

Inbase Teams up with My Jio Store; Alliance Expected to scale up Their End- User Experience ~ Launches Urban Lyf M and Urban Fit X Smart Watches at theEvent~



Chennai, April 10 2022: With its pan-India presence and a customer base of 5 Million + customers, Inbase is a leading brand synonymous with India's urbane youth. It has carved a niche for itself with an array of smartwatches that are both fashionable and affordable. In a recent development, the brandjoined hands with My Jio Store in an ecstatic event in the capital city of Chennai at Jawahar Nagar, Perambur. This alliance is expected to help the brand optimise its end-user experience with the wide network of My Jio Stores. My Jio Store caters to India's rapidly growing market for mobility and communication products by offering a wide range of mobile phones and accessories from leading brands. Customers can also shop for a wide range of electronics through the store's extensive web catalogue.

The portfolio of Urban Smart Watches is designed with premium features and affordable prices for Inbase's valued customers to enhance their lives with technology and enable them to handle their daily life activities, from the comfort of their wrist. This includes answering and making calls; checking messages, notifications, call logs, setting up reminders; tracking fitness levels, etc. With the

vision of forging strong and lasting client relationships, the brand offers users the best support as per their need, which, in turn has helped it reach out to a sizeable audience.

During the event, the brand unveiled the 'Urban Lyf M' and 'Urban Fit X' Smart Watches. Urban Lyf M is a versatile smartwatch that sports a large, vibrant, and crisp display on a slim and lightweight profile accompanied by feature-rich performance. Urban Fit X is an spectacular device for fitness enthusiasts; designed to be their daily companion and a versatile package for style, fitness and assistance.

Urban Lyf M is packed with features like a large, crisp and vibrant 1.69", 240 x 280 ultra-bright IPS display with a swift and fluid UI that compliments some of the most beautiful cloud-based watch faces to match one's daily attire or mood. Choice includes varied wallpapers like the dial-of-the-day or a choice of opting between its dual UI function to help one switch between a honeycomb or grid-style interface for a smooth user experience. This smartwatch is available in stunning colour combinations like Black Dial with Black Strap, Rose Gold Dial with Violet Strap, and Silver Dial with Grey Strap.

Together with a solid display and smooth UI, it assists in daily work-life balance. There's Bluetooth calling with a loud and clear speaker for crystal-clear audio calls or music playback. Additionally, the built-in high-definition microphone helps with superior voice clarity, so the one can be heard loud and clear at the other end. It also comprises of Realtek Chipset for delivering high performance. Enriched features like Rotate Crown - one of its USPs - allows the wearer to quickly and swifly scroll through the list of notifications, calls, apps, or functions. The Urban Lyf M also features an outstanding battery that gets fully charged in 2 hours and offers up to 8 days of battery life without charging function enabled with 30 days of standby time, so you don't frequently hit the charging station. Urban Fit X is packed with features like an industry-leading full-touch 1.69" HD display with 240 x 280 pixels and Bluetooth Version 5.0. As the name suggests, it is designed for fitness enthusiasts. The Urban Fit X helps in monitoring blood oxygen levels (SPO2), blood pressure, heart rate and sleep. Additionally, a step count and multiple sports modes help measure your activities. Where else Call and message Notifications keep you updated always

without accessing the smartphone always. Made of premium Polycarbonate Material, it is lightweight and has a compact structure. The sturdy battery gives up to 14 days of run time and 35 days of standby time. This smart watch is available in four amazing colours: Black, Grey, Rose Gold, and Navy Blue.

Speaking on the alliance, Aashish Kumbhat, Founder & Director, Inbase said, "We are delighted to expand our engagement with MyJio Stores across the region. With the number of stores and their reach, we will be able to reach out to a larger audience. The market has been very responsive in terms of support and has effectively provided a budding ground for us to outgrow ourself. As a product-driven company, our customers remind us to invent and reinvent our technologies and products to further thrive across the geographies.

Pricing and Availability:

The Inbase Urban Lyf M and Inbase Urban Fit X have an introductory price of INR 2999 and of INR 2099 respectively. Users can buy it from the Inbase's store, their official website inbase.tech.in, or from any My Jio store. Both of these smartwatches are backed with a 12 months of warranty.

