in 2020 due to COVID-19 Pandemic.

This Seminar addressed the key areas like Policies and Strategies, Cyber Terrorism, Ransomware, and Digital Forensics amongst others. The representatives from Executive Committee (EC) of RATS SCO and all SCO

member countries attended this Seminar.

The program focused on the changing nature of online crime and criminal behaviour in order to understand the threats, trends, issues, responses and ethical questions associated with, mainly terrorists using technology. The program examined issues related to the cyber realm from an interdisciplinary and multi-dimensional perspective, offering a unique look at a range of challenges. Technical challenges during Digital Forensics examination were discussed in detail with Case Scenarios.

The Seminar provided Hands-on Practical experience to the participants to enhance the capabilities of respective Law Enforcement Agencies in securing cyberspace from Terrorism, Separatism and Extremism. An Exhibition by various Indian Digital Forensics Tools and Solution providers was also organized to showcase global products and tools.

This Indian initiative is an effort to enhance the collaboration among RATS SCO Member States to counter the misuse of internet by Terrorists, Separatists and Extremists.



being undertaken by Power CPSUs as part of the celebrations.

The Bureau of Energy Efficiency has been organizing National Level Painting Competitions on Energy Conservation for school children. This year, the theme for the competition is 'Azadi Ka Amrit Mahotsav: Energy Efficient India' and 'Azadi Ka Amrit Mahotsav: Cleaner Planet'. The State level painting competition will be organized from 1st to 10th December 2021 in all 36 States and Union Territories of the country, and it will culminate to a National Level Painting on 12th December 2021 at New Delhi. The winners of the National level competition will be awarded on the occasion of National Energy Conservation Day, December 14th.

NTPC Energy Efficiency Management Group (EEMG) started the week with various activities including pep talks, walkathons, pledge by employees, contractual workers at various areas of the plant. The main attraction of the day was the Street drama which NTPC Bongaigaon conducted in association with the NSS wing of Central Wing of Technology (CIT), Kokrajhar. Young engineering



collage and quiz competitions have been planned for students, employees, their family members and at nearby schools, during the week long event.

As a part of 'Azadi Ka Amrit Mahotsav', NHPC organized a free medical camp in association with Metro Hospital, Faridabad at NHPC Corporate Office yesterday under planned mega medical camps being held across various NHPC locations during the week.

NTPC Bongaigaon, Salakati, Kokrajhar is going to organise a North-East Festival under Azadi Ka Amrit Mahotsav on 11th-12th December at its outdoor stadium. The event is going to showcase the rich cultural diversity of Northeastern

competition today for students on energy conservation. More than 130 students participated in the program to contribute to the valuable campaign of energy conservation.

The Energy Conservation Awareness Campaign coordinated by Energy Efficient Management Group of NTPC Bongaigaon yesterday, a walkathon was organized at NTPC Bongaigaon. Energy conservation oath was administered to the participants of the walkathon and employees of the station. Pamphlets on various tips of energy conservation were also distributed on the occasion. In the plant, the engineers of the plant administered the oath and spoke on various steps towards conservation.

The President, Shri Ram Nath Kovind, the Vice President, Shri M. Venkaiah Naidu and the Prime Minister, Shri Narendra Modi at the Constitution Day Celebrations, at Parliament House, in New Delhi.



இ-சேவை மையம்
 ஸ்டார் ரெயின்போ சர்வீஸ்
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ALL ONLINE SERVICES

Health Secretary J.Radhakrishnan, Krithika Udhayanidhi, Velmurugan, Saraswathi Launched Optimists - India's first contact less self blood testing kit.

Chennai, December 10, 2021: Healthcare is a global issue at the moment. But on a personal level, keeping track of your health is time consuming, difficult to understand, and incredibly inconvenient.

Health Secretary J.Radhakrishnan, Krithika Udhayanidhi, Velmurugan, Saraswathi Launched Optimists- India's first contact less self blood testing kit.



This conundrum led Saraswathi and Velmurugan launched health technology start-up Optimists, a platform looking to shake-up the industry by offering all your preventative healthcare needs from the comfort of your home.

