

The Dhimang Div Yanga Differently abled Kids Fashion Show ramp walk by Actress Samyuktha Shan portrayed new collection designed by Film Celebrity Fashion Designer Chaitanya Rao at CRPF, Avadi.

Chennai, December 16, 2021: The Dhimang Div Yanga Show opens with an exciting new collection on the ramp from Chennai-based couturier, Chaitanya Rao. The Dhimang Div Yanga Differently abled Kids Fashion Show ramp walk by Actress Samyuktha Shan portrayed new collection designed by Film Celebrity Fashion Designer Chaitanya Rao at CRPF, Avadi.



Showcasing a dash of fusion, The pre-draped saris are subtle and elegant with dramatic blouses.

The fashion designer is known for his contemporary silhouettes and wearable couture that works as a perfect foil for the work Chaitanya does for the film industries as a much sought after costume designer.

The Dhimang Div Yanga Differently abled Kids Fashion Show ramp walk by Actress Samyuktha Shan portrayed new collection designed by Film Celebrity Fashion Designer Chaitanya Rao held at CRPF, Avadi.

Chaitanya Rao said "I have put together a vibrant collection for the festive season - keeping in mind the numerous occasions - from weddings to Christmas and

New Year's eve parties."

Expect statement festive gowns that have bold animal prints and refreshing cuts

along with classic offerings like a black zippered gown. With sequins and flairs in the mix, the collection panders to formal and casual aesthetics.

78 Year Male with critical heart condition, suffering from multiple comorbidities successfully treated post a complex procedure at Fortis Malar Hospital

Chennai, December 16, 2021: An expert team of Cardiologists from Fortis Malar Hospital headed by Dr. E Babu, Interventional Cardiologist performed a critical lifesaving procedure on an octogenarian patient who was admitted to the hospital with multiple cardiac complications. He underwent 3-hour complex angioplasty procedure where the blockage in the blood vessels were cleared with the placement of 4 stents.

dysfunction and other comorbidities such as fluid in lungs, renal dysfunction. The patient was kept on ventilator owing to lung fibrosis. The patient's coronary angiography revealed double vessel coronary artery disease which was blocking the blood flow to the heart vessels. PTCA (percutaneous transluminal coronary angioplasty) was performed successfully and 4 stents were fixed to ensure blood flow to the heart.

Hospital, Adyarsaid that "Coronary Artery Disease (CAD) is very common in India. Statistics reveal that prevalence of CAD in rural areas is also increasing due to stressed lifestyle - Increased diabetes, obesity, stress, unhealthy diet, smoking and alcohol consumption along with physical inactivity are the main culprits for the increase in CAD.

The surgery involved a lot of risk owing to the patients age and other complex comorbidities he suffered from. Arrhythmias leading to sudden deterioration of cardiac pumping function

during PTCA procedure including death, prolonged ventilation, prolonged ICU stay, and the possible need for dialysis were the risks involved in this high-risk complex angioplasty stenting procedure. He is now able to do his daily routine by himself and doing exercise too."

Congratulating the team Mr. R Chandrasekar, Facility Director, Fortis Malar said "I congratulate Dr. E Babu and the multidisciplinary team of medical experts, anesthetists, dieticians, and nurses who worked in close coordination and achieved yet another clinical milestone"

At the time of admission, the patient was suffering from recurrent ventricular arrhythmia, severe pumping

Speaking on the procedure Dr. E Babu, Sr. Consultant Interventional Cardiologist, Fortis Malar

Tanishq launches a brand new store at Urapakkam

Chennai, December 16, 2021: Tanishq, India's most trusted and celebrated jewellery brand launches its store at Urapakkam in Tamil Nadu. The store was inaugurated at 10 am by Mr. CK Venkataraman, MD, Titan Company Limited in presence of Mr. Sharad, Regional Business Head - South, Titan Company Limited, Mr. Narasimhan Regional Business Manager, South, Tanishq. As part of the grand inauguration, the brand is offering free Gold Coins* with every jewellery purchase. The offer is valid on 16th December and from 17th December to 19th December 2021.



