



## 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.



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

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,

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."

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 on affected areas.

## 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>



