

## Ashwini Vaishnaw, Ministry of Railways, Communications and Electronics & Information Technology visits ICF and inspects Vande Bharat Coaches under production

Chennai, May 21 2022: Ashwini Vaishnaw, Minister of Railways, Communications and Electronics & Information Technology visited ICF today (20.05.2022) and inspected the Vande Bharat express coaches under production at the LHB shed of Furnishing Factory, ICF. First two prototype rakes are planned to be turned out by Aug'22. Indian Railways is committed to roll out 75 Vande Bharat rakes by August

Shri Vaishnaw flagged off the 12000th LHB AC-II Tier Coach at Furnishing factory, in the presence of Shri A.K. Agarwal, General Manager, ICF, Shri B.G. Mallya, General Manager, Southern Railway, Shri S. Srinivas, Principal Chief Mechanical Engineer, ICF, Shri P.U.K. Reddy, Chief Administrative Officer, ICF and other officers and staff of ICF. This is a great milestone in the history of Indian Railways and a bench

mark in modernisation of passenger train services. ICF is the first production unit of Indian Railways to achieve such a benchmark in the production of LHB coaches.

Interacting with mediapersons at ICF, the Minister stated, "Vande Bharat express is a proud project for Indian Railways and I congratulate the Team ICF for the design and development of these coaches which is of world class. All regions of India will be



connected through Vande Bharat Express trains as envisaged by Hon'ble Prime Minister which is a dream coming true for all of us."

Later in the morning, Hon'ble Minister visited Dr MGR Chennai Central and inspected the One Station One Product Kanchipuram Silk Saree Stall. He interacted with members of trade union before boarding a special train to conduct window trailing inspection from Chennai to Bengaluru.

## Union Minister visits Chennai Egmore and inspects the amenities Minister reviews the Station Redevelopment plan for Chennai Egmore

Chennai, May 21 2022: Ashwini Vaishnaw visited Chennai Egmore during the night hours of 19th May 2022 and inspected the facilities at the station and reviewed the Master plan of the Chennai Egmore Station redevelopment project. Shri B.G.Mallya, General Manager (In-charge), Shri Ganesh, Divisional Railway Manager, Chennai Division, and Senior officials from Southern Railway accompanied the Minister at Chennai Egmore. The Minister discussed in detail about the proposed redevelopment plans for Chennai Egmore and facilitation of inter-modal connectivity with CMRL.

transformation of Indian Economy. Redevelopment of various categories of stations are part of that vision". He further elaborated about Chennai Egmore redevelopment, "Chennai Egmore will be redeveloped duly maintaining the heritage and simultaneously revamping its amenities at par with world class standards. On redevelopment, the station will become the hub of economic activity

Post Station redevelopment, Chennai Egmore, the second largest terminal of Southern Railway, will house world-class amenities and airport-like features such as separate arrival and departure corridors, bright illumination and hassle-free access to platforms by escalators, lifts and skywalks.

Chennai Egmore Station Redevelopment Project

The station handles about 35 main line trains and 240 suburban trains, and about 24,129 passengers daily. The total passenger earnings per

year by the station during 2020-2021 was Rs.125 crore.

In order to handle the burgeoning passenger traffic, the existing infrastructure and passenger amenities at Chennai Egmore will be revamped, keeping abreast of the times. The station is proposed to be redeveloped at a cost of Rs.760 Crores. The railhead will serve as a multi-modal transport hub for Suburban, Metro and MRTS besides being entirely divyang-friendly.

The proposed redevelopment plan includes:

Futuristic World-class amenities promising to meet the requirements of next 40 years

Seamless movement of passengers by separate Arrival and Departure corridor

Aesthetically designed stations with facade lighting arrangements, better landscaping efforts

Dedicated Parking lots for streamlined movement of different category

vehicles and pedestrian in exclusive lanes.

Inter-modal connectivity

Hassle-free access to all platforms by escalators, lifts, stairways, skywalks

Spacious concourse, waiting halls

Divyang-friendly modern stations

Efficient water & energy management measures

Clear cut division of Train operation facilities and Passenger amenities

The Minister stated that five stations namely, Chennai Egmore, Madurai, Katpadi, Rameswaram and Kanniyakumari in Tamil Nadu will be redeveloped in the first phase. In Southern Railway, nine stations have been identified for redevelopment, viz., These stations are Chennai Egmore, Rameswaram, Madurai, Katpadi, Kanyakumari, Puducherry, Ernakulam Junction, Ernakulam Town and Kollam.

