





## Tecno CAMON 18 brings 48MP selfie and 48MP rear camera with virtual RAM expansion up to 7GB at just INR 14999

Coimbatore, 28th December 2021: TECNO, the global premium smartphone brand, once again re-affirms its 'segment-first' reputation by announcing the launch of yet another blockbuster smartphone from its popular camera-centric CAMON series, the CAMON 18. The smartphone heralds the transition to higher camera pixels, Super Night powered by TAIIVOS™ technology, Eye Autofocus and Professional Video shooting experience. Going with the popular trend of short form media consumption habits of India's Gen-z audience, CAMON 18 offers unique video capabilities of Film mode in eight themes.

TECNO once again is stepping-up the overall smartphone camera experience targeted specifically fast-paced digital natives who are looking for top of the line specs at affordable pricing. The TECNO CAMON 18 becomes the first and only smartphone in the sub-15K segment to offer such



disruptive videography and photography camera capabilities with the combination of the first-ever 48MP AI front camera and a 48MP AI Triple rear Camera. CAMON 18 flaunts a 6.8 FHD+ Dot-in display and houses the 'dazzling-fast' Mediatek Helio G85 processor along with 7GB RAM Virtual Memory extension that makes it the perfect device for bingeing content.

Cameras and mobile technology have always been symbiotic and have heavily influenced the development of modern smartphones. TECNO's proprietary mobile imaging technology TAIIVOS has enabled users to analyze and recombine photos on a pixel level, bringing out the best photos for our users. With the all-new CAMON 18 smartphone, this technology has been extended to video as well. Hardware is only half the battle. TAIIVOS lab has worked incessantly to improve camera software to bring the best user experience to our customers.

## Four Conservation Trailblazers Receive the Habitats Trust Grants 2021

Chennai, December 30, 2021: The Habitats Trust, founded by Roshni Nadar Malhotra, Chairperson of HCL Technologies, today announced the recipients of The Habitats Trust Grants 2021. The Habitats Trust Grants is an annual initiative aimed at securing India's biodiversity by bolstering efforts of conservationists on-ground by bridging the resource gap and providing critical support to make their work more sustainable.

Nature Conservation Foundation received the Strategic Partnership Grant (for Rs. 35 lakhs) for its project to apply technology to mitigate human-elephant conflict in Valparai,

Coimbatore. Human-elephant conflict is a serious conservation issue for Asian Elephant conservation. The inevitable dependency of 70,000 people and 120 elephants over space and resources in the Valparai has led to frequent incidents of conflict. Nature Conservation Foundation has been researching this scenario and with the help of relevant stakeholders, they have implemented simple, unique and participative mobile-based early warning systems (bulk SMS, voice call alerts and GSM based alert system) to facilitate people to avoid fatal encounters with elephants. The technology along with awareness and

sensitization programmes aims to create a win-win situation for elephants and people and facilitate co-existence in the region.

Congratulating the winners, Ms. Roshni Nadar Malhotra, Founder & Trustee, The Habitats Trust said,

"At the recently concluded COP-26 in Glasgow, world leaders recognized the interlinked relationship between biodiversity and climate crises. Protecting, conserving, better managing, and restoring our world's critical flora and fauna is a key to securing human existence and requires concerted efforts from all stakeholders.

Passionate conservationists in our country have been doing this work despite the many challenges triggered by the pandemic - including rising cases of poaching and shrinking funding."

"The Habitats Trust Grants is our effort to partner with some outstanding organizations and individuals who are doing laudable work in conserving threatened ecosystems and species. The Grants not only support these breakthrough conservation efforts, but our teams continuously work with the recipients to help capacity build and set up governance structures, making them ready to secure future funding," she further added.

## Highest Increase in FDI Employment in a single year - IDA Ireland

Chennai, December 30, 2021: IDA Ireland, the inward investment promotion and development agency of the Irish Government, today reported a record breaking year for FDI employment with significantly higher levels of Foreign Direct Investment (FDI) in 2021 compared with 2020 and strong gains recorded in both gross and net employment.