India, through the preferential allotment route.

Earlier today, the boards of AGEL, ATL and AEL met and approved the transaction. The investment is subject to shareholder and regulatory approvals and shall comply with SEBI regulations.

Mr Sagar Adani, Executive Director, AGEL, said "We are delighted to commence

this inter-generational relationship with IHC. We are deeply committed to the shared vision and values of investment in sustainable infrastructure, green energy and energy transition. This is a landmark transaction and marks a start of a wider relationship between The Adani Group and IHC and attracting further investment from UAE into India."

IHC will invest INR

3,850 Cr in AGEL, INR 3,850 Cr in ATL and INR 7,700 Cr in AEL, in compliance with SEBI regulations. The transaction is expected to be completed in a month, after all necessary approvals are obtained. The capital will be utilized for pursuing the growth of the respective businesses, further strengthening of the balance sheet and for general corporate purposes.

Chennai One campus shortlisted for National Award, the only one from Chennai. Vitalising Chennai One IT SEZ through a 'SPATIAL INSERTS

Chennai, April 10 2022: Chennai One the state of art IT park on OMR has been shortlisted by the Indian Institute of Architects (IIA) for the prestigious National Award for Interiors in a Commercial space.

CHENNAI ONE is a 3.6-Million Sq.-Ft I.T Park located on the Information Technology Corridor of Chennai, O.M.R. It is one of the most successful and sought after I.T Parks in Chennai. Chennai One VS.Vigneshwar is the architect who designed the amphitheatre, lift lobbies in collaboration with Ms. Rukmini Thiagarajan Director of Chennai One to Vitalize the User Experience of the Facility.

According to Ms Rukmini Thiagarajan, Director, Chennai One, "The Design process started with identifying key nodal spaces which could Add Maximum VALUE to the 10000+ daily users. These spaces or elements were Interface points where the multiple tenants of the building could congregate or have chance encounters.

The Identity of the Building was also determined by these designed elements, which were connected together



through the Design language and material n size from a Large 300-seater Amphitheatre to a Coffee shop between two busy entrance ways. The design also included semi open entrance area that housed plants, layered seating, art work and sculptures.

Entry Portal: It was the face of the project from outside and had to gel with the expectation of a Glass Façade for I.T parks. The Installation was designed as a series of Aluminium Fins of Multiple colours which bridged the Two Glass blocks and also acted as a Signal point for the building entrance.

Grand Stairs: The entrance to the Atrium was through a large staircase which was made into a design feature. The Walls were organised with a series of light elements, wooden panels and art work. The flooring was distinguished with two different materials to high-light the movement pathway and spaces for people to sit.

Lobby: These were

designed with a Porous False ceiling in re-cycled MDF strips. Staggered lighting patterns were evolved to give a sense of movement. The Walls were treated with Custom designed Wooden Panels and a World map in S.S.

The Café: A Café was designed in the unused residual space below the Grand Stairs. The Theme of the Café matched the rest of the Design. The décor and design of the Café gives a relaxing and warm feel with Strip wooden ceiling, Wicker lamps and Custom Wooden Furniture.

Atrium: The Main Atrium between both the Blocks was a very special area. The design integrated water bodies and Indoor Vegetation to provide seating spaces and a Visual High-light to the entire facility. Additional natural light floods the space and completes the ideal picture of a break space for the tired I.T Employee.

Amphitheatre: An extension of the Atrium was designed as a closed

Amphitheatre. The Seating was made in a series of steps with different stone patterns. A central skylight was designed with CNC Cut MDF Baffles which gives a constant illumination to the space throughout the day without glare. The space hosts various events for the tenants and also serves as an informal hang-out or congregation space.

THE SUCCESS: The Designed Spaces have vitalised the entire Facility. The Users use the spaces not only for transition but also as a place of congregation during and after office hours, to Hang-out & socialise. The introduction of Natural light and Indoor Vegetation add tremendous value to the Project. The entire Interior design is entirely sustainable from the choice of materials to the energy usage. The User Experience of the Facility and the Marketing of the vacant spaces have been significantly enhanced due to the Designed Spatial Inserts. The Design has created a place of happiness amongst several constraints, which were turned into opportunities to add Value to the Lives of several people.