inauguration, Mr. Sharad, Regional Business Head - South, Titan Company Limited said "We are thrilled to announce the launch of our store at Urapakkam today. Tamil Nadu is a very significant market for us and also a manufacturing hub for Tanishq, and it is our constant endeavor to provide the best service and offerings to our esteemed customers. The new large format store caters to a wide range of consumers with traditional and contemporary designs to suit diverse tastes and preferences. We are also providing safe and convenient shopping experience to all our customers with Gold Standard of Safety measures and remote selling options in place."

collections like, Stories of Summer, Ekavatam, Aarambh, Utsaah collection which is a beautiful blend of traditional designs infused with a touch of contemporary. Each piece comes with intricate works of art rich in splendour with unique design sensibilities.

Speaking on the

Spanning across 3400 sq. ft, the new store located at No

Rashmika Mandanna shares important tips on how she takes care of her health inside out this winter

Chennai, December 16, 2021: December 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. Winter is here and this means our body needs extra care, making it important to manage our respiratory health and wellness the right way.



while I have a health regime that consists of Yoga, Pilates and a clean diet, steam inhalation with Vicks VapoRub tops the list during a busy shoot schedule and constantly changing weather. It has been our family's partner through every season. We add a teaspoon of Vicks to a bowl of hot (not boiling) water, cover the head with a towel, inhale the vapors and then have a good rest. The medicated vapors of camphor, eucalyptus, and menthol help in getting fast relief from blocked nose and cough. Being a go-getter, I don't like anything holding me back from my dreams and this practice has ensured that I stay on top of my health as much as possible."

cold symptoms, my mother always ensured that I practiced steam inhalation with Vicks VapoRub to get relief.

I still fondly remember her worrying about my health every time I went on school trips as a child, and she would always tell me how Vicks VapoRub with its natural ingredients like camphor, eucalyptus and menthol help in getting relief from cold and cough symptoms. This is one thing I carry with me even today; my mother also is at peace knowing the tiny blue bottle of Vicks VapoRub travels with me. Honestly,

Fitness enthusiast and happy-go-lucky Rashmika Mandanna has always managed to leave her fans inspired with her health regime. She believes in the benefits of traditional ingredients and practices yoga. Always on-the-go and working, young Rashmika has often shared her parents' inhibitions and fears when it comes to her health. Therefore, she ensures she carries her mother's traditional home remedies everywhere she goes. Rashmika has always been someone who abides to a disciplined mantra that helps

keep her body healthy and well-nourished; this involves taking extra care of respiratory health during the monsoons as well as the first signs of cough & cold symptoms

Sharing more on how she manages the flu season, Rashmika shares, "While I've always enjoyed long hours of shooting and giving my best at work, enjoying the beautiful December sunsets calm me amidst all the chaos. Even though I love every aspect of my busy schedule, it's also a time where I was easily prone to cold or cough. Every time I was down with cough and

Apollo Hospitals, Chennai successfully uses Deep Brain Stimulation with advanced Brain Sensing technology for Parkinson's disease

Chennai, December 16, 2021: Apollo Hospitals, Chennai today announced the successful use of advanced 'Brain Sensing' technology in Deep Brain Stimulation on patients with Parkinson's disease. Deep brain stimulation (DBS), is a neurosurgical procedure that involves implanting electrodes deep inside the brain to improve symptoms of Parkinson's disease. The use of advanced brain sensing technologies help in individualized monitoring for effect that maximizes therapeutic outcome. The advanced movement disorders team at Apollo Hospitals performed five DBS surgeries last month, that included four patients of Parkinson's disease and one with dystonia. All the patients have recovered well with good improvement in their symptoms.



functional neurosurgeons, Neuroradiologists, Neuroanesthetists, Nuclear medicine specialists, Psychiatrists, Psychologists, Neurointensivists, Pain specialists and Neurorehabilitation specialist. The team is supported by state-of-the-art technology and infrastructure. This synergy of personnel and infrastructure enables early diagnosis and highly effective treatment to improve the symptoms of patients with movement disorders.

effect of DBS on the symptoms are much more long lasting than medical treatment."