## Minister of Railways, Communications, Electronics & IT visits Chennai Union Minister oversees the demonstration of Hyperloop pod model developed by Students at IIT, Madras Ministry of Railways approves Rs.8.34 Crore collaborative project on Hyperloop Technology with IIT Madras

Chennai, May 21 2022: Ashwini Vaishnaw, Hon'ble Union Minister of Railways, Communications, Electronics & Information Technology visited Chennai today (19th May 2022). In the evening, the Minister visited Indian Institute of Technology, Chennai and watched the demonstration of Avishkar Hyperloop Project developed by the students of IIT, Madras at the New Academy Complex. At the Research Park, he oversaw the 5G Test Bed demonstration and later inspected the IITM Incubation Cell, which is India's leading Deep-tech Startup hub. After the inspection, the Minister interacted with Press and Media and replied to questions posted by the media persons on Railways.

Ministry of Railways approves Rs.8.34 Crore



collaborative project on Hyperloop Technology with IIT Madras

Ministry of Railways has approved the research proposal submitted by IIT Madras for collaborative working with Indian Railways for indigenous development and validation of Hyperloop technology based transportation system and its subsystems and setting-up of a Centre of Excellence for Hyperloop Technology at IIT Madras at a total estimated cost of Rs.8.34 Crores.

Hyperloop is the 5th mode of transportation, a high-speed train that travels in a near-vacuum

The Hyperloop model proposed by Team Avishkar can achieve a top speed of over 1,200 kilometres per hour. It is completely autonomous, safe, and clean. Team Avishkar is aiming to build the world's largest student-



tube. The reduced air resistance allows the capsule inside the tube to reach speeds of more than 1000 km/h.

A team of students from Indian Institute of Technology, Team Avishkar Hyperloop is working on emerging domain of Hyperloop-based transportation solutions for futuristic commuting experience.

developed Hyperloop testing facility at IIT Madras and is hoping to complete the construction of this 500-metre long Hyperloop facility by this year. This facility will be constructed at Discovery Campus, the Satellite campus of IIT Madras located about 35 km from the main campus.

## PM and the Chancellor of Germany, Mr. Olaf Scholz in a group photograph, during the Plenary Meeting of the Inter-Governmental Consultations, in Berlin, Germany.



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## JEEP INDIA LAUNCHES THE MOST AWAITED ALL-NEW JEEP MERIDIAN AT INR 29.90 LAKHS

Chennai, May 21 2022: The new Jeep Meridian has been launched at an introductory price of ₹29.90 lakh. The all-new three-row Jeep SUV is designed to disrupt the segment. The Meridian leverages its globally proven engineering prowess coupled with Indian insights to deliver an authentic SUV experience with high-level of sophistication.

The vehicle's design is inspired by the iconic Jeep Grand Cherokee as it redefines the premium SUV segment with its many best-in-class features, including the fastest acceleration and highest power-to-weight ratio. The highly capable & agile SUV can go from 0-100 km/h in just 10.8 seconds and can attain a top speed of 198 km/h.

Commenting on the



Jeep Meridian's launch, Nipun J. Mahajan, Head of Jeep Brand India, said, "Brand Jeep believes it is time for Indian customers to kick-start a new adventure in the refined and capable Jeep Meridian. Our pricing reflects our intent to disrupt the segment and offer unmatched value for customers seeking a powerful, spacious, and

sophisticated SUV."

Jeep Meridian brings a unique blend of adventure and sophistication which has been highly appreciated by media for its class-leading attributes. Now, customers can experience the new Jeep Meridian first-hand. It aims to attract customers from all segments and serve as an excellent

choice for customers who are looking to experience the JeepLife.

Jeep India is delighted with the response and interest for the new Jeep Meridian and is on track to start deliveries of the 'Made-In-India and made-for-India' Jeep Meridian in early June.