JINDAL GLOBAL LAW SCHOOL RANKS 70TH GLOBALLY, NO.1 IN INDIA

Chennai, April 10 2022: What is easier than consumed? If you guessed Upma, my heart goes out to you. I think the answer is Tamil horror-comedies! The genre in a way has its similarities with the widely dreaded dish, including a bland taste and urgent preparation. Director: Rambhala Cast: Shiva, Nikki Galrani, Redin Kingsly, Anandraj, Urvashi

Idiot, the newest entry into the horror-comedy league, doesn't take itself seriously. One might wonder if it is a good sign for a comedy, but the problem here is that the film doesn't take its audience seriously as well. I understand the intention of the Lollu Sabha creator Rambhala is to deliver a 'a-joke-a-minute experience', but the effort and thought behind that celebrated show is missing here. For instance, Shiva, who suffers from mental illness, looks at a dolled up Nikki and asks, "Neenga use panra powder bleaching powder dhana?" In another scene, Redin squeezes into the back of a car and says, "Lorry kula yeriten!" These unfunny attempts are just the tip of the iceberg.



Rambhala bombards us with such thoughtless scenes set in the psychiatry ward, making us wonder if we ought to look for a therapist ourselves.

Though Idiot has several ideas that propel the screenplay, it doesn't have a cohesive plot. While making 'daring' moves like this, a filmmaker must ensure that the randomness on-screen amounts to some kind of fun or thrill, but here, only the team of Idiot seems to be having a great time unlike us.

Shiva is an actor who has carved a unique style for himself in deadpan comedy. His jokes usually land when he doesn't try too hard. But here, the occasional laughter vanishes once he

becomes an asylum inmate and tries to 'act'. On the other hand, we just feel sad for the female actors, Nikki and Akshara. They feel so out of place in the haphazard narrative and it feels like they are equally uninterested in the proceedings like us.

Representation of asylums has forever been an issue in our cinema. We either portray them as fun circuses or cruel torture chambers; they are nowhere in between. Rambhala opts for the former and in an attempt to do so, he portrays most of his characters with mental illness as perverses cracking double entendres. Things hit a new low when one of the male inmates dresses up in a dhavani and does

horrible dance moves to a song. Scenes like these are highly insulting to both the LGBTQIA+ community and people suffering from mental illness.

It is a common sight in our country to see people protesting against films when they have their doubts. We saw a group of Christians suing Mani Ratnam for Kadal, Rajnats objecting to Padmaavat and Muslims requesting a ban on Vishwaroopam. It is quite unsettling how these films, which got the representation right, went through so much turmoil while a film that hints at calling people with mental illness 'idiots', stays happily out of problems.

Bayer Sets Up a 500 LPM Capacity Oxygen Plant in the Sambalpur district of Odisha, as part of its CSR initiative

Chennai, April 10 2022: Bayer, a global enterprise with core competencies in the life science fields of health care and nutrition today launched an oxygen plant with 500 LPM capacity, at SDH Rairakhol in Sambalpur district of Odisha, as part of its CSR initiative focussing on strengthening healthcare facilities in rural and underserved parts of India.



The plant has been set up with a capacity to supply up to 100 beds in the hospital and aims to fulfill the critical need for medical-grade oxygen in a hospital. The pressure swing absorption (PSA) Oxygen plant will generate, supply and store 93-95 % Pure Medical Oxygen for about 100 Oxygenated Beds. This will allow the hospital to also run coronary care units (CCU), intensive care units (ICU) & Operation Theatres (OT) in the future. The subdivisional hospital currently has a 100-bed capacity and the newly

installed oxygen plant is scaled to serve over 400 patients in need of oxygen support every month. The dedicated oxygen plant will ensure a steady and stable supply of oxygen to the needy patients in the hospital, a critical factor in saving lives.

Inaugurating the new plant Dibya Jyoti Parida, District Magistrate & Collector said, "The private sector can play an important role in supporting the government to strengthen health facilities across the country. We thank Bayer and

LabourNet for taking up the initiative of setting up this plant. This new oxygen plant aligns with the government's commitment on providing affordable access to quality healthcare for all."

The hospital caters to a population of almost 70,000 residents in the area and with the activation of the oxygen plant, critical patients in need of oxygen will get the much-needed supply directly from the plant.