Total employment in IDA client companies in Ireland now stands at 305,384, up 16,826 on 2020. 104 of the 249 investments won in 2021 were new name investments, a better than anticipated new name performance considering the ongoing restrictions due to the pandemic.

Growth in employment in 2021 brought the number of people employed in the FDI sector in Ireland to 305,384 from 258,558 last year. Job losses remained at a relatively modest level relative to the size of the overall portfolio resulting in an extremely strong net employment growth this year - (16,826 net increase).

Growth in regions was particularly buoyant with 53% - 133 projects of the 249 investments won going to regional locations and

employment growth recorded in every region of the country.

The strong growth in regional investment was supported by IDA Ireland's property programme. A robust property and infrastructure ecosystem can be the key differentiator in winning FDI projects, as evidenced by the record regional results achieved under IDA's Winning 2015-2019 strategy. This positive momentum has been maintained since the commencement of our new strategy.

The 2021 figures show a pattern of sustained, robust growth in FDI investment and FDI-related employment over a continuous period of more than ten-years. This year's results represent a strong start to IDA's new 2021-2024 strategy, Driving Recovery and Sustainable Growth, which seeks to further enhance FDI's place at the centre of a resilient, sustainable, and inclusive Irish economy.

A Tánaiste & Minister for Enterprise, Trade & Employment Leo Varadkar T.D. said: "These results are quite remarkable. In another year that was unfortunately mired by the pandemic, we

saw the highest FDI employment creation figures we've ever had in a single year. There are now more people employed in our multinational sector than ever before - 305,384.

I think this demonstrates the strength of our economy and the fortitude of our people. Achieving over a decade of consistent FDI growth is a huge accomplishment, given the challenges our country faced during that time; recessions, Brexit and the pandemic among others. Thanks to Martin Shanahan and the IDA Ireland team for their work."

Martin Shanahan, CEO IDA Ireland said: "These 2021 results were achieved in an immensely challenging and volatile international environment. Ireland's performance in attracting FDI to achieve these record results is testament to the work of the Agency's teams in Ireland and around the world, to the success of the client companies that we partner with on a daily basis and to the support of Government.

Looking at the period 2020/2021, despite the challenges faced by individual companies, to date FDI in Ireland has come

through the pandemic relatively unscathed. This is largely down to the sectors that IDA has targeted over the past decade - Technology, Pharma, Medical Technology, International Financial Services, Business services, Engineering and Food - those sectors that underpin a modern economy."

Tanaz Buhariwalla, India Director IDA Ireland said, "2021 is yet another milestone year for IDA Ireland, with the organisation sustaining its FDI performance. Despite the ongoing COVID-19 disruptions, a number of Indian technology start-ups and the large IT companies continued to invest in and expand their footprint in Ireland. The outcomes of 2021 have once again demonstrated Ireland's attractiveness as a location to manage EU operations from, resilience, as well as the government's commitment and consistency in maintaining and promoting a pro-business environment."

There are now close to 1,700 multinational operations supported by IDA in Ireland accounting directly for 11% of the Irish workforce.

## Actress Abirami, P.Indran, Sudarshan Seshadri was awarded an honorary doctorate on behalf of St. Teresa's University in association with the Cambridge School of Distance Education, England on the recommendation of Indian Media Works President John Amalan.

Chennai, December 30, 2021: Actress Abirami was awarded an honorary doctorate for her excellence in the art of Bharata Natyam as well as an honorary doctorate for P. Indran for his outstanding performance in the field of social service and media. Sudarshan Seshadri, who excelled as a show designer, was also awarded honorary doctorates at a function held at the Star Hotel in Coimbatore.

The honorary doctorates were awarded by St. Mother Teresa's University in association with the Cambridge School of Distance Education in the UK on the recommendation of John Amalan, President of Indian Media Works.

By doing so, everyone with an honorary doctorate has proven that success is only the result of hard work and perseverance.

About Mr. P. Indran who received his honorary doctorate:-

Success has no secret. And Mr. P. Indran proves that success is only a result of preparation, hardwork and



consistency, by receiving the prestigious International Honorary Doctorate in Media from St. Mother Theresa University, affiliated to Cambridge School of Distance Education, UK, on recommendation of Mr John

Amalan (MD, Indian Media Works) on 25th December 2021.

