

PM to address Valedictory Function of 96th Common Foundation Course at LBSNAA on 17th March

Chennai, March 16 2022: Prime Minister Shri Narendra Modi will address the Valedictory Function of 96th Common Foundation Course at Lal Bahadur Shastri National Academy Of Administration (LBSNAA) on 17th March at 12 noon via video conferencing. Prime Minister will inaugurate the new sports complex and dedicate revamped Happy Valley Complex to the Nation.

The 96th Foundation Course is the first Common Foundation Course at

LBSNAA based on the principles of Mission Karmayogi, with new pedagogy and course design. The batch comprises of 488 OTs from 16 services and 3 Royal Bhutan Services (Administrative, Police and Forest).

To harness the adventurous and innovative spirit of the youthful batch, new pedagogy guided by the principles of Mission Karmayogi was designed. Emphasis was put on transforming the Officer Trainee from a student



/citizen into a public servant through initiatives like interaction with Padma Awardees in the spirit of "Sabka Prayas" and village visit for an immersive experience of rural India. Officer Trainees also visited villages in remote/border areas to understand the challenges faced by people living in these areas. Modular approach for Curriculum was adopted in consonance with the principle of continuous graded learning and self-guided learning. In addition to health tests,

fitness tests were also carried out to support the transition of an 'exam burdened student' to a 'healthy youthful civil servant'. All 488 Officer Trainees were given first level training in Krav Maga and in various other sports.

The new facility, spread over 22 acres, will have a capacity to produce 8 million compressor units a year, which will be expanded in the future. Compressors produced at the plant will be used in refrigerators that Samsung manufactures in India and also be exported.

On Tuesday, the Company signed a Memorandum of Understanding (MoU) with the Government of Tamil Nadu for the new plant, expanding and strengthening the component ecosystem in the state.

The MoU signing ceremony held in Chennai was graced by Mr MK Stalin, Chief Minister of Tamil Nadu. Among other dignitaries present were Mr Thangam Thennarasu, Minister for Industries, Mr S Krishnan, Additional

overall impetus to NCC activities in the State of Tripura. The NCC has wide footprint with approximately 6,000 cadets in 95 schools & colleges from the eight districts of the State with as many as approximately 2,500 girl cadets.

The General Officer lauded the efforts of the units and conferred awards on deserving cadets, instructors and civilian staff of the NCC units in Tripura.



Education in Government dedicated infrastructure for of Tripura Shri Ratan Lal Nath and officials of the State Government and discussed various issues, including creation of

and need for giving an

DG NCC Lt Gen Gurbirpal Singh reviews NCC training activities in the North-East

Chennai, March 16 2022: Director General National Cadet Corps (DG NCC) Lt Gen Gurbirpal Singh visited Agartala, Tripura to review activities of the world's largest uniformed youth organisation, on March 16, 2022. The General officer was briefed by Maj Gen Bhaskar Kalita and group commanders on the myriad activities undertaken by the cadets of all states in the North Eastern Region.

The General Officer interacted with Minister for



India Cements launches Two Super Kings Gears up to expand customer base with a new game changing cement

Chennai, March 16 2022: In line with its vision to build a stronger nation, India Cements announce the next step of evolution in the industry with the launch of Conkrete Super King (CSK) and Halo Super King. CSK is a game changing cement that resonates with the features that are highly inspired by iconic Chennai Super Kings' Captain & India Cements VP (Marketing), Mahendra Singh Dhoni's phenomenal strength, speed and on field demeanour. Halo Super King (HSK) cement is exclusively designed for pre-cast hollow blocks. HSK enables quick setting, enhanced structural strength and stability, catering to all needs from AAC to Hollow blocks.

India Cements' Conkrete Super King (CSK) is a novel product, packed with the 'Power of 7', is a one stop solution to all concrete needs from foundation to roof. The Power of 7 comprises of high durable strength, quick setting time, easy workability, corrosion resistance, everlasting smooth finish, no seepage, and all-weather proof nature. Thus making this unique product 'the best in class' offering from India Cements.

After unveiling the two new products on Wednesday, N Srinivasan, Vice-Chairman & Managing Director, India Cements said, "Cement is one product whose strength shouldn't just last a day but a

lifetime. Many people build their dream homes with hopes and finances of a whole life. To aid the owners/brands across nation, facing defects in construction such as cracks in structures, seepage and leakage, Conkrete Super King (CSK) is created to deal with these issues and ensure long term stability and strength. All our products are premium and have stood the test of time because of their reliability, durability and consistent quality, bag by bag. Consumers recognise our brands for their robust and sturdy nature."