## Launch of Apollo Ortho Wellness Circle, a support group for ortho issues, sports injuries & more in the presence of Actor Arya

Chennai, May 21 2022: Our bone health is critical in maintaining our physical health which in turn contributes to our overall wellbeing. As we go through the various stages of life, we face different challenges in keeping our bones healthy. It could be a birth defect, fracture, accident or bone loss due to ageing. It's essential we know how to deal with these in order to keep our bones healthy.

Apollo Hospitals launched 'Apollo Ortho Wellness Circle' a support group which provides medical guidance on dealing with various Ortho related issues. This group meets online every month to discuss solutions to



common ortho issues and is headed by a committee of specialist Orthopedicians from Apollo Hospitals. This group is open to anyone who is interested and aims to build a community to provide support in this regard.

'Apollo Ortho Wellness Circle' was launched in the presence of Actor Arya at 'Fork to

Farm Adventure', a cycling event organized by Ignite 101 Gym. The support group was launched by Dr R Sankar, Paediatric Orthopaedician, Apollo Children's Hospitals and Dr Imitaz Ghani, Orthopaedician, Apollo Hospitals, Chennai. The doctors briefed the riders on how to keep their bodies fit and reduce risk of injuries while riding

and about the role of the support group in helping the riders deal with injuries.

The cycling event started from Ignite Gym, Nungambakkam and ended at Jacob & Klooster Farm in Navalur, OMR.

'Apollo Ortho Wellness Circle' provides medical opinions for the following issues: Fractures · Sports Injuries · Scoliosis · Knee replacement · Paget's disease · Osteoarthritis · Bursitis · Lower Back Pain · Knee pain · Hamstring injuries · Plantar fasciitis · Hip Fracture · Arthritis · & Other Common Ortho Problems

## "Mahavir Eye And Health Care Center" inaugurated

Chennai, May 21 2022: Mahavir International Chennai Metro Inaugurated "Mahavir Eye & Health Care Center" at Demellows Road, Pattalam, Chennai-12.

First of all, after prayer by Ashok Nahar, chief sponsor Shri Vijayaraji Kataria and chief guest Dr. Aditya Agarwal, Director of Agrawal Eye Hospitals and



Padmaband Chhajar.

Secretary Dilip Mehta said that in this eye care center, eye check-up, spectacles, free cataract operation, BP and sugar test, general check-up, medicines etc. will be given to the needy. Treasurer Mukesh Chutar conducted the

success, the cooperation of Chairman Gyanchand Kothari, Secretary Dilip Mehta and Conveners Vijayaraji Kataria, Ashok Nahar, Rajendra Khariwal and Ajit Nagori, Prakash Gulechha, Rajendra Betala, Rajesh Balecha, Gyanchand Chordia, Naresh khicha and



other officials lit the Kuthuvillaku.

After that, Vijayaraji Kataria inaugurated the Eye Care Center by cutting the ribbon.

Chairman Gyanchand Kothari presented the welcome address.

Dr Aditya Aggarwal lauded Chennai Metro for its contribution towards eye

camps. she was honored by Sunita Khariwal and Manju Kothari. All Platinum, Golden and Silver donors and Main Sponsor Vijayaraji, Pushpa ji and Bharatji Kataria family and

all the donors who contributed were felicitated with shawls and garlands by

Secretary Dilip Mehta, Advisor Mohanlal ji Jain and Vice Chairman



program.

In making the event a

many other members was commendable.

## Kattupalli Port makes history by installing On-Grid Solar Generation Plant of 15KWp

Chennai, May 21 2022: For the first time in the history of the Indian port industry, Kattupalli Port has utilized the breakwater rock area for the installation of an on-grid solar generation plant, with an installed capacity of 15KWp.

The solar plant will generate around 20 MWH (Megawatt Hour) and avoid carbon emission of 16.4 tCO<sub>2</sub> (Total Carbon Dioxide) per year. It has about 34 number of 450 watts capacity solar modules, each designed with mono PERC technology, which requires lesser area for installation. These solar modules fitted on elevated cantilever structure are designed to withstand adverse weather conditions and windstorms.