Having established Nexus PR in the year 2009, P.Indran achieved a consistently reliable and

savvy reputation in the city. Over the years, he fought adversity, seized opportunities, maintained a positive image and cultivated strong media connections. From lifestyle and sports to health and real-estate, he has established lasting connections with clients from all the fields.

P. Indran has played a major role in the field of public relation in as many as seven world records, promoted My Flag My India project by Rotary International, helped raise funds for the Prime Minister fund during 2014 Kashmir floods.

P. Indran worked with eminent personalities including Shahrukh Khan for two of his movies -- Chennai Express, Happy New Year.

P. Indran as an ability to communicate brilliantly and keen understanding of how the media works laced with a creative streak, Indran emerged as a solid PR professional in the industry and continues to network his way to everything that is happening in the city!

## The effortless way to make batters and dough with TTK Prestige's robust wet grinder

Chennai, December 30, 2021: A wet grinder is a welcome addition in every Indian kitchen. For crisp dosas, soft idlis or fluffy vadas, this wet grinder is designed specially to handle your wet grinding jobs effortlessly. To take away the hassle of grinding and to make the entire process effortless, TTK Prestige has added the PWG 09 innovative wet grinder with a timer to its range.

If you are looking for robust performance wrapped in a compact design, then the PWG 09 Wet Grinder is your best bet. One of the most innovative features of this model is the digital timer which can be set up to 90 minutes. This means that the home-cook no longer needs to monitor the grinding process. The timer turns off the device at the set time making it convenient to use.



The PWG 09 has a compact table top design, which occupies less space and is portable. This makes the wet grinder easy to use anywhere. The mixer is equipped with high quality natural grinding stones, which helps in effectively grinding the batter. The natural stones preserve the authentic flavours of the batter, while replicating the taste from manual grinders.

The stainless steel drum is highly durable and easy to clean. The heavy duty 200W motor makes it perfect for all grinding needs. The advanced lid locking mechanism makes it easy to attach/remove the lid. The transparent lid enables the home-cook to see the batter easily and gauge how much more grinding is required. The taste of the batter is not compromised as it doesn't heat up during the

grinding process. Both models come with a two-year warranty on product and a five year warranty on motor.

Over the last 66 years, TTK Prestige has emerged into the go-to kitchen appliances brand for home-cooks across the country. In fact, it is estimated that there exists a TTK Prestige product in nearly every Indian kitchen. The brand operates on the pillars of trust, safety and health, which forms the basis of every TTK Prestige product. Right from inception, the brand has addressed the pain points of home-cooks across the country. With the launch of the PWG 09, TTK Prestige is empowering home cooks in the kitchen.

The PWG 09 retails for INR 7595 and is available for purchase at Prestige Exclusive stores and leading dealers across the country.

## Campus Activewear files DRHP for IPO

Chennai, December 30, 2021: Campus Shoes is the largest sports and athleisure footwear brand in India in terms of value and volume in Fiscal 2021. Brand "CAMPUS" was introduced in 2005 and the company is a lifestyle-oriented sports and athleisure footwear company that offers a diverse product portfolio for the entire family.

Campus Activewear Ltd. has filed an offer document for an Initial public offering (IPO) of up to 51 million (5.1 crore) equity shares of face value Rs. 5 through a 100% offer for sale (OFS).

The promoters of the company are Mr. Hari Krishan Agarwal and Mr. Nikhil Aggarwal. Marquee investors such as TPG Growth III SF Pte. Ltd. and QRG Enterprises Limited will be selling part of their shareholding in the company through the offer for sale.

While promoters of the company currently hold

78.21% of the total outstanding shareholding, TPG Growth and QRG Enterprises holds 17.19% and 3.86% of the total outstanding shareholding respectively. The balance of 0.74% is being held by individual shareholders and current employees.