Commenting on the launch, Mrs. Rupa Gurunath, Whole Time Director said, "We are very proud of launching our new premium cement on the historic occasion of completion of India Cements inspiring journey of 75 years in nation building and building modern India. I congratulate our production and marketing team for working so hard in coming out with the new products. I am sure with the support of our dealers, stockists, influencers and customers, the new products will be a big hit among home

Mr. MS Dhoni, VP Marketing, India Cements and Captain, Chennai Super Kings, said, "Conkrete Super King embodies the strength and commitment of being the best and playing best innings in the long run of a lifetime. From foundations to roofs, Conkrete Super King means strong buildings and homes. It is packed with the power of seven to stand the test of time."

Highlighting the legacy of last seven decades of India Cements, N Srinivasan stated, "The competition can commit that their cement will last 70 years. But I can proudly say that our products have proven their quality and are still standing tall and strong. Every testimonial building that is built by us is a standing testament to the quality of our cement."

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Speaking on the occasion, Parthasarathy Ramanujam, Chief Marketing Officer said, "The launch of CSK is a focal point in our growth journey and we plan to make it the best offering by India Cements. Our strategy to spotlight the uniqueness of both the products will encourage consumers, dealers and engineers to opt for CSK, the best cement in the market when building homes, offices and skyscrapers."

Continuing with the commitment towards its consumers and the legacy of 75 years, the launch of Conkrete Super King & Halo Super King, the two new Super Kings from the House of India Cements will be available at all dealer shops across India.

Samsung Reaffirms Commitment to India with INR 1,588 Crore Investment to Set Up New Compressor Plant for Refrigerators; Signs MoU with Government of Tamil Nadu

CHIEF MINISTER OF TAMIL NADU, M.K STALIN LAYS FOUNDATION STONE FOR STANDARD CHARTERED GLOBAL BUSINESS SERVICES LARGEST OFFICE CAMPUS GLOBALLY IN DLF DOWNTOWN, TARAMANI

Chennai, March 16 2022: Samsung, India's most trusted consumer electronics and smartphones brand, today announced an investment of INR 1,588 crore in India to set up a new compressor manufacturing plant in Sriperumbudur, near Chennai.



Chief Secretary, Industries, in the state."

Mr. Ken Kang, President and CEO, Samsung Southwest Asia, said, "This new investment of INR 1,588 crore is a testimony to our continuing commitment to the people of Tamil Nadu, who have been our longstanding partners since we set up our factory in 2007. Over the years, we have received strong support from the state and local authorities, helping us drive our vision of 'Powering Digital India'."

Mr. MK Stalin, Chief Minister of Tamil Nadu said, "Samsung has been a shining example in Tamil Nadu's industrial growth story, driving investments and creating jobs. This new investment is yet another step by Samsung towards strengthening the manufacturing ecosystem

Set up in 2007, the manufacturing facility in Sriperumbudur is one of two factories that Samsung operates in India. Samsung's flagship consumer electronics products that include luxury redefining QLED TVs, lifestyle TV The Frame, innovative Curd Maestro Refrigerators, AI Ecobubble Washing Machines with bi-lingual user interface and WindFree ACs are manufactured at this plant. Some of these innovative digital appliances are exported to other countries.

Since its entry into India in 1995, Samsung has set new benchmarks in innovation led manufacturing and consumer marketing, and established itself as a national brand. It has consolidated its market leadership in the country with two factories, in Noida, near New Delhi and in Sriperumbudur, five R&D centers and one design center. These are supported by a strong network of over 200,000 retail outlets and over 3,000 customer service points.

Gujarat Titans host their inaugural event at the Narendra Modi Stadium amidst great fanfare

Chennai, March 16 2022: Gujarat Titans hosted their eagerly anticipated inaugural event at the Narendra Modi Stadium, Ahmedabad on Sunday, 13th March 2022. The event was graced by Chief Guest Mr. Jay Shah – Hon. Secretary of the BCCI. The grand celebration showcased the rich culture and heritage of the team's home state. The jersey was launched by the Chief Guest Mr. Jay Shah along with Col. Arvinder Singh, Chief Operating Officer – Gujarat Titans, Mr.