V. R. Roopesh Kumar, Senior Consultant & Lead Neurosurgeon, Apollo Hospitals Chennai added, "The stimulation is started only after at least two weeks after surgery. The pulse generator is programmed in the outpatient clinic. Multiple sessions of re-programming, might be needed to arrive at the optimal stimulation parameters. Some conditions like Parkinson's disease or essential tremors, will show immediate noticeable improvement. In some conditions, like OCD or dystonia, the improvement may take 3-6 months to manifest. While DBS does not cure the disease, it still results in significant improvement of major symptoms. Medications may still be needed. The effect of the DBS may last up to 20 years, which enables a better quality of life for patients during their productive years."

Many patients also narrated their experiences during the press meet.

Mr. D, a bank manager from Chennai underwent DBS for Parkinson's disease, with symptoms involving slowness, rigidity, and tremors. Post-surgery, he has had great relief from his symptoms and has even flown to the US to meet his daughter and new-born granddaughter!

Mrs. G, a young mother, presented with abnormal twisting movement of her neck for three years. She had to lie down in bed or keep her neck tightly against the back of her chair to steady the head while working or on video calls. She had to even avoid air travel. These affected her mental state, taking a toll on her professional as well as personal life. After surgery,

Vijayashankar Paramanandam, Neurologist, Movement Disorders & DBS Specialist, Apollo Hospitals Chennai said, "The selection of patients for DBS is of utmost importance. DBS can be done for Parkinson's disease patients, with at least four years of symptoms and four months of motor complications. Patients who require more than 500mg of Levodopa or other equivalent medications may also be considered for DBS. It can improve the symptoms of Parkinson's disease such as tremors, rigidity, slowness in activities of daily living, dyskinesia and can also help to reduce the medication required. DBS is also used to treat a number of conditions, such as Parkinson's disease, dystonia (abnormal twisting movements), essential tremors, medically intractable epilepsy, and Obsessive-compulsive disorder. We are beginning to see promising results for some conditions like Tourette syndrome, Huntington's disease and chorea. This treatment is generally reserved when best medical control is inadequate."

Apollo Hospitals, Chennai has been performing DBS surgery since 2007. Apollo Hospitals, Chennai is one of the very few hospitals in Tamil Nadu with a highly experienced multidisciplinary team for DBS, with Movement disorder specialists, specifically trained

Medicall Expo Showcases Its 27th Edition India's Largest B2B Medical Equipment Trade Fair On 17th, 18th and 19th Dec 2021 at the Chennai Trade Centre

Chennai, December 16, 2021: Medicall, the largest B2B Medical Equipment Trade Fair organized by Medexpert Business Consultants Pvt. Ltd., will be held from 17-19 Dec 21 at the Chennai Trade Centre. The 27th edition of Medicall will focus on all the needs of a hospital from surgical cotton to the latest imaging equipment and surgical tools etc.



Medicall organises Interactive Brainstorm, the showstoppers of Medicall. At Medicall, medicine meets management providing intellectually stimulating Seminars, Workshops, Unconference and Ask all - open discussion sessions for the Medical Fraternity to acquire and disseminate

knowledge on the business aspects of running Hospitals. The Interactive Healthcare Intelligentsia at Brainstorm Medical dishes out nuggets of wisdom in a nutshell.