The company's strength in the Indian sports and athleisure footwear landscape is demonstrated on account of the following (Source: Technopak Report):

"Campus" is the fastest growing scaled sports and athleisure footwear brand (scaled brands being brands with over ₹ 2 billion of revenue in Fiscal 2019) in India over Fiscal 2019 to Fiscal 2021. It has sold more than 39 million pairs over Fiscal 2019 to Fiscal 2021 period.

The brand enjoys approximately 15% market share in the branded sports and athleisure footwear industry in India by value for Fiscal 2020, which

increased to approximately 17% in Fiscal 2021.

Campus is one of the most relevant brands in this segment, covering more than 85% of the total addressable market for sports and athleisure footwear in India as of Fiscal 2021. It is one of the very few established Indian brands in a segment, which is primarily dominated by international brands.

Campus has installed capacity to manufacture 25.6 million pairs (2.56 crore) annually. It has a pan-India trade distribution network covering over 400 distributors directly servicing and fulfilling orders of over 18,200 geographically mapped retailers.

Campus' expansive Direct-to-Consumer network contributes more than 38% of total revenues in the six month ended September 30, 2021, with e-commerce sales in excess of 30% of the total revenue from operations during the

same period.

The Indian footwear retail market is expected to grow at a CAGR of 8% from Fiscal 2020 to Fiscal 2025, and 21.6% from Fiscal 2021 to Fiscal 2025 --- being one of the fastest growing discretionary categories from Fiscal 2021 to Fiscal 2025. (Source: Technopak Report).

The company specific industry segment of sports and athleisure footwear is highly under penetrated. This is evidenced by the extremely low footwear penetration per capita as compared to developed economies and is expected to be the fastest growing segment, with a CAGR of 14% between Fiscals 2020 and 2025, and 25% between Fiscals 2021 and 2025. (Source: Technopak Report).

BofA Securities India Limited, JM Financial, CLSA India and Kotak Mahindra Capital Company are the investment bankers for the IPO.



## Pre Set Pressure Cooking menu feature introduced by TTK Prestige

Chennai, December 30, 2021: This includes a diverse menu ranging from rice, sambhar, gravy, rajma, channa, pongal, khichdi, chicken and any other meat on demand. This convenient kitchen appliance is ideal for the busy home cook as it takes away the hassle of having to count the number of whistles during cooking. The intelligent pre-set feature allows you to adjust the setting in seconds, thus saving you time.

The most exciting part of this cooktop is the auto pressure cooking mode, which is a smart pre-set feature that lets you cook various dishes automatically by just pressing the Auto PC mode menu button on the control panel. For instance, cooking rice has never been this easy. All you need to do is select the rice function from the Auto PC Menu



options and the cook-top will start functioning.

This revolutionary feature means that you can cook various dishes with an 'automatic whistle counter' that can sense your pressure cooker's activity and automatically switches to the 'keep warm' mode. The

design ensures the elimination of magnetic energy and hence you can enjoy a healthy meal without any magnetic or radiation hazards.

Over the last 66 years, TTK Prestige has emerged into the go-to kitchen appliances brand for home-

cooks across the country. In fact, it is estimated that there exists a TTK Prestige product in nearly every Indian kitchen. The brand operates on the pillars of trust, safety and health, which forms the basis of every TTK Prestige product. Right from inception, the brand has addressed the pain points of home-cooks across the country. With the launch of the PIC 31.0, TTK Prestige is empowering home cooks in India with products that do all the heavy work.

The cooktop retails for INR 4,745 and is available for purchase at Prestige Xclusive stores, select dealer outlets, our exclusive e-store www.prestigexclusive.in and other leading e-commerce sites. The PIC 31.0 V4 comes with a one year guarantee.

## Rajasthan Govt. Investment RoadShow at Chennai clocks 36k crore investment commitments

Chennai, December 30, 2021: Rajasthan Government's investor connect program at Chennai concluded on Monday with signing of MoU and Lols of over Rs 36 thousand crore. The investment commitments have been received in sectors of Solar Power Generation, Textile Park, Pharma, Steel, Electric Vehicle, Tourism, Gas Sector. Rajasthan is likely to attract more investment proposals as many investors to attend the state government event expressed their sincere intentions of investing in the state.