Mr. Vikram Solanki stadium members (Director of Cricket – of the Gujarat Titans), Mr. squad such as Hardik Pandya (Captain – Gujarat Titans) and Mr. Varun Aaron, Vijay Ravneet Singh Phokela, Chief Business Officer – Ather Energy.

The event was streamed LIVE on YouTube. Also, in attendance at the Gujarat Titans

grabbed the headlines after launching the team logo in The Metaverse. They became the first team to do so and in introducing a dedicated virtual space for its global community of fans and players, it set a benchmark. Building on that, they launched the team jersey in Augmented Reality. It is again a remarkable step in terms of fan engagement and community building.

The team is all set for its debut season which will be preceded by a pre-season camp at its iconic home stadium in Ahmedabad.

இ-சேவை கையம்
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ALL ONLINE SERVICES

Matter Introduces MatterDrive1.0 EV Motor Technological innovation in EV Drive train aimed at Redefining the E-mobility Ecosystem

Chennai, March 16 2022: Matter, a technology innovation start-up, focused on creating futuristic sustainable solutions, today announced the development of the new, high-speed mid-torque Matter Drive1.0 Motor - a breakthrough with a new intelligent drive train incorporating a series of key innovations including Integrated Intelligent Thermal Management System. The innovation relooks at the approach of applying magnetism, materials, and cooling in delivering a robust and efficient drivetrain.

Mohal Lalbhai, Founder & CEO, Matter said, "What makes me proud today is that our innovation culture has enabled key technologies in multiple domains of the electric vehicle. We wanted to build something that would shape the future for sustainable and innovative India through new-age mobility and energy solutions. The innovative Matter Drive 1.0 with the Integrated Intelligent Thermal



Management System is one of its kind in terms of technology and design.

Our futuristic drivetrain is ready to power our upcoming performance EVs. With our ground-up approach, we are disrupting the way EVs are looked at in today's world."

The Matter Drive 1.0 is a Radial Flux Motor which incorporates

- First in class active liquid cooling

Consistent torque delivery across the speed range is ensured that opens up possibilities for multi-speed transmission to aid better performance and efficiency while ensuring safety.

Matter believes that thermal management is key to efficient, safe, and performance led EVs, especially in a tropical environment with high ambient temperatures. Keeping this in mind, we

have prioritized the performance, safety, and reliability of the motor that will power our upcoming 2W performance EVs.

The cooling system is a perfect blend of technological innovation and engineering design, aiming to revolutionize power management and delivery of torque from the motor. This uniquely designed Integrated Intelligent Thermal Management system addresses temperature management for all the powertrain components.

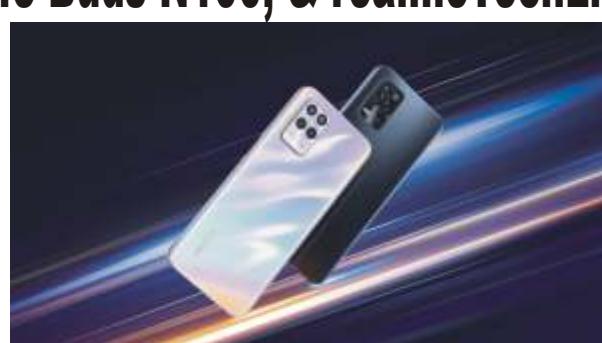
offering under its wearables category. Its 9.2mm dynamic bass boost driver accentuates the users' listening experience, and the 17-hour long battery life allows users to immerse themselves in music or work without being disturbed. It also provides users with a magnetic Bluetooth connection with an instant Bluetooth 5.2 connectivity, and sports a comfortable silicone neckband, making it convenient for users. Available in two colors - Grey and Black - the realmeTechLife Buds N100 is priced at INR 1,299 and will be up for sale on March 15, 12 noon onwards on realme.com & Flipkart.com, mainline channels.