Medicall's most talked about show is Made-In-India Healthcare Innovation Awards, felicitated to recognize, display and encourage innovations in the field of healthcare. More than 160 solicitations from around the country indicate

its reputation and significance. Every year Medicall adds a new category replacing an existing one providing for variety and diversity in innovations. The Innovation Award function will be held on 17th Dec 21 between 4pm and 5pm at Convention Centre, Chennai Trade Centre. The Innovation awards are managed by an independent professional firm and an eminent jury.

she has improved well. Her condition arose due to a very rare genetic mutation that has been reported only in 40 cases across the world.

Mrs. T, a 60-year old homemaker from Tirupati presented with typical Parkinson's tremors and rigidity since 10 years. With waning drug efficacy, her dyskinesia had worsened and she was unable to attend to her daily chores. After a successful DBS surgery, cutting-edge brain sensing technology is being used to individualise the programming. The patient has improved very well and is very happy with the progress.

Mr. K, a successful businessman from Jaipur who had immigrated to Spain at a young age began developing severe rigidity and freezing episodes even before he turned 40 years. Diagnosed with Parkinson's disease in Europe, he was put on medications. However, his condition progressively worsened and he had to shut his business. After enquiring across the world, he came to Apollo Hospitals, Chennai where he underwent DBS with great improvement in his symptoms. He is already eager to restart his business in Spain!

Mr. H, a primary school teacher from Bangladesh developed gradual rigidity and mobility issues at the young age of 37 years. Diagnosed with Parkinson's disease in Bangladesh, he was started on medications. Over time, the efficacy of medication reduced and the symptoms worsened. Crowdfunded by a community of his well-wishers and friends, he underwent DBS surgery and is now doing well with all his symptoms improved after stimulation.

Mrs. Preetha Reddy, Vice Chairperson, Apollo Hospitals Group said, "At Apollo Hospitals, we have been performing DBS surgery since 14 years now. Well-established as a therapy for patients diagnosed with advanced Parkinson's disease, the procedure is now used for many other neurological indications with good success. With one of the most experienced team in South India backed by the latest medical technology, we are sure that we will be able to help many Indian patients with Parkinson's and other neurological disorders to regain their quality of life."

Also, Medicall Introduces Medicall academy with an objective of nurturing Talent and skill development through Simulation based workshops, including hands-on experience on new skills and technologies used in Health care industry.

Since 2006, Medicall shows are held at Chennai, Mumbai, Delhi, Ahmedabad, Kolkata, Hyderabad and Colombo. Medicall has completed 26 successful editions.

More than 350 exhibitors with 6000 products will be at display in Medicall Chennai 17-19 Dec 21. Never miss Medicall!

For more details please visit: <http://www.medicall.in>

Copper to Cuprofix - UPL's copper fixing bacterial and fungal diseases with a path breaking "Disperss" technology

Chennai, December 16, 2021: UPL Ltd., a global provider of sustainable agriculture products and solutions, with the aim to revive the use of copper in agriculture has provided a path breaking solution - Cuprofix. The product is a combination of copper with a fungicide Mancozeb that not only arrests fungal and bacterial infections but also provides the treated plant with Sulphur, Zinc and Manganese, accelerating disease recovery.

The use of copper and its mixture is known to India since ages. The copper mixtures with sulphur, calcium or gypsum are a part of its agriculture for soil management and disease control. The positive ion of copper in the plant system, not only stimulates certain plant enzymes to trigger

disease recovery, it also has a role in stopping bacterial infection by arresting their multiplication. In a nutshell this amazing metal is having a multiple role in agriculture beyond its ability to conduct electricity.

Copper application was a nightmare for farmers because of its poor solubility with water, weak spread on leaf, repeated nozzle clogging and sedimentation inside the spray tank. Fruits sprayed with copper retained a typical mark of copper spray making them unattractive for consumption and at times popping up copper residues. Even with its immense potential, the use of element copper was stagnated in Indian agriculture. It was at this point of inflection, when UPL innovated and launched Cuprofix for Indian farmers.