The investment roadshow at Chennai arrived in series of Rajasthan Government's nation wide investor outreach events being organised with support of CII. The extensive investor connect programs are being held in prelude of Rajasthan Government's mega investment summit Invest Rajasthan being held at Jaipur on 24-25 January 2022.

"Invest Rajasthan is drawing international attention towards the rising investors potential of the state. Ushering new investments across various sectors, the event is going to be a milestone towards achieving vision of our honourable Chief Minister Shri Ashok Gehlot to develop the state as an industrial hub of India," said Smt Shakuntala Rawat, Industry and



Commerce Minister of Rajasthan.

A delegation of state Government led by Industry and Commerce Minister Smt Shakuntala Rawat and Food and Civil Supplies, Consumer Affairs Minister Shri Pratap Singh Khachariyawas held discussions with investors at the Chennai roadshow and assured them on the immense growth opportunities in Rajasthan

"Rajasthan is stepping in a new era of industrial development. Over the past few years the state government has created investment friendly policy and infrastructure framework that has added to ease of doing business. The investor response being received at the road shows reflects confidence of investors in policies of Chief Minister Shri Ashok Gehlot," said Shri. Pratap Singh Khachariyawas.

Rajasthan Government has previously held successful roadshows in Delhi, Ahmedabad, Mumbai, Bengaluru, Kolkata and Hyderabad.

The Chennai roadshow also drew support from the Rajasthani diaspora residing in Tamil Nadu. A day prior to the roadshow, members of local Rajasthani community held a splendid welcome for the state government Delegation.

Additional Chief Secretary, PHED, Rajasthan Government Shri Sudhansh Pant, Commissioner Rajasthan Foundation, Rajasthan Government, Shri Dhiraj Srivastava, additional commissioner DMIC, Rajasthan Government, Dr Arun Garg along with other senior officers were part of the delight to facilitate the investor-Rajasthan government meetings. Managing Director of Manu Yantralay Pvt Ltd Shri Abhinav Banthia shared his pleasant experience of investing in Rajasthan while the welcome and closing remarks at the roadshow were conveyed by Shri. Eisenhower Swaminathan.

The Invest Rajasthan is being held at Jaipur,

Rajasthan on 24-25 January 2022. The state government has been on global outreach and has received MoUs and Lols of over Rs 5 lakh. The state is showcasing its new face of Investment destination with new developing industrial venues such as Petrochemical and Petroleum investment Region, EV Zone, Fintech Park and others with traditional advantages of rich mineral resources, abundant land reserves and skilled manpower. The Rajasthan Investment Promotion Scheme 2019 offers lucrative incentives and relaxations for new investments and identifies several thrust areas for additional benefits. The option of customised packages offered under RIPS has been a major attraction for big investments.

Shri Ashok Gehlot, Chief Minister's Message -

"Invest Rajasthan 2022 is the manifestation of our commitment to building enduring partnerships with private enterprise for development of the state and prosperity of our people. It is an important milestone towards delivering on the commitments made by us to investors. I invite you to experience and benefit from the bouquet of exciting opportunities Rajasthan has to offer, and to join us in building a promising future for all of us"

## Muthoot Finance launches iMuthoot mobile App version 3.0 to provide an enhanced customer experience to its users

Chennai, December 30, 2021: Muthoot Finance, India's largest gold loan NBFC has launched iMuthoot mobile App version 3.0 which is integrated with an Artificial Intelligence based Chatbot. This 'One App for All Loan Application' offers the facility to customers to apply for Gold loan, Home Loan, Personal Loan & Vehicle Loan, from the comfort of their own homes.

This enhanced version of the mobile application is a stepping stone to provide an enriched omnichannel experience to our customers. The users of the iMuthoot mobile App are offered a significant convenience of interoperability of all their digital transactions without having to visit the branch.