Saraswathi said: 'The need for this business was born when we realised that the traditional methods of getting health check-ups are incredibly inefficient. Our platform combines technology to provide India's first contactless blood testing experience that is both convenient and cost-effective. We believe in a personalised

and holistic approach to health. We want to help improve the population's health and lifespan'

Velmurugan said: 'Age-related chronic issues, such as heart or bone diseases, are often overlooked until later in life. However, research shows that many of these diseases can start decades before they reach serious stages. We can prevent the risks associated with these issues if we detect them early on.'

The team, based in Chennai, offers free doctor consultations to everyone. They believe that speaking to a doctor to consult on health

with the knowledge and tools that will help you remain healthy for longer, we provide a simple and intuitive way to access your own health data and information.'

So far, Optimists have supported thousands of customers in Tamil Nadu. Saraswathi is positive about its prospects. 'We want to champion the customer, help them get healthy, and offer bespoke proprietary data for the government and healthcare sectors. We think it will be successful and the indications are there.'

The dignitaries are Mr. Suresh Sambandam Founder & CEO of Ranga Scape/Kissflow, Mr. Sunny Pokala Chairman-Amte Group of Companies/Co-Founder -Hootie, Dr. Luke Elizabeth Hanna, Scientists E HOD division of HIV AIDS/ICMR-RT, Dr. Jaya Mahesh, Fitness Guru & Celebrity Trainer, Mr. Big Lee Murali, Fitness Guru & Health Icon Participated in this event.

issues should not cost anything. The Optimists platform will bridge the gap in a disjointed part of the preventative healthcare industry. As Saraswathi explains 'Since COVID-19 upended many lives, people are focusing on their health and immunity more than ever'.

Velmurugan insists that this is a long term venture for the team. He said: 'A healthy lifestyle starts with being able to get, read, and understand health information. This allows you to make informed decisions about your health. Our goal is to empower you

Pre-Approved Personal Loan on YONO SBI Details and Process

Chennai, December 10, 2021: SBI customers needing urgent funds can avail Pre-approved Personal Loans (PAPL) conveniently and instantly on 24*7 basis through YONO SBI in just four clicks.

Features and Benefits: Festive Offer: 100% Waiver in Processing

Charges till 31st January 2022

Instant processing of loans and disbursement in just 4 clicks

No physical documentation

24*7 availability through YONO

No branch visit Eligibility:

Customers can SMS "PAPL<space><last 4 digits of SBI Savings Bank Account No.>" to 567676 and check their eligibility

Interest Rate: Lowest interest rate starting at 9.60%

How to avail Pre-Approved Personal Loans (PAPL) on YONO:

Step 1: Login to YONO

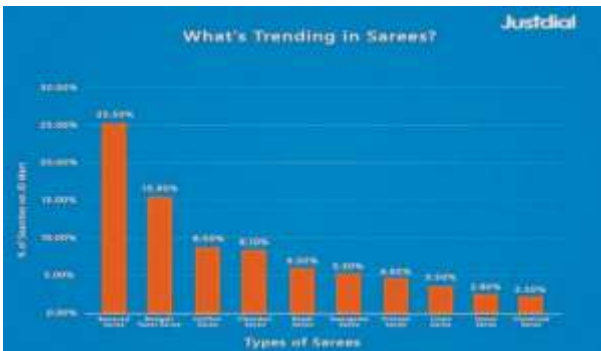
Step 2: Click on Avail Now

Step 3: Select loan amount and tenure

Step 4: Enter OTP received on the registered mobile number -> Amount Credited

Banarasi and Bengali Taant top maximum online searches for sarees in India: JD Mart Consumer Insights

Chennai, December 10, 2021: Indian women continued their love affair with Banarasi and Bengal's Taant sarees as the two most popular categories dominated almost 40% of the demand on JD Mart, India's latest B2B marketplace by Just Dial.