Cuprofix overcomes the major pain point of copper sedimentation in agriculture and provides a potent cost-effective tool for farmers. The use of a formulation technology called "Disperss" in Cuprofix increases the efficiency of spray tank and makes it one of a kind technology to be used in Indian agriculture. With the use of path breaking technology "Disperss" the nozzle of spray tank remains clean, the spray is uniform, the harvest is devoid of spray marks and the disease control is robust and uniform.

Mr. Ashish Dobhal, Regional Director, India Region, UPL commented, "We, at UPL, are dedicated to the welfare and prosperity of the farmers who are our key stakeholders. Through

innovation, we aim to provide sustainable products to farmers that improve their lives financially. Cuprofix with its path breaking Disperss technology will be a game changer for the industry in terms of cost effectiveness and disease control".

Mr. Joy Tilak Deb, Asset Manager, Cuprofix commented, "UPL is recreating the habit of natural control of agricultural diseases by Indian farmers with cutting edge innovations like Cuprofix. Having more than 870,000 Acres treated with Cuprofix across various crop segments over the last two years, there is enough reason to rejoice at the adoption level by farmers and see them repose their faith back on copper."

Surge in searches for picnic spots and local tourist attractions as travelers look for local options amidst the concerns of COVID, reveals Just Dial Travel & Tourism Consumer Insights

Chennai, December 16, 2021: With the fear of third wave of COVID looming large, travelers are being conservative and opting for local and nearby options for leisure travel and outings with frequent changes in travel laws across different states playing the bumper card during the forthcoming holiday season. Latest Just Dial Consumer Insights reveal that demand for budget hotels, picnic spots, local tourist attractions and farmhouses have been on a rise as Just Dial witnessed a 51% YOY growth in searches for all travel and tourism related searches.

This demand growth was higher in Tier-II cities at 54% ahead compared to Tier-I cities, where the rate of growth was 49%. Just Dial compared consumer trends for the Oct-Nov 2021 period vis-à-vis same period in 2020 when unlocking was taking place in a phased manner to analyse the demand trends in the domestic travel and tourism sector.

Searches for picnic spots, budget hotels and local tourist attractions soared significantly during this period across India this year. Budget hotels saw a demand growth rate of 220% followed by picnic spots (147%) and local tourist attractions

(121%).

Trending Categories

Speaking on this trend, Prasun Kumar, Chief Marketing Officer, Just Dial said, "With economy gradually bouncing back, we have been witnessing an increasing inclination among people towards leisurely outings. Local attractions, picnic spots and farmhouses along with budget hotels seem to be the levers driving the leisure segment, substituting long distance international or domestic travel. This could be a defining new trend and it is also poised to give a much-needed fillip to local and domestic businesses driving the category in the near future."

Tier-I cities saw a 207% growth in searches for budget hotels while in Tier-II cities it was 198%. Demand for budget hotels in Mumbai dominated almost 42% of the searches that took place for Tier-I cities. Searches for hotels in Delhi and Kolkata made it to the top-3 followed by Chennai, Hyderabad, Pune, Bangalore, and Ahmedabad. "Hotels in Goa" was the most after in Tier-II cities followed by Lucknow, Coimbatore, Chandigarh, and Jaipur.

With the threat of the virus strain still keeping people apprehensive, a higher

inclination and preference for are preferring local areas not far from home seem to be defining the new trend in leisure across the length and breadth of the country. As a consequence, therefore, searches for picnic spots shot up by a whopping 147% across India. In this area though, in searches in Tier-I (208%) cities was significantly higher than that from Tier-II cities (167%).

Among Tier-I cities, Pune saw maximum searches for picnic spots followed by Mumbai, and Kolkata. The rest of the searches was generated from the cities of Delhi, Ahmedabad, Hyderabad, Bangalore, and Chennai. Nagpur, Nashik, Solapur, Goa, and Guwahati were the top-5 Tier-II cities that saw maximum demand for picnic spots.