Customers can also avail a large array of features including:

- Repayment of Gold Loans, Home Loan, Personal Loan, Vehicle Loan
- Gold loan Top-up and renewal without stepping out of home
- Making quick



payments without any registration

- Assured security with Biometric Authentication Methods
- Intuitive Loan Calculator
- Easy Link up of Bank Account & PAN
- Booking an Appointment
- Payment of Utility Bills
- Buying Insurance & Purchasing Zero Interest Products Online
- Locate and leads you to nearest Muthoot branch
- Personalised notifications and get information in your own preferred language

Speaking about the launch of iMuthoot mobile App 3.0, Mr. George Alexander Muthoot, Managing Director, Muthoot Finance said,

"As a leader in the gold loan NBFC sector in the country, we have always believed to be in tandem with technological innovations in order to provide seamless customer service. We aim to be a diversified financial supermarket offering varied financial services apart from gold loans and become a customer-centric business organisation enabled by technology in the long term. We are excited to launch our updated iMuthoot Mobile App 3.0, which we believe is a step forward to provide an enriched omnichannel customer experience. The App is integrated with an AI powered chatbot 'Mattu' and it is a one stop shop for consumers to avail and repay Gold loan, Home loan, Personal loan and Vehicle Loan 24\*7 at the comfort of their home. The App has assured security features with Biometric Authentication methods

and customers can buy Insurance & zero interest products online besides availing host of other facilities."

With the launch of an updated version of the iMuthoot mobile application, Muthoot Finance is fast emerging as a leading name in the NBFC sector, which has persistently worked towards boosting the consumer experience, and coming up with tailor-made innovations that stand out in the industry. Recently Muthoot Finance had also launched its WhatsApp Gold Loan Top-Up facility, helping gold loan customers to apply for gold loan top-up online, by simply sending a "Hi" on WhatsApp to 7558077666 from their registered mobile number.

Muthoot Finance offers convenience to its customers to download the iMuthoot App Version 3.0 by giving a missed call on 78309 50077. The automatic missed call system will initiate a SMS to the customer with the link to download 'iMuthoot App'. They can also scan the following QR Code to download the application on their mobile.

## TBO TEK Limited files DRHP for an IPO of up to Rs. 2,100 crore

Chennai, December 30, 2021: TBO TEK, a leading global travel distribution platform, is the second largest seller of full service airlines in India (Source: PGA Labs Report, IATA). It has a proven global playbook operating in 100+ countries and 56 currencies. The platform operates in 11 languages.

TBO TEK Limited (TBO TEK or TBO) plans to raise funds through an initial public offering (IPO) aggregating up to Rs. 2,100 crore comprising a fresh issue of equity shares (face value of Re. 1) aggregating up to Rs. 900 crore; and an Offer for Sale (OFS) aggregating up to Rs. 1,200 crore; by the promoter selling

shareholder and investor selling shareholders. The promoters include Ankush Nijhawan, Gaurav Bhatnagar, Lap Travel Private Limited and Manish Dhingra.

TBO TEK simplifies the business of travel for suppliers such as hotels, airlines, car rentals, transfers, cruises, insurance, rail and others (collectively, "Suppliers"); and buyers that include retail buyers such as travel agencies and independent travel advisors ("Retail Buyers"). Its enterprise buyers include tour operators, travel management companies, online travel companies, super-apps and loyalty apps ("Enterprise Buyers", together with Retail

Buyers, "Buyers"). TBO's two-sided technology platform enables Suppliers and Buyers to transact seamlessly with each other. It operates at the nucleus of the global travel and tourism market that stood at US\$9.2 trillion in 2019, aggregating supply and demand and connecting Suppliers to Buyers and vice-versa.

TBO TEK has asset light business model with strong operating leverage and an agile technology platform. It uses data as corporate currency. The platform creates network effect with interlinked flywheels to enhance value proposition for partners. TBO's experienced leadership team and its devoted founders have

deep experience and expertise. The stellar Board of Directors has a wealth of experience.

TBO TEK proposes to utilise net proceeds from IPO towards growth and strengthening of its platform by adding new buyers and suppliers amounting to Rs. 570 crore. The net proceeds amounting to Rs. 90 crore will also be utilized for strategic acquisitions and investments towards inorganic growth. The balance will be used towards general corporate purpose.

The book running lead managers are Axis Capital, Credit Suisse, Jefferies and JM Financial.