The port plans to extend this project to a 700 Kwp (kilowatts peak) solar generation plant, which would cover the entire 2 Kms of North Break Water. The plant will generate around 900 MWH (Units) and avoid carbon emission of 738 tCO<sub>2</sub> per year. The target



is to complete this project by the end of July 2022.

The plant marks an important mile-stone on a green path towards achieving zero carbon emissions. The green energy generated from the on-grid solar generation plant will be used to charge the batteries of electric vehicles, which will be deployed at the port soon. The port is well positioned to do this because of its unique location—it is located 30 kilometers towards north of Chennai and has connectivity with the hinterland of North Tamilnadu, Chennai, Bangalore region and South Andhra Pradesh. All these locations are highly industrialized.

There were many challenges in installing solar modules near a break water location.

Solar modules and structures have a high impact of wind and corrosion due to the sea-shore environment. To overcome these challenges, the structures have been designed on the basis of cantilever principle and the structure materials are made up of hot-dip galvanized mild steel. The structures can withstand up to 150 to 200 KMPH of wind.

Speaking on the development, SPOKESPERSON from Kattupalli Port said, "We have made history by installing an on-grid solar plant on the break water rock area. This is the first time that such a plant has been built in the country. The plant fits in with our larger and long-term plan of making Kattupalli port, one of the most sustainable ports in

southern India. Combined with our superior infrastructure and efficient handling of cargo, we will be able to reduce logistics cost of industries in the region and be one of the key engines of growth."

Kattupalli Port, part of Adani Ports and Logistics, is one of the most modern ports in India, emerging as Chennai's New Gateway for EXIM trade in the Chennai and Bangalore region. With a backup area of 322 acres, the port provides ample space for future expansion of port to facilitate trade requirements. Adani Ports and Special Economic Zone plans to transform Kattupalli into a multi commodity port to handle cargoes such as containers, automobiles, break bulk, general cargo, liquid cargo and project cargo. Presently the port has three berths with quay length of over 1000 meters, 7 Quay cranes, 18 RTG cranes, 5120 ground slots with the capacity to handle 1.4 million TEUs per annum.

## Sharp launches new 'Made in India' Water Purifier with unique Disruptor Technology to ensure quality and consistency of filtered water

Chennai, May 21 2022: SHARP, a wholly-owned Indian subsidiary of SHARP Corporation, Japan, known worldwide for its unique technology products and solutions, launched its newly designed water purifier WJ-R515V-H for the Indian market. The new smart and intelligent water purifier from Sharp uses a powerful and durable 6 stage filtration process and is designed to purify water with variety of impurities and sources. With its unique AF Disruptor Technology, the purifier ensures the highest standard of purification, consistently providing pure, healthy and safe drinking water.

With an all-black exterior and a compact form factor, the new water purifier easily adapts to the interiors of any Indian household. Sharp offers high-grade filtration systems for superior quality and one-of-a-kind purification that removes most impurities, including large and small particles, bacteria, microbes, chemicals, cysts and toxins, and adds to the taste of the water. Moreover, the filters get automatically blocked to indicate the



need for replacement, ensuring the water it releases are always pure.

To ensure that more water is saved, the Sharp water purifier uses a high-quality RO membrane that helps recover more than 50% of the water and adds to the water's quality and taste. Sharp has also added a UV lamp in the tank to ensure the stored water is treated at routine intervals, providing only fresh drinking water is available round the clock.

Commenting on the launch, Managing Director of Sharp Business Systems (India) Private Limited Mr. Shinji Minatogawa said, "Sharp has continuously invested in creating products and solutions that support

Vestige Marketing Private Limited, a leader in Direct Selling spaces.

Mr. Gautam Bali, Managing Director, Vestige Marketing India Private Limited, said, "Sharp has established trust among consumers with its strong product quality, consistency, and performance benchmarks. We're proud to build on our existing partnership and take this new advanced water purification system to users across the country. We are confident that this new offering will complement our efforts to provide holistic solutions for health and wellness to an expanding set of consumers across regions."

The Sharp water purifier can be mounted on the wall or placed as a countertop as per requirement. The LED flash Indicators have been added to help identify the filter life, current water tank levels and the machine's operation status. The water purifier offers a warranty of 12 months from the installation date. All electrical and electronic parts are covered in the warranty except the filters and exterior parts.