Besides Banarasi and Bengal's Taant sarees, Chiffon, Chandri, Khadi, Georgette, Printed, Linen, Tussar, and Chettinad made it to the top-10 list of most searched sarees on JD Mart. The next most searched categories included Art, Crepe, Jamdani, Fancy, Sungudi, Mulmul, Lucknow Chikankari, South Silk, and Italian Crepe Sarees. Demand for Banarasi sarees dominated almost 25% of the searches pan-India with Tier-II cities generating more demand vis-à-vis Tier-I. Demand in Tier-II cities stood at 40% while in Tier-I it was 26%.

For sarees. The rising demand for sarees on our B2B platform JD Mart is a great indicator that business is bouncing back for wholesalers and retailers alike fuelling overall economic momentum in the apparel sector. The strong growth curve across Tier I and Tier II cities alike further validates how fashion consciousness is spread in a more uniform manner across India and that indeed is an encouraging trend."

Searches for West Bengal's famous Taant sarees grabbed 16% of the total demand pie on JD Mart. Demand from Tier-I cities stood at 26% while in Tier-II cities, it was 11%. Mumbai (51%) again topped the list of Tier-I cities generating half of the demand followed by Kolkata (17%), Delhi (14%), Hyderabad (5%), and Bangalore (5%). Among Tier-I, Patna, Vadodara, and Indore were the top-3 cities that generated maximum demand.

For Khadi sarees, Mumbai (62%) and Delhi (12%) dominated almost 75% of the searches that happened across Tier-I cities. Among Tier-II cities, Patna, Thiruvananthapuram, and Mysore were the top-3 that saw Khadi sarees in great demand.

Demand for Chiffon Sarees contributed to 9% of the overall demand on the platform. For Tier-I cities, the demand stood at 10% while Tier-II demand remained at 12%. Mumbai again topped the list

Mumbai (51%), Delhi (13%), Hyderabad (13%), and Bangalore (10%) generated almost 90% of the demand for Georgette sarees from Tier-I cities while Surat (19%) topped with maximum demand among Tier-II cities.

For Printed sarees, Kolkata topped the list among Tier-I cities with maximum demand at 45% followed by Hyderabad (19%), Delhi (11%) and Mumbai (10%). Among Tier-II cities, Jaipur, Surat, and Rajkot were the top-3 cities with maximum demand for Printed sarees.

Linen sarees saw maximum demand from Bangalore (17%), Kolkata (17%) and Chennai (17%) followed by Mumbai (15%) and Hyderabad (14%) that made up the top-5 Tier-I cities with maximum demand. Tamil Nadu's Erode (26%) contributed to almost 1/3rd of the demand generated from Tier-II cities while Surat (10%) and Coimbatore (7%) completed the top-3 with most searches.

Demand for Tussar sarees remained significantly high in the cities of Kolkata (46%) and Bangalore (30%) as they contributed to almost 2/3rd of the demand that is being generated from Tier-I cities. Among Tier-II cities, Ranchi, which is the hub of R&D for Tussar, Surat along with Patna emerged as the leading 3 cities with maximum demand.

With Tamil Nadu being the hub of Chettinad sarees in India, Chennai (72%) topped the list generating maximum demand among Tier-I cities followed by Hyderabad (14%) in the second place. The three Tamil Nadu cities of Coimbatore (47%), Madurai (12%), Erode (11%), and Salem (9%) contributed to almost 80% of the demand that is being generated from Tier-II cities.

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Tips and tricks to handle electrical appliances safe during monsoon Safety tips issued by Preethi Kitchen Appliances

Chennai, December 10, 2021: While monsoon is about enjoying a plate of hot pakora, bajji, bondwith a cup of hot tea in the balcony it has flipside as well. Sometime rains can create a havoc in our houses, especially in kitchen area. Kitchen is one of the important areas at home and it is necessary to keep it monsoon proof to avoid electrical accidents. Moisture in the air and dampness on walls increase the risk of electrical leaks. A clean and dry area keeps the fungus and insects too at bay. Don't worry, here are the safety tips from Preethi Kitchen Appliances to keep your kitchen monsoon proof

Safety first: The first thing in any calamity is to remain safe. The rain will cause dampness in the walls of your house. The dampness in turn will lead to short circuits. It is always advisable to have a separate

circuit breaker in kitchen as kitchen is one of the places where most electrical equipments are placed. The circuit breaker helps to get the supply disconnected if there is any sudden surge in electricity flow. During heavy rains it is advisable to keep the electrical appliances unplugged as power fluctuations and unexpected power cuts will damage the equipment. Wear rubber sandals and gloves while handling wet fields at home.