Speaking on the launch, Rachana Panda, Vice-

President, and Country Head- Communications, Public Affairs, and Sustainability, South Asia, Bayer said, "The recent pandemic has highlighted the need to upgrade our health infrastructure, especially in the hinterland. Bayer, which has been working in the field of healthcare for over 100 years, is working closely with various partners to strengthen the infrastructure in public hospitals through our corporate social responsibility initiative. It is always our endeavor to provide better nutrition and healthcare facilities to the local communities and I hope that this plant will be an important step in that direction."

Apart from the Sambalpur district of Odisha, Bayer is also setting up oxygen plants in the Raichur district of Karnataka, Tikamgarh in Madhya Pradesh, and Guwahati in Assam.

realme launches its most premium-flagship ever, realme GT 2 Pro along with the realme 9

Chennai, April 10 2022: realme, India's fastest growing technology brand, today introduced its latest, cutting-edge smartphones - realme GT 2 Pro, its most premium flagship ever and realme 9, the 108MP ProLight Camera Power Performer. The brand also unveiled new fascinating products under its TechLife Ecosystem offerings - realme Buds Air 3, realme Book Prime, and realme Smart TV Stick.

Commenting on the occasion of the launch, Mr. Madhav Sheth, CEO, realme India, VP, realme and President, realme International Business Group said "Our goal is to provide consumers with a variety of innovative technology products to empower them in their everyday lives. With the GT series as the flagbearer, we approached 2022 with big, new objectives to expand realme's footprint in the customized, premium category. The overwhelming response from users for our launched GT series products has given us the confidence to invest in ground-breaking new technologies in the premium market, raising the bar on user experience. To genuinely enthrall the audience, we believe in advancements across all categories. As a result, realme 9, the newest member of the 9 series family, offers a segment-leading, powerful camera and is one of the first smartphones in the world to include the coveted Samsung ISOCELL HM6 Image Sensor, as well as sophisticated technology features to meet the needs of our users."

"In addition, as part of our '1+5+1' strategy, we are very excited to announce that we are expanding our TechLife ecosystem offering with the launch of realme Buds Air 3, realme Book Prime, and realme Smart TV Stick. With these new product additions, we've reiterated our commitment to building high-performing tech lifestyles. In the upcoming months, we will continue to bring new products to expand our existing offerings and will also enter some new categories," said, Mr. Madhav Sheth.

realme GT 2 Pro, is the most premium flagship ever by realme and it features the world's first smartphone to come with a 2K AMOLED flat display with LTPO 2.0 technology. The Paper White and Paper Green rear shells create 35.5% less carbon emissions during manufacturing. It is powered by the latest Snapdragon 8 Gen 1 Platform to provide an unparalleled 5G experience across all aspects to its users. The smartphone comes with an AnTuTu score of over 1 million to provide powerful performance to users. realme GT 2 Pro also comes with the industry's largest heat dissipation area, and a stunning triple

camera system featuring the world's first 150° Ultra-wide camera, 50MP main camera, and a 40X ultra micro-lens camera. Its Stainless Steel Vapour Cooling Max system provides 105% area enhancement and 25% higher efficiency. The smartphone also comes with 65W SuperDart Charge, 5000mAh Massive Battery, advanced Antenna Array Matrix System, and Dolby Atmos Dual Stereo Speakers, and pre-installed realme UI 3.0 based on Android 12. realme GT 2 Pro will come in three colors - Paper White, Paper Green, Steel Black, and will be available in two storage variants, priced at INR 49,999 (8GB+128GB), and INR 57,999 (12GB+256GB). The first sale for realme GT 2 Pro is scheduled on April 14 from 12 noon onwards across Flipkart.com, realme.com, and mainline channels.