This newly launched water purifier from Sharp has been priced at INR 35,500. The product will be marketed and sold in India exclusively through the Direct Selling Network of



## Vicks Launches Tulsi Cough Drops to alleviate sore throat, the traditional way Vicks bolsters its Cough Drops line-up of lozenges, Adds the most-awaited flavor 'Tulsi'

Chennai, May 21 2022: World's #1 selling Cough and Cold brand\* Vicks, announced the launch of Vicks Tulsi Cough Drops in India. By adding Tulsi flavor to its range of products, the brand reaffirms its aim of making traditional remedies, passed down by generations, convenient and accessible to all. The Tulsi plant is traditionally known for being a highly beneficial herb in treating cough and alleviating sore throat. Independent studies commissioned by Vicks Cough Drops also revealed that Indians rated Tulsi as one of the most preferred flavors for sore throat relief.

Vicks Cough Drops believes in harnessing the power of traditional and trusted ingredients in its portfolio and aims to stay true to the needs of their consumers. The market leader in the cough suppressants category, Vicks Cough Drops' portfolio already boasts of flavors like honey, menthol, and ginger. The new flavor 'Tulsi'



strengthens Vicks Cough Drops' pocket-sized portfolio which relieves khich-khich in the throat.

Commenting on the launch, Sahil Sethi, Senior Director, and Category Head, Personal Healthcare, Procter & Gamble India, added, "Vicks Cough Drops has been relieving khich-khich for generations of Indians using natural and traditional ingredient-based flavors that are known to bring sore throat relief to the consumers. Tulsi is a trusted ingredient in Indian households for its medicinal properties. Therefore, it was only natural for us to introduce Tulsi as a new addition to the Vicks Cough Drops range. Through this, we are

staying true to our ethos of providing our consumers with an effective solution for their sore throat. We are confident that Vicks Tulsi Cough Drops will be the next trusted home remedy for consumers to get quick relief from sore throat and enable them to speak khich-khich free with confidence."

Vicks Cough Drops stops dry cough, lubricates, and soothes irritated throat. It works as a cough suppressant which helps reduce the frequency of coughing and gives people the confidence to face the world in their best form. For more than 50 years, it has remained everyone's top tasty choice for relieving minor throat irritations.

About Vicks Cough Drops® - Vicks Cough Drops work as a cough suppressant and/or oral anesthetic it stops the dry cough before it even starts and gives you the confidence to face the world in your best form. For more than 50 years, it has remained everyone's top tasty choice for relieving minor throat irritations. Vicks Cough Drops are available at your nearest store in 3 flavors: Menthol, Ginger, and Honey.

About Vicks® - Vicks offers a portfolio of trusted products that are used by millions of people in more than 70 countries around the world. The Vicks family includes - Vicks VapoRub™ Ointment, NyQuil™, DayQuil™ and Vicks® VapoDrops™. As one of the most globally recognized brands, Vicks is proud to have helped relieve cough, cold, and flu symptoms for generations. Headquartered in Cincinnati, OH, Vicks is owned and distributed by Procter & Gamble.

## 33-YEAR-OLD DAUGHTER DONATES LIVER TO SAVE CRITICALLY ILL FATHER AT FORTIS VADAPALANI

Chennai, May 21 2022: 63-year-old gentleman was suffering from symptoms of liver ailments like fatigue, loss of appetite, and nausea since many years. When the patient visited Fortis Vadapalani, he was in a critical condition and was diagnosed with end stage liver cirrhosis. Dr. Swati Raju, Transplant Hepatologist, Fortis Vadapalani was the first to evaluate and diagnose him. The reports revealed that the liver function was deranged to the extent where liver transplant was recommended as the only option for survival.

Dr. Sugi Subramaniam - Liver Transplant Surgeon did the evaluation and identified the youngest daughter of the patient, who is also a mother to two children, met the requirements for an ideal match for liver donation. The donor and her family members were counselled by the transplant team to help them understand the complete process from pre-surgical evaluation for donor and recipient, to post-surgical recovery.