If appliances are flooded:

Exercise extreme caution as first thing when handling flooded equipment. If your fuse box is wet, it will end up fatal as water conducts electricity. Ensure electricity supply for wet grinder, mixer grinder, electric cooker, chimney, and other appliances are avoided through three pin sockets with proper earth provisions.

If the appliances are flooded by rain, don't try to switch on or try to repair on your own. The flooded appliances will pose a risk of electric leak if switched on. The components need to be thoroughly cleaned, dried, and inspected. Call the technical expert to assess the damage and repair the appliances before switching on.

Ensure enough ventilation

Ventilation allows sunlight and fresh air to enter the room. It in turn helps to keep the room dry & also ensures the wet floor and equipment get dried out quickly. Though ventilation is important for all seasons monsoon demands more. The musty smell on the floors and walls due to rain shall be tackled with proper ventilation. The dry wall helps to stop conducting electric leak too.

Get the wiring checked

There is a popular saying that 'prevention is better than cure'. We suggest having periodical check of your wiring and plumbing installations. Good wiring and quality circuit breakers will ensure safety of your kitchen during monsoon. Call the qualified electrician and get the wiring checked before monsoon. While checking the electric wiring it is also advisable to check water pipe leaks beforehand to avoid bigger issues in later stage.

Emergency numbers:

Keep all the emergency numbers like state emergency team, electricity board and electrician, corporation office, disaster team, fire and rescue and ambulance. This helps to avoid last minute hassles.

Preethi consumers can also call its customer care number 99400 00005 or mail to care@preethi.in

Samunnati Foundation Inks MoU with IIT Madras Incubation Cell to support Agritech Startups

Chennai, December 10, 2021: Samunnati Foundation, a non-profit subsidiary of Samunnati Financial Intermediation and Services Private Ltd, and IIT Madras Incubation Cell (IITMIC) signed a Memorandum of Understanding (MoU) to encourage innovative technologies in agriculture and allied areas in India and promote agritech startups to improve farmer incomes, reduce waste and encourage sustainable agriculture. Through this partnership, the organizations will provide incubation support/facilities to entrepreneurial ventures, prepare position papers and propose policy recommendations.

This collaboration ties into Samunnati Foundation's goal of creating a tangible difference in the lives of entrepreneurs among unserved/underserved agricultural communities. By partnering with IITMIC, Samunnati aims to provide strategic and operational guidance, training, mentoring, networking, and other necessary resources to help India's visionary agritech startups establish themselves, as well as scale their presence.



Sharing his views on the partnership, Anilkumar SG, Founder and CEO, Samunnati said "We as a country are witnessing a buoyancy in the entrepreneurial energy especially in agriculture. It is heartening to see several youngsters from IIT/IIMs taking up entrepreneurship in agriculture. We also see a lot of private capital flowing into these young start-ups. Being an ecosystem player, Samunnati aims to nurture this entrepreneurial energy by collaborating with premier institutions to incubate, nurture and scale these ideas which can transform the agri space in this country with focus on the small holder farmer. We are excited about this partnership with IIT Madras Incubation Cell, which has been the cradle for many deep tech and social startups that have

will focus on strengthening the agriculture entrepreneurial ecosystem."