Tier 1 vs Tier 2 graph

Instead of venturing too far, people are looking for nearby local attractions and hence searches for local attractions registered a growth by 121% across India with Tier-I cities surging ahead of Tier-II in terms of growth demand. Delhi, Bangalore, and Hyderabad were the top-3 Tier-I cities with maximum demand followed by Mumbai, Pune, Chennai, Kolkata, and Ahmedabad. Malappuram,

Thiruvananthapuram, Thiruvallur, Thiruvananthapuram, Nashik, Coimbatore, and Belgaum were the top-5 cities with maximum demand among Tier-II cities.

With party season around the corner, searches for Farm Houses have also substantially gone up by 56%. Demand growth in Tier-II cities remained higher at 88% compared to 55% in Tier-I. Hyderabad and Mumbai were the two cities that generated around 83% of the demand from Tier-I followed by Delhi, Pune, Bangalore, Chennai, Ahmedabad, and Kolkata. Among Tier-II cities, Nagpur dominated the demand for Farm Houses and it was higher than combined demand of Delhi, Pune, Bangalore, Chennai, Ahmedabad, and Kolkata.

In terms of hiring cars, Delhi topped the list in terms of demand among Tier-I cities followed by Mumbai and Hyderabad as the top-3 with maximum searches followed by Pune, Chennai, Bangalore, Kolkata, and Ahmedabad. Among Tier-II cities, demand for car hires in Goa soared by almost 103% and it at a pan-India level it was third after Delhi and Mumbai. Ahmedabad, Coimbatore, Jaipur, and Surat made the remaining of the top-5 Tier-II cities with maximum demand for car hires.

Kinara Capital appoints Ravindra Jadeja as Brand Ambassador on the occasion of its 10th Anniversary

Chennai, December 16, 2021: Kinara Capital, an innovative fast-growing fintech serving India's MSMEs, today announced that it has signed Indian cricket team's shining star, Ravindra Jadeja, as its official brand ambassador on the occasion of the company's 10th anniversary. With this partnership, Kinara aims to boost its outreach in financing the MSME sector in the country. With a current AUM of INR 1000 crores, Kinara Capital plans to grow 500% by the year 2025.

Kinara's innovative offerings include the recent release of the end-to-end digital myKinara app, availability of more than 400+ digital wallet payment options, free 'Grow with Kinara' workshop series for customers and the HerVikas discounted loan programme for women entrepreneurs.

Till date, the company has disbursed over 70,000 collateral-free loans, thereby positively impacting more than a million lives with local jobs and incremental income generation.

Seeking to support even more MSMEs and promote its growing presence in over 90 cities in 6 states of India, Kinara Capital has signed up all-rounder cricketer Ravindra Jadeja as its brand ambassador.

Kinara Capital's Founder and CEO Hardika Shah said, "I founded Kinara with the sole aim of easing access to credit for hardworking yet underserved MSME entrepreneurs in India. Starting with a handful of people in a home office, to impacting lakhs of lives in a short amount of time, Kinara has come a long way. On the occasion of our 10th anniversary, I am proud of

my team and thankful to our investors and partners for believing in our vision of financial inclusion. Our sights are set even higher for the future."

On appointing Ravindra Jadeja as Kinara Capital's official brand ambassador, Hardika Shah further added, "Ravindra Jadeja has become a household name in India because of his stellar performance, integrity and commitment to cricket. Both entrepreneurs and athletes thrive on the power of their own grit and determination. Jadeja's voice will amplify our presence and bolster our pace of ensuring MSMEs can grow their businesses with Kinara."

"It is a proud moment for me to represent fintech Kinara Capital as its official Brand Ambassador," said Indian cricketer Ravindra Jadeja, "I come from a humble background and I

understand the value of how just one opportunity can change the course of your life. This is what I liked about Kinara; they are giving that kind of opportunity to small business entrepreneurs who are the backbone of our communities and our country. Kinara Capital is hitting a sixer with financial inclusion and I am thrilled to help them carry their mission further."