Dr. Puneet Dargan, Senior Consultant Liver Transplant Surgeon added, "As a father it was emotional for the recipient to initially accept a part of his daughter's liver. However, once he understood the transplant and how the liver will heal and grow, he agreed". The team of experts from Fortis Vadapalani, led by Dr.



Vivek Vij, operated for 8 hours and successfully transplanted the liver. The patient and donor were then transferred to the dedicated Liver ICU, under the supervision of the Critical Care Liver Team, led by Dr. Tanuja Mallik, Head of Anesthesiology & Critical Care.

The donor was shifted from ICU to ward on the 5th day post-surgery and was discharged on the 9th day. She said, 'I didn't think twice about doing this as this was for my father and I wanted him there for his grandkids. My husband was my major support throughout this journey; he was with me for every step. I am very happy to see the improvements in my father's health post-transplant. Since this was my first ever surgery, I was a little nervous but with the detailed counselling from the doctors, I was convinced to proceed with the donation'

The recipient was shifted from ICU to ward on the 6th day and discharged on the 17th day post liver transplant. 'I feel blessed and am immensely grateful to my daughter. Without

her, I wouldn't have been here. I am grateful for the care provided by an excellent team of doctors, nurses and staff who have been very positive throughout. My health and quality of life now has improved significantly compared to how I had been feeling in the last few years', he added.

'It gives us immense pleasure to see both the donor and recipient in good health and living a normal life', added Dr. Poorna Chandran, Medical Superintendent at Fortis Hospital, Vadapalani. 'Firstly, we have to appreciate the contribution of the young mother who came forward to donate part of her liver for her ailing father and her husband who supported her resolve'. He also congratulated the multidisciplinary surgical team, infection care team, dieticians, physiotherapists, and nurses who worked in close coordination for yet another case of clinical excellence under the leadership of Dr. Vivek Vij.

Elaborating on the surgery, Dr. Vivek Vij, Chairman Advanced Surgical GI, HPB and Liver Transplant, Fortis Hospital, Vadapalani, said, "Liver is the second most

transplanted organ and liver ailments are the tenth most prevalent cause of mortality in India. However, due to lack of awareness about live organ donation, there is still a significant long wait. There is a belief that organs can only be retrieved from the deceased when it comes to organ donation. It is imperative to raise public awareness about the possibility of donating one's liver while still alive. Although most transplants involve the whole organ, segmental transplants are being performed with increasing frequency. In India, more than 80% of transplants are from living donors using only 50% of their healthy liver. The biggest challenge however is getting the right donor and liver that would match the patient's blood group and be of adequate size. In this case, our best option was to find a close relative to opt for a living donor for liver transplant. The fascinating thing about the liver that most people do not know is that it has a unique ability to regenerate itself."

## Jeep brand India Head Mahajan, Venket Teja and Actress Sahitya launches the most awaited all new Jeep Meridian at INR 29.90 Lakhs (Ex - Showroom)

Chennai, May 21 2022: Jeep Meridian delivers several best-in-class features and is a blend of refinement, sophistication, and 4x4 capabilities to disrupt the premium D- SUV segment.

The Jeep Meridian received more than 67,000 inquiries and over 5,000 reservation interest before the official bookings begins.

The Jeep Meridian is available in two trims - Limited and Limited (O) trims with multiple options. Bookings for the Jeep Meridian are now open at Jeep dealerships and on the Jeep India website, with deliveries starting in June.

The new Jeep Meridian has been launched at an introductory price of 29.90 lakh (Ex - Showroom India). The all-new three-row Jeep SUV is designed to disrupt the segment. The Meridian leverages its globally proven engineering prowess coupled with Indian insights to deliver an authentic SUV experience with high-level of sophistication.

Jeep brand India Head Mahajan, Managing Director VTK Automobiles Venket Teja, Jayesh shukla National sales head jeep india, Lokendra - zonal head after sales jeep india, Sajith Jacob-Regional Manager Sales jeep india, Venket Teja, Sailendrakumar and Actress Sahitya unveiled the all new Jeep Meridian at VTK Automobiles, OMR.

The vehicle's design is inspired by the iconic



Jeep Grand Cherokee as it redefines the premium SUV segment with its many best-in-class features, including the fastest acceleration and highest power-to-weight ratio. The highly capable & agile SUV can go from 0-100 km/h in just 10.8 seconds and can attain a top speed of 198 km/h.