realme 9 brings leading camera performance by being the 108MP ProLight Camera Power Performer. It is also one of the world's first smartphones to come with the Samsung ISOCELL HM6 Image Sensor which provides a significantly brighter and better color reproduction to low-light photos. Its 108MP ProLight Camera features the 120° Super-wide Camera with 8MP resolution and a 4 cm macro camera with 2MP resolution. realme 9 comes with the Snapdragon 680 processor which is based on a 6nm process. The smartphone also features a 90Hz Super AMOLED Display with 10240-level Brightness Adjustment. It also features a 16MP Selfie camera to take natural and delicate skin selfies even in dark and is equipped with a 5000mAh Massive Battery, supported by 33W Dart Charge technology. realme 9 features the Ripple Holographic Design inspired by the light from the desert which gives the 3D effect of light changing. It also features an in-display fingerprint sensor with heart rate detection, and Dynamic RAM expansion technology (DRE), which can add up to 5GB to the existing RAM, is 7.99mm Slim, and weighs only 178g. The smartphone comes with pre-installed realme UI 3.0 based on Android 12 and will be available in two storage variants and three colors - Stargaze White, Meteor Black, and Sunburst Gold and will be priced at INR 17,999 (6GB+128GB), and INR 18,999 (8GB+128GB). The first sale for realme 9 is scheduled for 12 April at 12 noon on Flipkart.com, realme.com, and mainline channels.

realme Buds Air 3, is the industry's first TWS headphones with TÜV Rheinland's high-performance certification. It offers an industry leading 42dB Active Noise Cancellation, enabling users to enjoy their music without being interrupted. Featuring an airy design and curvy aesthetics, the realme Buds Air 3 is



equipped with a 10mm large driver made by the new liquid crystal polymer composite that can provide deeper bass and rich sound. It also comes with an upgraded Game Mode with latency as low as 88ms, ensuring that users do not face image and sound syncing issues while playing their favorite games. Powered by a 546mAh battery, the realme Buds Air 3 can offer upto 30 hours of playback. Thanks to the fast charge support on the TWS, you can listen upto 100 minutes of music in normal mode on just a 10-minute charge. The newest addition to the realme hearables portfolio is also the only TWS in the segment to come with a Customized Auto Tuning feature. The realme Buds Air 3, priced at INR 3999, will be available in two colors - Starry Blue and Galaxy White, and will go on sale on April 7, 2022, 2 PM onwards at realme.com, Flipkart, and mainline channels.

realme Book Prime, features a 2K Full Vision Display packed in a 14.9mm sleek and lightweight body. Its 14-inch screen offers a 3:2 screen ratio, compared to the traditional 16:10 or 16:9 screens, and 90% screen-to-body ratio, thereby enhancing the viewing and reading experience of the user. It is powered by the latest 11th Generation Intel® Core™ i5 11320H Processor, taking the performance one notch higher than the previous generation. To ensure top-level performance at all times, the realme Book Prime comes with a dual-fan storm cooling system. Featuring a 54Wh large battery, the laptop can continuously play locally stored 1080p videos for up to 11 hours, and is capable of charging up to 50% in only 30 minutes with the 65W Super-Fast Charge technology. The realme Book Prime also features

Two Day National Workshop to Speed Up Development of National Tribal Freedom Fighters' Museum Organised At Bhopal

Chennai, April 10 2022: A two-day national workshop (7th and 8th April 2022) was organised at Bhopal, Madhya Pradesh by the Development Support Agency of Gujarat (DSAG), Tribal Development Department of Gujarat and Ministry of Tribal Affairs, Government of India. More than fifty experts comprising of historians and researchers associated with tribal history, anthropologists, filmmakers, curators, artists and expert associated with development of museum had detailed discussion with directors and representatives of Tribal research Institutes of different states where tribal museums are being set up.



Bhopal was organised.

On 15th August 2016, in his Independence Day speech at Red Fort, Prime Minister, Shri Narendra Modi, had announced to establish tribal freedom fighters' museums to acknowledge the contributions of tribal unsung heroes to the national freedom movement. Consequently, Ministry of Tribal Affairs has sanctioned ten Tribal Freedom Fighter museums to be located in Gujarat, Jharkhand, Andhra Pradesh, Chhattisgarh, Kerala, Madhya Pradesh, Telangana, Manipur, Mizoram and Goa. On 15th November 2021 on Janjatiya Gaurav Divas, Bhagwan Biswa Munda Tribal Freedom Fighter Museum in Jharkhand was dedicated to the nation by PM, Shri Narendra Modi. The museum being set up at Garudeshwar in Narmada District would be the National Museum where in 16 major Galleries will be dedicated to tribal freedom movements across India. The museum under construction is about 6 km from statue of Unity.