realme 9 5G, the fastest entry level 5G phone in the segment, powered by MediaTek Dimensity 810 5G processor, the fastest 5G processor in the segment, which supports 5G Dual SIM Dual Standby. Its processor has the highest CPU clock speed in the segment, clocking up to 2.4GHz. The realme 9 5G features the Ripple Holographic Design and weighs 188g, making it one of the thinnest 5G smartphones available in the segment, with an 8.5mm extremely slim design that offers a superb in-hand feel. Its camera module consists of a 48MP high resolution primary camera, a 2MP B&W Portrait Lens for professional portrait mode, and a 2MP macro lens along with trendy photography functions. Additionally, it comes with a 16MP ultra-clear front camera to provide users with sharp selfies. It boasts a massive 5000mAh battery and supports 18W Dart charge, allowing the realme 9 5G to get charged up to 50% in just about 15 minutes. To improve app responsiveness, realme 9 5G comes with Dynamic RAM Expansion Technology

realme introduces two new additions to realme 9 series -

realme 9 5G and realme 9 5G Speed Edition, along with

realmeTechLife Buds N100, & realmeTechLife Watch S100



expanding our AIOT products offering with the realmeTechLife Buds N100 and realmeTechLife Watch S100 to provide our customers with trendsetting products and help them enjoy unparalleled smart living, enhanced by technology."

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realmeTechLife Buds N100 is the brand's latest

DRE) of up to 5GB, enabling users to switch between apps seamlessly. realme 9 5G comes in two colors - Stargaze White and Meteor Black, and two storage variants priced at INR 14,999 (4GB+64GB) and INR 17,499 (6GB+128GB). The first sale is scheduled for March 14, 12 noon onwards on realme.com, Flipkart.com, and mainline channels.

realme 9 5G Speed Edition, fastest 5G mid-ranger in segment, is powered by Snapdragon 778G 5G processor, the fastest 5G processor in the segment. It uses an advanced 6nm processor and features a 6.6" 144Hz Ultra Smooth Full HD display and Starlight Design, giving the back of the smartphone the appearance of a star-filled sky under sunlight. The realme 9 5G Speed Edition also sports a 48MP triple Nightscape camera setup and DRE upto5GB and is equipped with a 5000mAh battery supported by 30W Dart Charge. The smartphone comes in two storage variants priced at INR 19,999 (6GB+128GB) and INR 22,999 (8GB+128GB). Available in two gleaming colors - Starry Glow and Azure Glow, the smartphone's first sale is scheduled for March 14, 12 noon onwards on realme.com & Flipkart.com, mainline channels.

realmeTechLife Buds N100 is the brand's latest

Annalect India, an Omnicom Group company, launches their new office in Chennai

Annalect India provides technology, data, creative and media solutions for Omnicom clientele

Chennai, March 16

2022: Annalect India launched their fourth office in Guindy, Chennai on 11th March 2022. The Guindy office will be a collaboration and experience hub for the Chennai region, and as part of the growth strategy, the company will be actively hiring specialists in the field of Technology, Media Services, Marketing Sciences and Creative services.



media, data, creative services and technology for global brands. The workforce comprises engineers, product managers, data architects, analytical thinkers, creative designers, campaign specialists, among others.

Annalect India has three established Centres of Excellence in Gurugram, Bengaluru and Hyderabad that encompass a diverse talent pool of 1000+ employees; there are over 100+ employees at the Chennai office at present.

The company supports their partner agencies in driving greater efficiencies and value in marketing through our expertise in

Omnicom Group Network. Expanding our bricks and mortar offices is part of our conscious efforts to reach out locally and provide job opportunities to the youth across the country.

Our Chennai office is one of the key milestones in our growth journey to recruit diverse and ingenious talent of the country. Guindy is a strategic location for our 4th Centre of Excellence that provides us with a robust network of talent in the Chennai region and a collaboration hub to create the best teams of

professionals providing pioneering solutions to our global partners.

Our growth in talent diversity and strength is mirrored in our endeavour to bring our offices closer to our people, located in different parts of the country."

Kiran Guruswami, Managing Partner, Annalect India, added, "Singara Chennai is home to some of the best educational institutions in the country. It is no secret that there is quality talent in and around the city with strong roots in science, technology, engineering and arts that will help us

scale faster and drive success for global Omnicom agencies and clients. We are looking to double our size in Chennai by end of 2022 and looking forward to welcoming new Annalectuals to the pack."

Apollo Hospitals receives ISO 13485:2016 BSI certification for AI-based software applications providing Clinical Decision Support ~ BSI internationally recognized certification recognizes Apollo Hospital's commitment to highest levels of quality and service

Chennai, March 16

2022: Apollo Hospitals, one of Asia's largest integrated healthcare providers, has received the ISO 13485:2016 BSI Registration from the British Standards Institution (BSI). The coveted BSI Quality certification has been awarded for its Artificial Intelligence (AI) based clinical applications to predict an individual's risk of diseases such as coronary artery disease, prediabetes and diabetes, COPD and Asthma, Liver fibrosis, and Clinical decision support for empirical antibiotic recommendation. The ISO 13485:2016 Quality Management System certification is a requirement for regulatory purposes and showcases the regulatory compliance and systems in place for effectiveness, quality and safety.