Key areas and Technologies which will also be jointly explored, specifically under Sustainable Agriculture are:

1. Promotion of Alternative crops - Research on the types of Millets and promotion of millet-based menus through commercialization of millet food items.
2. Adopting a green agricultural ecosystem-green agricultural machinery, solar pumps, finance related technology products, electric vehicles for Agri transport
3. Food processing technologies- To look at indigenously developed medium scale technology to pre-process packaged food locally while retaining nutritional quality.
4. Support services for agricultural community- To look at supporting farmers through enabling purchase and sale of produce, finance, insurance against price & weather fluctuations, agricultural advisories, transport & agricultural machinery hire and labour hire.

Axis AMC's Growth Avenues AIF achieves final close after hitting target of INR 1000 crore

Chennai, December 10, 2021: Axis Asset Management, one of the leading fund houses in India announced the final close for its Growth Avenues AIF after it raised commitments of INR 1000 crore, achieving its intended target within a span of 3 months from its first close thanks to the strong response from investors and partners. The fund has achieved the fund raise target from family offices, HNIs and NRIs. The fund aims to invest in unlisted mid-to-late stage innovative companies with strong long term growth prospects.

Chandresh Nigam MD & CEO, Axis AMC said,

"The strong response received by the Axis Growth Avenues Fund is a reflection of the long term opportunities in the fast evolving Indian digital economy. The start-up ecosystem has expanded significantly in India offering substantial wealth creation opportunities for investors in new-age businesses. The speed at which we have concluded the fund raise shows the confidence that our investors and partners have in us as we pursue the wealth creation potential of this space with our unique investment philosophy."

Axis Growth Avenues AIF will focus on

technology-enabled companies with scalable business models and a favourable risk-return profile. The fund house will target a portfolio size of 8-10 companies with the deal size ranging from INR 100 crore to INR 150 crore each (approx). The total term of the fund is 5 years from the date of its final closing. Positioned to take advantage of the macro opportunities, the fund focuses on sectors that promise multi-year growth potential.

Ashwin Patni, Head Products & Alternatives, Axis AMC said, "As the digital transformation continues in India, more

and more innovative business models are being tried out and are successfully scaling up. We are also seeing the coming of age of the unlisted ecosystem with new fund launches, greater investor interest, a growing secondary market and most importantly the opening up of the IPO option for the new age tech businesses. With the Axis Growth Avenues Fund, we are seeking to invest in ambitious founders and management with scalable asset-light models in sectors that have the promise of delivering significant upside in the next decade."

MedPlus Health Services Limited Initial Public Offer to open on December 13, 2021

Chennai, December 10, 2021: MedPlus Health Services Limited ("MedPlus" or the "Company"), plans to open its Initial Public Offering (the "Offer") on December 13, 2021.

The Price Band of the Offer has been fixed at ₹780 to ₹796 per Equity Share of face of ₹2 each. Bids can be made for a minimum of 18 Equity Shares and in multiples of 18 Equity Shares thereafter.

The Offer consists of equity shares of face value of ₹2 each of MedPlus Health Services Limited comprising aggregating up to ₹13,982.95 million (the "Offer"), comprising of a fresh issue aggregating up to ₹6,000 million (the "Fresh Issue") and an offer for sale of aggregating up to ₹7,982.95 million (the "Offer For Sale"). The Offer For Sale comprises of equity shares aggregating up to ₹6,230 million by PI Opportunities Fund - I ("Investor Selling Shareholder"), equity shares aggregating up to ₹1,070.00 million by S. S. Pharma LLC, equity shares aggregating up to ₹320.00 million by Shore Pharma LLC, equity shares aggregating up to ₹100.00 million by Natco Pharma Limited, equity shares aggregating up to ₹100.00 million by Time Cap Pharma Labs Private Limited, equity shares aggregating up to ₹71.28 million by A. Raghava Reddy, equity shares aggregating up to ₹42.28 million by K. Prakurthi, equity shares aggregating up to ₹21.60

million by Navdeep Patyal, equity shares aggregating up to ₹14.70 million by Sangeeta Raju, equity shares aggregating up to ₹11.92 million by R. Venkat Reddy, equity shares aggregating up to ₹ 0.22 million by TK Kurien, equity shares aggregating up to ₹0.20 million by Nithya Venkataramani, equity shares aggregating up to ₹0.20 million by Atul Gupta, aggregating up to ₹0.20 million by Manoj Jaiswal, equity shares aggregating up to ₹0.20 million by Rahul Garg, equity shares aggregating up to ₹0.08 million by Kollengode Ramanaathan Lakshminarayana and equity shares aggregating up to ₹0.08 million by Bijou Kurien (collectively, the "Other Selling Shareholders").