Since 2017, there have been 13 National Level Committee meetings which have given their recommendations on the civil and curatorial aspect of these museums. The National Level Committee (NLC) had met last time at Garudeshwar where Secretary Ministry of Tribal Affairs and Secretary, Ministry of Culture, New Delhi, and experts from different areas had given suggestions for the national museum. Consequently to recommendations of the NLS, the workshop at

Dr Navaljit Kapoor, Joint Secretary, Ministry of Tribal Affairs, presented an overview of the ten freedom fighters' museums. He suggested that drafting a written SOP (Standard operating procedure) for all upcoming tribal museums and mechanism to get the content vetted and the curation in sync with tribal culture to be developed in association with tribal communities as suggested by NLC. He also shared the agenda based on the recommendation of NLC meetings and the expected outcomes of the two-day workshop.

Pr Secretary Gujarat Sh. Murlil Krishna and Ms Pallavi Jain Pr Secretary, MP shared their experiences in development of museums at Gujarat, and Chindwara in MP.

In the workshop, discussion took place on key issues related to development of content and storyline of each tribal movement. The architectural design is to be in sync with whole theme / storyline. Thread bare discussions were held with each State to acquaint & align them with ground realities, authenticity & actual importance of content, ensure proper convergence of knowledge, resources & expertise, leveraging of technology corresponding to international standards; concurrent upgradation of technology and landscaping of area required with focus on storyline in sync with architecture were also areas of discussion. 5 regional committees were formed with experts from different fields who will help developing and approving the Content Development and Search cum Selection of artefacts, identify artisans and material to expedite the curatorial planning and execution of the project. There were intense discussion with

experts about the various aspects of the museum and different points of views with regard to content, curation and civil structure. The experts gave various recommendations.

Many experts from different backgrounds had associations with the Rashtriya Manav Sangrahalaya (RMS), Bhopal. The participants also visited RMS who have linkages with curatorial artists across India. The experts from RMS offered to provide their expertise and services in development of these museums and it was suggested that expertise available with RMS should be suitably utilized.

Dr Kalyan Kumar Chakraborty, Expert Advisor to the NLC, emphasized the creation of a digital archive, including continuously changing narrative, offsite display, involvement of representatives from the tribal communities, and ideas of sustainability and retribalization of the museum.

Prof. Amreshwar Galla, UNESCO Chair and expert on museums with profound international experience in the field of museums, suggested focusing on capacity building, establishing a national framework for the museum, and inclusion of multiple voices and perspectives in the museum. He also emphasized the drafting of baseline policies and structures for the effective implementation of the project.

Shri Sanjay Prasad, Ex-ACS and currently State Election Commissioner, suggested being careful in choosing a narrative as most of the tribal documentation echo a colonial perspective.

Sh. Neetiraj, Sh. AB Ota, Director TRI Odisha, Sh. Ranendra Kumar, Director TRI Jharkhand and Ms Shami Abidi, Director TRI

Chhattisgarh discussed about the museums in their states. As most of tribal movements have happened in these states and most of the material available is documented by either the British or based on oral history, folklores and stories, they emphasised how the veracity of the content related to tribal movements needs to be verified through community leaders and vetted by historians working on tribal history.

Ms Meera Dass, an independent architect and planning professional, suggested involving the tribal voice in the museum by involving members from the respective tribes. Dr Vinay Kumar, Department of Ancient History, BHU Varanasi, Sh. Chandni Prasad, School of Humanities, National Rail and Transportation Institute, Vadodra,

Dr Sarit Chaudhary, Dr SB Ota, the Ex-directors of IGRMS shared their experiences and offered to provide expert advice to respective TRIs in content development, search and selection of artists and artefacts.

Prof. Subhadra Channa, University of Delhi, also emphasized foregrounding tribal voices in the museum, presenting multiple authors' perspectives in a narrative, and keeping the museum space organic and evolving. Further, she discussed the idea of a 'sacred space' and proving multisensory exposure to visitors, such as the use of the smell of forests and tribal food and tribal songs in the galleries.

It was decided to have regional workshop so that the learnings from the workshops and progress of different museums could be monitored in line with the discussion during the workshop.