ISO 13485:2016 is an internationally recognized quality standard to ensure the consistent design, development, production, installation and sale of medical devices that are safe for their intended purposes. For certification, the medical devices and related services produced must consistently meet customer and regulatory requirements. Apollo Hospitals' Clinical AI Algorithms fall under Software as a Medical Device Scope.

Ms Sangita Reddy, Joint Managing Director, Apollo

Hospitals Group said, "The ISO 13485:2016 Medical Device certification demonstrates that Apollo Hospitals has adopted best practices in quality management in the design, development and deployment of its Clinical AI API programs. It also attests to the quality, safety, and security of the patient data effectively in this new age of digital healthcare, while recognizing our efforts in developing and deploying user-friendly technological solutions for the benefit of our doctors and patients."

The current Clinical AI APIs that have been launched include the AICVD Cardiac Risk Score, a novel artificial intelligence based risk score system that provides the individual's risk of having Acute Exacerbation of COPD or related events in the next 3 months; and the AI LF - Non-alcoholic fatty liver disease (NAFLD) Clinical AI API to identify and distinguish advanced fibrosis and accurately predict onset of liver fibrosis in NAFLD. Clinical AI APIs are available as a part of Apollo Hospital's ProHealth Platform and as standalone APIs for EMR integration. This will be soon available on Apollo247.

Apollo Hospitals also has clinical AI algorithms in the pipeline for other diseases including breast cancer, osteoarthritis, acute liver failure, pre-anaesthesia, stroke, heart failure and sepsis. The use of AI in these clinical areas will enable Apollo Hospitals to take their clinical expertise and technology to the last mile, serving the people with unmet needs.

Ageing and Oral Health

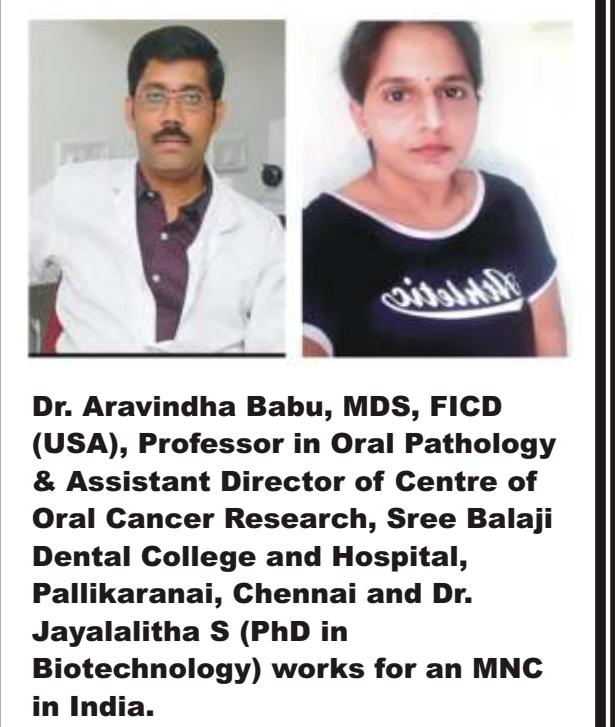
Chennai, March 16

2022: Physical and mental health is considered as one of the most important and essential factor to have a significant role in happiness. In addition, biological and health factors play a very critical factor in happiness and its role in happiness is undeniable. However, physical and mental health has major influence on happiness with the release of important hormones

serotonin and endorphins. These happy hormones not only keeps you in good mood but also helps you to improve your confidence, motivated and energised entire day.

Your brain needs a magical shake "Happy hormones".

Hope that magical formula comes free for everyone in the form of "Life style modification and one day it will become your best survival guide if followed in your daily life".



Dr. Aravindh Babu, MDS, FICD (USA), Professor in Oral Pathology & Assistant Director of Centre of Oral Cancer Research, Sree Balaji Dental College and Hospital, Pallikaranai, Chennai and Dr. Jayalalitha S (PhD in Biotechnology) works for an MNC in India.