The offer includes a reservation aggregating up to ₹50 million, for subscription by eligible employees (as defined hereinafter) ("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 Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). This Offer is in compliance with Regulation 6(1) of the SEBI ICDR Regulations wherein not more than 50%

of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") and such portion the "QIB Portion" provided that the Company and the Investor Selling Shareholder, in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs (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 Net 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 less than 15% of the Net Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Offer shall be available for allocation to Retail Individual Bidders ("RIB") in accordance with the SEBI ICDR Regulations, subject to valid Bids being 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 by providing details of their respective ASBA accounts and UPI ID (in case of RIBs using the UPI Mechanism), in which case the corresponding Bid Amounts will be blocked by the SCSBs or under the UPI Mechanism, as applicable to participate in the Offer. Anchor Investors are not permitted to participate in the Anchor Investor Portion of the Offer through the ASBA process. For details, see "Offer Procedure" on page 338.

The Net Proceeds from the Fresh Issue are proposed to be utilised for (i) Investment into Material Subsidiary, Optimal for funding working capital requirements of Optimal; and (ii) General corporate purposes.

The Equity Shares offered in this Offer are proposed to be listed at both BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE"), together with BSE, the "Stock Exchanges") post the listing.

METRO BRANDS LIMITED INITIAL PUBLIC OFFERING TO OPEN ON FRIDAY, DECEMBER 10, 2021

Chennai, December 10, 2021: Metro Brands Limited (The "Company") to open its Bid / Offer in relation to its initial public offering on Friday, December 10, 2021 ("Offer").

The Price Band of the Offer has been fixed at Rs. 485 to Rs. 500 per equity share of face value of Rs. 5 each. Bids can be made for a minimum of 30 Equity Shares and in multiples of 30 Equity Shares thereafter.

The Offer comprises a fresh issue of Equity Shares aggregating up to Rs. 295 crores by the Company (The "Fresh Issue") and an offer for sale of up to 21,450,100 Equity Shares by the Selling Shareholders. The offer for sale comprises up to 13,015,000 Equity Shares by the Promoter Selling Shareholders, up to 8,427,000 Equity Shares by the Promoter Group Selling Shareholders and up to 8,100 Equity Shares by the Other Selling Shareholder. (The "Offer for Sale").

The Company has in consultation with the BRLMs, undertaken a private placement of 73,136 Equity Shares for cash consideration aggregating to Rs. 3.29 crores. Accordingly, the fresh issue size as was stated in the Draft Red Herring Prospectus, was reduced from up to Rs. 250 crores to up to Rs. 246.71 crores. Thereafter, Company has increased the fresh issue size up to Rs. 295 crores, in accordance with and subject to, the provisions of the SEBI ICDR Regulations.



This is an Offer 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. The Offer is being made through the Book Building Process in terms of Regulation 6(1) of the SEBI ICDR Regulations, wherein not more than 50% of the Offer shall be available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids being received from them at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Offer shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All potential Bidders (except

Investor Portion, the balance Equity Shares shall be added to the QIB Portion (excluding the Anchor Investor Portion) ("Net QIB Portion").

Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids being received from them at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Offer shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All potential Bidders (except

Anchor Investors) are mandatorily required to utilise the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA accounts and UPI ID in case of RIBs using the UPI Mechanism, as applicable, pursuant to which their corresponding Bid Amount will be blocked by the Self Certified Syndicate Banks ("SCSBs") or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of the respective Bid Amounts. Anchor Investors are not permitted to participate in the Offer through the ASBA process.

For details, see "Offer Information" beginning on page 360 of the Red Herring Prospectus.

