

**PM's Interaction with Indian players for Birmingham Commonwealth Games 2022**

Chennai, Aug 14 2022: Although it is very motivating for me to talk to everyone, it is not possible to talk to everyone. But I have had the opportunity to keep in touch with many of you in one way or the other and had the opportunity to interact with you on different occasions. But I am glad that you took out time to come to my residence as a member of the family. As every Indian is proud of the success of your accomplishments, I am also proud to be associated with you. You all are very welcome here.

The country is going to complete 75 years of independence after two days. It is a matter of pride that the country is heralding the 'Amrit Kaal' of independence with an inspiring achievement by your efforts.

Friends,  
 Over the last few weeks, the country has made two major achievements in the field of sports. Along with the historic performance in the Commonwealth Games, the country organized Chess Olympiad for the first time. Not only has the country organized a successful event, but it has also delivered an outstanding performance, continuing its rich tradition in chess. I congratulate all the players who participated in the Chess Olympiad and all the medal winners on this occasion today.

Friends,  
 I promised all of you a head of the Commonwealth Games that we will celebrate the victory festival together upon your return. It was my

belief that you would return home victorious and therefore I made sure to manage my time despite my busy schedule to celebrate victory with you. Today is the occasion to celebrate victory. While I was talking to you, I could see the confidence and courage which has become your identity. Those who won medals and those who are going to win medals in future deserve praise today.

Friends,  
 I want to tell you one more thing. While all of you were competing there, crores of Indians were staying awake late here due to time difference. The countrymen were fixated on your every action and move till late at night. Many people slept with alarms so that they could remain updated with your performance. People used to constantly check the score, goals and points. All of you have a big role in increasing this interest and attraction towards sports among people and you deserve congratulations for this.

Friends,  
 It is not possible to make an honest assessment of your performance this time just by the number of medals. So many players were neck-on-neck in different competitions this time. This too is no less than a medal in itself. Well, they might have lagged by point one second or point one centimeter, but we will cover that too. I have full faith in you. I am also excited because we are not only strengthening the sports which have been our strength, but we are also leaving our mark in new sports. I appreciate the



efforts, hard work and temperament of both the teams for the way we are regaining our legacy in hockey. Compared to last time, we have scored victories in four new games. From lawn bowls to athletics, there has been phenomenal performance. With this performance, the inclination of youth towards new sports in the country is going to increase a lot. We have to keep on improving our performance like this in the new games. I can see all the old faces in front of me, be it Sharath, Kidambi, Sindhu, Saurabh, Mirabai, Bajrang, Vinesh or Sakshi. All the senior athletes have led as expected and encouraged everyone. And on the other hand, our young athletes have done wonders. The young colleagues I spoke to before the start of the Games have lived up to their promise. Out of those who debuted, 31 teammates won medals.

This shows how much the confidence of our youth is increasing today. The spirit of a new India is visible when veteran Sharath dominates and Avinash, Priyanka and Sandeep take on the world's best athletes for the first time. This is the spirit that we are ready for every race and competition. How many times have we seen two Indian players saluting the tricolor on the athletics podium simultaneously? And friends, the whole country is in awe of the performance of our daughters. Just now when I was talking to Pooja, I also mentioned this to her. After watching that emotional video of Pooja, I had said through social media that you don't need to apologize. You are a winner for the country and you just don't have to compromise on your honesty and hard work. I also said the same thing to Vinesh after the Olympics and I am glad that she put

the disappointment behind and did her best. Be it boxing, judo, or wrestling, the way daughters have dominated, it is amazing. Neetu forced the rivals to leave the boxing ring. Under the leadership of Harmanpreet, the Indian cricket team performed well in the inaugural competition itself. The performance of all the players has been excellent, but no one still has the answer to Renuka's swing. Being the top wicket-taker among the legends is no less an achievement. She may have the calmness of Shimla on her face and the innocent smile of the mountains, but her aggression shatters the spirits of big batters. This performance will surely inspire, encourage and motivate the daughters even in remote areas.

Friends,  
 It is not that you give medals to the country and an opportunity to celebrate

and the country to feel proud. Rather, you strengthen the spirit of 'Ek Bharat Shreshtha Bharat'. You inspire the youth of the country to do better not only in sports but also in other sectors. You all unite the country with one resolve, one goal, which was also a great strength of our freedom struggle. The viewpoint of countless fighters and revolutionaries like Mahatma Gandhi, Netaji Subhas Chandra Bose, Mangal Pandey, Tatya Tope, Lokmanya Tilak, Sardar Bhagat Singh, Chandrashekhar Azad, Ashfaqulla Khan and Ramprasad Bismil was different, but the goal was one. Innumerable heroines like Rani Lakshmbai, Jhalkari Bai, Durga Bhabhi, RaniChennamma, Rani Gaidinliu and Velu Nachiyar fought for freedom breaking every stereotype. Many great tribal fighters like Birsa Munda, Alluri Sitarama

Raju and Govind Guru fought against such a mighty army only with their courage and spirit. Many personalities like Dr. Rajendra Prasad, Pandit Nehru, Sardar Patel, Babasaheb Ambedkar, Acharya Vinoba Bhave, Nanaji Deshmukh, Lal Bahadur Shastri, Shyama Prasad Mookerjee spent their lives to fulfill the dreams of independent India. From the freedom struggle to the way the whole of India collectively tried in the rebuilding of independent India, you also enter the field with the same spirit. Irrespective of the state, district, village, language, you do your best for the pride and prestige of the country. Your driving force is the tricolor and we have seen the power of the tricolor in Ukraine some time ago. The tricolor became a protective shield not only for the Indians, but also for the people of other countries while evacuating them from the battlefield.