Commenting on the Jeep Meridian's launch, Nipun J. Mahajan, Head of Jeep Brand India, said, "Brand Jeep believes it is time for Indian customers to kick-start a new adventure in the refined and capable Jeep Meridian. Our pricing reflects our intent to disrupt the segment and offer unmatched value for customers seeking a powerful, spacious, and sophisticated SUV."

Jeep Meridian brings a unique blend of adventure and sophistication which has been highly appreciated by media for its class-leading attributes. Now, customers can experience the new Jeep Meridian first-hand. It aims to attract customers from all segments and serve as an excellent choice for customers who are looking to

experience the JeepLife.

Jeep India is delighted with the response and interest for the new Jeep Meridian and is on track to start deliveries of the 'Made-In-India and made-for-India' Jeep Meridian in early June.

Engineering and Architecture

The new Jeep Meridian gets the first-in-segment completely independent front and rear suspension setup. The new Jeep Meridian comes equipped with Frequency Selective Damping (FSD) and Hydraulic Rebound Stopper (HRS) to ensure a smooth ride, top-notch comfort, and superlative driving dynamics for all kinds of roads and terrains.

The Jeep Meridian also promises the best steering control in the segment, thanks to the lowest parking torque of 2.2 Nm and a dynamic torque of 4.3 Nm. The low turning radius of 5.7 m further fortifies the new Jeep Meridian as an inspired choice for city driving.

The SUV's credentials are further strengthened by the terrain-proven unibody

SW platform which helps bring the authentic Jeep DNA to life and amplify the offering with unparalleled sophistication and performance.

Trims and Powertrains

Jeep Meridian is available across two trims, Limited and Limited (O), with various best-in-segment features to ensure occupants' convenience and comfort. Both Limited and Limited (O) are available with the 4x2 front-wheel drive and a choice between a six-speed manual transmission and a nine-speed automatic transmission. A nine-speed automatic transmission with the 4x4 all-wheel drive is also available in the Limited (O) trim.

The Jeep Meridian is powered by a 2.0-litre turbocharged diesel engine that generates 125 kW (170 HP) at 3,750 rpm and a maximum torque of 350 Nm available between 1,750-2,500 rpm.

Among the most fuel-efficient SUVs in the D-segment, the Jeep Meridian delivers a fuel economy of up to 16.2 km/l (ARAI certified)

## WHY HAS KFC GOT PEOPLE SCREAMING? Louder your cheer, bigger the discount - now how's that for the first-very voice activated offer

Chennai, May 21 2022: It's that time of the year when we are all divided over jersey colours, but united over a Bucket of KFC chicken. And who would've thought all that loud cheering & screaming (even over the last piece of KFC Chicken) could win you more of your KFC favourites? Now exercise those vocal cords and give it your best shout, with the first-ever voice-activated mega offer on the KFC App - Howzzat! Download the KFC app, click on the 'Howzzat' banner on the home screen and shout "Howzzat" as loud as you can; because the louder you cheer, the bigger the offer. Now it doesn't get bigger than this, but you could get louder for sure!



Talking about the App-solutely new feature, Moksh Chopra, CMO, KFC India said, "We all know how KFC is the perfect companion for cricket matches. And now we've taken this partnership a notch, or rather, few decibels higher. A first for the QSR category, we have

introduced an app-exclusive voice enabled offer that encourages fans to shout 'Howzzat'. The louder they cheer, the higher the discount. This unprecedented tech disruption is yet another step in strengthening our new App. So, cheer on your favourite teams and 'Howzzat' your way to

amazing offers on the all-new KFC app."

Developed in partnership with Isobar, the Howzzat feature is now available on the KFC app up to 29th May. Score some extra discounts as you build your order, much like the extras adding up to your team's score. Throughout the cricket season, consumers can win cash-off discounts of up to 40%.

So, what are you waiting for? Download the all-new KFC app from Play store/App store and set yourself some 'loud' goals. Challenge your friends to a shout-off or strive to beat your own score every time you open the KFC App. Now Howzzat for getting more discount for your cheer?