Founded in 2011, Kinara Capital has disrupted last mile lending in India with a blend of high-tech and high-touch approach that combines sophisticated technology and data-driven processes with personalized customer service in vernacular languages. Kinara Capital offers business loans to all MSME sectors including Manufacturing, Trading and Services.

Adani Signs World's Largest Green PPA with SECI Adani Green Energy to Supply 4,667 MW

A h m e d a b a d , December 16, 2021: Adani Green Energy Ltd (AGEL), the world's largest solar power developer and the renewable energy arm of the diversified Adani Group, has signed an agreement with the Solar Energy Corporation of India (SECI) to supply 4,667 MW of green power. This is the world's largest ever green power purchase agreement.

"We are pleased to

have signed the world's largest PPA with SECI," said Mr Gautam Adani, Chairman of the Adani Group. "This is yet another step in our journey to enable India's dual objective to accelerate India's renewable energy footprint as well as promote domestic manufacturing under the Atmanirbhar Bharat programme. Following the proceedings at COP 26, it is increasingly evident that the world has to equitably

transition to a low carbon economy faster than previously anticipated. This is why the Adani Group has committed US\$50-\$70 Bn of investment in the renewables space. This agreement keeps us well on track to our commitment to become the world's largest renewables player by 2030."

The AGEL-SECI agreement to supply 4,667 MW is part of a manufacturing-linked

solar tender of 8,000 MW awarded to AGEL by SECI in June 2020, which set a record for being the world's largest solar development tender ever awarded.

So far, AGEL has signed PPAs with SECI for a total generation capacity of close to 6000 MW of the 8,000 MW awarded in 2020. AGEL expects to close the balance 2000 MW PPA in the next two to three months.

SUPRIYA LIFESCIENCE LIMITED INITIAL PUBLIC OFFERING TO OPEN UP ON DECEMBER 16, 2021

Chennai, December 16, 2021: Supriya Lifescience Limited (The "Company") to open its Bid / Offer in relation to its initial public offering on December 16, 2021.

The Price Band of the offer has been fixed at Rs. 265 to Rs. 274 per Equity Share. Bids can be made for a minimum of 54 Equity Shares and in multiples of 54 equity shares thereafter.

The company plans to raise funds aggregating upto Rs. 7000 million. The offer comprises of fresh issue of equity shares aggregating upto Rs. 2000 million by the Company (The "Fresh Issue") and offer for sale aggregating upto Rs. 5000 million by Mr Satish Waman Wagh (The "Promoter Selling Shareholder"), (The "Offer for Sale", together with the Fresh Issue, the "Offer").

This Offer is being made 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 being made through the Book Building Process in accordance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and the Promoter Selling Shareholder in consultation with the BRLMs may allocate up to 60% of the QIB Portion to Anchor Investors on a

discretionary basis ("Anchor Investor 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. 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 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. If at least 75% of the Offer cannot be allotted to QIBs, the Bid Amounts received by our Company shall be refunded. Further, not more than 16% of the Offer

shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not more than 10% of the Offer shall be available for allocation to Retail Individual Bidders ("RIBs") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All Bidders, other than Anchor Investors, are mandatorily required to participate in the Offer through the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account, which will be blocked by the Self Certified Syndicate Banks ("SCSBs"), or through the UPI Mechanism. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA process.

Shriram Capital Limited, Shriram City Union Finance Limited and Shriram Transport Finance Company Limited announce Merger : Merged entity to be the Largest Retail Finance NBFC in India

Chennai, December 16, 2021: Shriram Transport Finance Limited (STFC), India's largest Commercial Vehicle Financier and Shriram City Union Finance Ltd. (SCUF), India's premier diversified NBFC in the underserved segment and their Promoter entity Shriram Capital Limited (SCL) announced that the boards of directors of STFC, SCUF & SCL, at their respective board meetings held on 13th December 2021, approved the merger of SCL & SCUF with STFC.