The Equity Shares offered through Red Herring Prospectus are proposed to be listed on BSE and NSE.

Axis Capital Limited, Ambit Private Limited, DAM Capital Advisors Limited (Formerly IDFC Securities Limited), Equirus Capital Private Limited, ICICI Securities Limited and Motilal Oswal Investment Advisors Limited are the Book Running Lead Managers

SBI contributes Rs. 10 crores to the Armed Forces Flag Day Fund

Chennai, December 10, 2021: The country's largest lender, State Bank of India, has contributed Rs. 10 crores to the Armed Forces Flag Day Fund in its efforts to support and enable the armed forces of the country. On the occasion of Armed Forces Flag Day celebrated on December 07, SBI has reinforced its constant support to the armed forces by contributing toward children's education. As a part

of the bank's philanthropic responsibilities, SBI will sign an MoU with Kendriya Sainik Board to support and educate the children of war veterans, ex-servicemen, and war widows.

Shri Dinesh Khara, Chairman, SBI, said, "At SBI, we are strongly committed to an inclusive growth, building communities and aligning with the national priorities.

Our contribution to the Armed Forces Flag Day Fund, is a humble gesture to support the welfare of the armed forces. We express our gratitude to soldiers who valiantly safeguard our nation and protect its citizens despite facing enormous hardships. We believe our efforts will help make a difference in the lives of the war veterans and their families. SBI has always been at the forefront when it

comes to supporting national causes and will continue to do so."

Last year also, SBI had contributed Rs. 10 crores to Armed Forces Flag Day Fund towards education of girl children of Armed Forces Veterans. Donation was done as a part of "Beti Bachao, Beti Padhao" initiative launched by the GOI.

Amrutanjan Health Care partners with Goonj to provide menstrual hygiene care in flood affected areas

Chennai, December 10, 2021: Amrutanjan Health Care, a 128-year-old company with a rich legacy and one of the pioneers of India's healthcare industry has extended its support in to Goonj for those affected by the Chennai floods. The company is providing 10,000 packages of Comfy Sanitary Napkins in the flood-affected regions of Chennai.

As Chennai battled yet another wave of floods, help was poured from various sources to procure basic necessities for their survival. Amrutanjan Health Care

partnered with Goonj to contribute to the Chennai flood relief by channelizing sanitary napkins from its women's hygiene brand 'Comfy'.

Comfy Snug Fit, a menstrual hygiene brand from Amrutanjan Health Care Ltd, promises 80% better absorption than other leading brands in India and is made from imported pulp from North America.

The Comfy sanitary napkin packages contributed by Amrutanjan will be channelized by Goonj to the

flood-affected regions of Chennai to menstruating individuals to ensure the adoption of systematic menstrual hygiene even amidst a disaster.

Mr. S Sambhu Prasad, Chairman & Managing Director, Amrutanjan Health Care Ltd shared, "With this small contribution, Amrutanjan Health Care would like to assert the importance of health & hygiene practices in the society, especially during a disaster. We are honoured to be able to make an impact and

encourage menstrual hygiene amidst the victims of the Chennai floods. We hope to extend our support to the flood-affected regions of Chennai and ensure that health & hygiene standards are met at all costs."

Amrutanjan has been proactively contributing to causes such as Animal Welfare, Women Empowerment, Education, Environment, and Health & Hygiene to build socio-economic development of the nation and ensure environmental sustainability.

SHIRAM PROPERTIES LIMITED INITIAL PUBLIC OFFERING TO OPEN ON DECEMBER 08, 2021

Chennai, December 10, 2021: Shiram Properties Limited (The "Company") to open its Bid / Offer in relation to its initial public offering on Wednesday, December 08, 2021

The Price Band of the offer has been fixed at Rs. 113 to Rs. 118 per Equity Share. Bids can be made for a minimum of 125 equity shares and in multiples of 125 Equity Shares thereafter.

The Offer comprises of

issuance of Equity Shares aggregating up to Rs. 600 crores (the "Offer") and includes a fresh issue of Equity Shares aggregating upto Rs. 250 crores and an offer for sale aggregating upto Rs. 350 crores.