## Rainbow Children's Medicare Limited files DRHP with SEBI

Chennai, December 30, 2021: Rainbow Children's Medicare Limited, a leading Indian multi-specialty pediatric and obstetrics and gynecology hospital chain backed by UK-based development finance institution CDC Group plc, has filed the draft red herring prospectus (DRHP) with the capital markets regulator, SEBI to raise funds through an initial public offering (IPO).

The Initial Public Offering comprises fresh issue of equity shares aggregating up to ₹280 crore and an offer sale of upto 24,000,900 equity shares (upto 2.4 crore equity

shares) by the selling shareholders.

The Company proposes to utilise the net proceeds from the fresh issue towards early redemption of NCDs issued by the Company, in full; Capital expenditure towards setting up of new hospitals and purchase of medical equipment for such new hospitals; and general corporate purposes.

The offer also includes a reservation for subscription by eligible employees.

Rainbow is one of India's largest multi-specialty pediatric care providers based on hospital beds, as of March 31, 2021.

Its core specialities are pediatrics, which includes newborn and pediatric intensive care, pediatric multi-specialty services, pediatric quaternary care (including multi organ transplants); and obstetrics and gynecology, which includes normal and complex obstetric care, multi-disciplinary fetal care, perinatal genetic and fertility care.

Rainbow established its first 50-bed pediatric specialty hospital in 1999 in Hyderabad. Since then, under the leadership of its founding Promoter Dr. Ramesh Kancharla, it has

established its reputation as a leader in multi-specialty pediatric services, with strong clinical expertise in managing complex diseases. As of September 30, 2021, Rainbow operates 14 hospitals and three clinics in six cities in India, with a total bed capacity of 1,500 beds.

The Book Running Lead Managers to the offer are Kotak Mahindra Capital Company Limited, J.P. Morgan India Private Limited and IIFL Securities Limited.

The equity shares are proposed to be listed on BSE and NSE.

## BOB Financial launches co-branded Credit Card with Indian Navy in partnership with NPCI

Chennai, December 30, 2021: BOB Financial Solutions Limited (BFSL), a wholly owned subsidiary of Bank of Baroda (BoB) and Indian Navy have launched a co-branded credit card for the personnel of the Indian Navy, in partnership with National Payments Corporation of India (NPCI). The co-branded credit card will be equipped with contactless features and will be offered on the RuPay platform.

Indian Navy personnel up to the age of 64 years will be eligible to choose from 3 variants of the co-branded credit card. While the base variant will be offered as a Life Time Free (LTF) credit card, the other two variants will be offered at very attractive joining

and annual fees, with attractive welcome gifts and easily achievable spend-based fee reversal/waiver. As an introductory offer, the joining fee will be waived off for applications in the first three months from launch. The top variant will offer unlimited complimentary domestic airport lounge access and reduced markup on international spends.

All 3 variants will offer an attractive base and accelerated reward points. Features like Personal Accident insurance, 1% Fuel Surcharge Waiver, LTF Add-Ons, EMI offers and periodic merchant offers through tie-ups done by BOB Financial as well as NPCI will also be applicable to all 3 variants.

Speaking on the occasion, Commodore Neeraj Malhotra, Indian Navy said "Indian Navy is appreciative of the products and solutions offered by Bank of Baroda to the Officers and Sailors of Indian Navy. We thank BFSL for incorporating all features and benefits requested, so that the personnel of Indian Navy will be able to make use of the everyday convenience and benefits that the co-branded credit card promises to deliver"

Talking about the launch, Mr. Shailendra Singh, MD & CEO, BFSL said, "We are honored and pleased to partner Indian Navy. The uniquely designed credit cards will offer uninterrupted

payment convenience and comfort to the personnel of Indian Navy. This partnership is also a showcase of Bank of Baroda's commitment towards serving the Indian Armed Forces by offering different banking solutions."

Ms. Praveena Rai, COO, NPCI said, "We are delighted to associate with BOB Financial to facilitate the issuance of co-branded contactless credit cards on the RuPay platform for the Indian Navy personnel. Through this partnership, we are looking forward to empowering the Indian Navy personnel as well as their near and dear ones with a secure, contactless and fulfilling payment experience."