The merger is subject to the approval of shareholders of SCL, SCUF and STFC respectively, regulatory approvals of RBI, CCI, IRDA, NHB, NCLT and such other regulatory approvals as may be required.

Pursuant to the merger, Shriram Transport will issue,

- 1.55 shares for every 1 share of SCUF

- 0.09783305 share for every 1 share of SCL

o this translates into SCL shareholders getting 1 share of STFC for every 1 share held by SCL in STFC and

o SCL shareholders will get 1.55 STFC shares for every 1 share of SCUF held by SCL

Strategic Rationale for the Merger

The merger would help the group bring together all its lending products - Commercial vehicles, Two-Wheeler Loans, Gold Loan, Personal Loan, Auto Loan & Small Enterprise Finance - under a single roof, thereby creating a financial powerhouse which would

end up being a market leader in all the product and consumer segments that it operates in.

SCUF and STFC see this merger as an immense opportunity to strengthen their consumer offerings and provide a more holistic product basket encompassing all lending products. The intent is also to create a comprehensive cross-sell program combining Insurance, broking & AMC businesses, including their Depositors, backed by a state of the art technology platform. SCUF brings with it an enviable granular product suite with an AUM of 35000 Cr and a distribution network of over 950 branches. Post-merger with STFC, the merged entity would have a combined AUM of over Rs 1,50,000 Cr, over 2 Crore customers served till date and a distribution network of over 3500. All of these would be serviced by a team of over 50,000 employees.

All customers of SCUF and STFC will, post-merger, be able to access all the products of the merged entities through the vast network of 3500+ branches and sales points of STFC and SCUF. Similar technology architecture in SCUF and STFC will ensure that the branches of the two companies will be interoperable for business of each other in a very short time. Significant leverage on data analytics and understanding of customer needs will enable the merged entity to meet all the financial needs of its 2 crore plus customers. The potential to enhance customer delight and at the same time deliver

shareholder value through cross sell of products and services is immense.

With this stronger and larger customer franchise, there would also be a significant shift in company's pace of innovation. Shriram Finance will enhance its product basket with new products catering to a larger universe of both Retail & SME customers. There has always been a strong focus on technology across the group and the merger will further enable the tech efforts to come under one umbrella which will help efficient use of data and analytics and service our customers better. With a significant customer base, the focus would now shift to create Digital lending products for a click-n-use intent. The company intends to soon launch a Super-App where all its existing and new lending products would be offered under the Shriram Finance umbrella. This would help the customer access the entire Shriram ecosystem at a single click and result in a seamless customer experience. The company intends to gather more insights and analytics through this and continue on its path of innovation for future.

Commenting on the merger, Mr. DV Ravi, MD Shriram Capital said, "The merger will enhance our distribution footprint across all business lines without incurring any incremental capex. The benefits likely to accrue due to synergy benefits and the digital initiatives are immense. This merger will also simplify our holding structure eliminating

multiple layers."

Ajay Piramall, Chairman, PEL while endorsing the merger, added, "I am pleased to see the coming together of both lending businesses of Shriram. While they emerge as the largest retail finance NBFC, it also opens up immense opportunities for them with the synergies that transpire. It will be an exciting journey for the group as it creates the appropriate value proposition for the combined customer base of over 2 crores."

Mr. Umesh Revankar, Vice Chairman and MD, Shriram Transport Finance Limited said: "We are thrilled about the unique opportunities this merger will create for our customers, as well as our employees and business partners. Shriram Finance will undoubtedly become the market leader for financial services in rural India"

Mr. Y S Chakravarti, Managing Director and CEO of Shriram City Union Finance Limited expressed his confidence that the group will stay firm on its business model and said, "The Shriram Group has always kept the credit starved segment of customers at the heart of all our products and innovation and we believe this merger is another step towards simplifying and offering our customers solutions to all their financial needs under one umbrella. Being the No.1 in the NBFC space brings with it a tremendous responsibility and we are confident that we will come good on it."