The offer of sale aggregates upto Rs. 90.95 crores by Omega TC Sabre Holdings Pte. Limited, upto Rs. 8.34 crores by Tata Capital Financial Services Limited, upto Rs. 92.21

crores by TPG Asia SF Pte. Ltd, upto Rs. 133.50 crores by WSI/WSQI V (XXXII) Mauritius Investors Limited (The "Investor Selling Shareholders") and upto Rs. 25 crores by Other Selling Shareholders.

The offer includes a reservation aggregating up to Rs. 3.00 crores, for subscription by Eligible Employees ("Employee Reservation Portion"). The Eligible Employees are being



Offered a discount of Rs. 11 per Equity Share.

Aditya Birla Health Insurance launches Activ Health Essential Plan for senior citizens

Chennai, December 10, 2021: Aditya Birla Health Insurance Co. Limited. (ABHICL), the health insurance subsidiary of Aditya Birla Capital Limited (ABCL), a significant non-bank financial services conglomerate, has launched a new plan called Activ Health Essential, an affordable health solution plan for special health needs of senior citizens. This plan offers distinctive industry first features such as

Day one coverage of chronic health management

Provides an optional benefit to waive off mandatory co-payment

Promotes good health by giving upto 50% health returns as return of premium into a health returns account

Comes with counselling support and health coaching features that is so important for senior citizens

The Activ Health Essential Plan offers comprehensive health solutions such as Day 1 Chronic Management Program coverage i.e. a policyholder will be covered in from Day 1 in case of an existing

condition and if it is developed at a later stage, it will be covered at no additional cost. Most covers come with 20% mandatory co-pay which in this case can be waived off by choosing to pay an extra premium. Many senior citizens these days follow a fitness regime which includes walks or doing yoga. On clocking 275 Activ DayzTM in the year they will be eligible to get up to 50% of premium as HealthReturnsTM which can be used to avail reimbursement of any health expenses or discount on annual renewal of premium and more. It also covers mental illness and home treatments.

Commenting on the launch of Activ Health Essential Plan, Mayank Bathwal, CEO, ABHICL said, "Covid-19 exposed us to the grim side of healthcare. Covid-19 had impacted at least 26% of the elderly population with some or the other health issue, as per a recent study by a leading NGO for senior citizens. Furthermore, the elderly members continue to feel vulnerable and a burden on their families due to the ever increasing medical treatment cost and lack of guidance".

Key Features of Activ Health Platinum Essential Plan includes:-

Coverage of mental illness hospitalisation

An expert health coach is available to assist you through your health journey

A reward of up to 50% of the premium paid as HealthReturns™

An optional benefit of waiver of mandatory co-payment available (20% for all S.I. options).

Cashless coverage for In-patient hospitalization in wide network of 9000+ hospitals.

Covers pre-hospitalization medical expenses for 30 days and post-hospitalization medical expenses for 60 days.

Coverage for medical treatments like, AYUSH cover, obesity treatment, modern treatment methods

Covers 586 listed day care procedures up to sum insured treatments that don't need more than 24hrs of hospitalization.

Choice of choosing (if opted) during

hospitalization emergency Benefit of Cashless home treatments

Activ Health Essential plan addresses these crucial needs of senior citizens namely affordability, covering chronic conditions, psychological support requirements and an expert health coach for monitoring & guidance. Through this plan we also encourage our senior citizen customers to stay healthy and incentivize their 'Health First' behavior through 'Health returns'. This policy empowers senior citizens to fully protect themselves and at the same time allows them to reap health and wellness benefits for their golden years."

Activ Health Platinum Essential can be purchased as an individual or as a family floater policy (self and spouse alone) with a wide range of Sum Insured options, depending on one's requirements.

ABHICL's Activ Health Platinum Essential understands the emotional and financial complexities of a senior citizen's health, treatment, and recovery concerns that one goes through during an illness or hospital stays for serious treatment.