Friends,  
 In recent times, we have done well in other tournaments as well. We have had the most successful performance so far in the World Athletics Championships. There has also been a commendable performance in the World Under-20 Athletics Championships. Similarly, many new records have been made in the World Cadet Wrestling Championship and Para Badminton International tournaments. It is definitely a time of excitement for the Indian sport. There are also many coaches, members of the coaching staff and colleagues associated with sports administration in the

country here. Your role in these successes has also been excellent. Your role is very important. But this is the beginning according to me. We are not going to rest on our laurels. The golden era of India's sports is knocking, friends. I am glad that many players who have graduated from the Khelo India platform have done exceptionally well this time. The positive effect of TOPS is also being seen. We have to intensify our efforts to discover new talent and take them to the podium. It is our responsibility to build a sporting ecosystem that is world-class, inclusive, diversified and dynamic. No talent should be left out, because it is the wealth of the country. I would urge all the athletes to prepare for the forthcoming Asian Games and the Olympics. I have another request for you on 75 years of independence. Last time I requested you to encourage children by visiting 75 schools and educational institutions of the country. In the midst of engagements, many colleagues have done this under the Meet the Champion campaign. Keep up this campaign. I urge those who have not been able to make it yet to go as the youth of the country now sees you as a role model and therefore listens carefully to your words. He is eager to apply your advice in his life. Your capability, acceptance and growing respect should also be useful for the younger generation of the country. I once again wish you all the best on this victory journey! Many congratulations! Thank you!

**New Headquarters Office Building of Central Council for Research in Siddha inaugurated**  
**New infrastructure will provide impetus to more innovation and academic development in CCRS and NIS - Sarbananda Sonowal**

Chennai, Aug 14 2022: Union Minister of Ayush Shri Sarbananda Sonowal dedicated two new building of Ayush institutes to the people of India on the occasion of 75th year of Independence. Shri Sarbananda Sonowal inaugurated new building headquarters office of Central Council for Research in Siddha (CCRS) at Tambaram Sanatorium, Chennai and new extension

OPD block of Ayothidoss Pandithar Hospital of National Institute of Siddha today.

On this occasion Shri Ma. Subramanian, Minister for Health and Family Welfare Govt. of Tamil Nadu, Prof. (Dr.) K. Kankavalli, Director General, CCRS, Prof. (Dr.) R. Meenakumari, Director, National Institute of Siddha, Shri Pramod

Kumar Pathak, Special Secretary, Ministry of Ayush, and other distinguished guests, CCRS officials & Staff, NIS faculty members were present.

Addressing the gathering, Shri Sarbananda Sonowal, said, "I am deeply grateful and thankful to Prime Minister Shri Narendra Modi ji for giving a special impetus to all the



Ayush systems including Siddha nationally as well as

globally. I believe that with this new infrastructure, further more innovations and academic developments will blossom in the minds of the scientists, academicians and students. I am expecting better outcomes in both research and academics from CCRS and NIS."

Central Council for Research in Siddha (CCRS)

is an apex organization for Research in Siddha system of medicine. Its prime focus is to scientifically validate the claims of Siddhars for global acceptance. CCRS have recently proved the strength of Siddha formulations during the COVID-19 pandemic through scientific validation by carrying out Randomized Double-Blind Placebo Controlled Trials and has published more

than 30 quality research articles in peer reviewed journals.

Whereas, National Institute of Siddha (NIS) is an apex and premier Institute for Siddha system of Medicine with a primary mandate for patient care, teaching and research in higher education for post graduate and doctoral research scholars.

**Colourful Cultural events mark Azadi Ka Amrit Mahotsav Celebrations in Southern Railway**

Chennai, Aug 14 2022: As part of Azadi Ka Amrit Mahotsav, Railway graced the event as Chief Guest. Shri K. Harikrishnan, Principal Chief Personnel Officer, Smt Renuka Mallya, President, Southern Railway Women's Welfare Organisation (HQ), other Officers and Staff of Southern Railway participated in

the event. Colourful cultural events on patriotic themes were hosted by the employees, their wards and students of railway schools. Enthralling rendering of Patriotic songs, instrumental music, Bharathanatyam marked the day's events.



the event. Colourful cultural events on patriotic themes were hosted by the employees, their wards and students of railway schools. Enthralling rendering of Patriotic songs, instrumental music, Bharathanatyam marked the day's events.

**இ-சேவை மையம்**  
 ஸ்டார் ரெயின்போ சர்வீசஸ்  
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.  
**8148231942 / 8144337349**  
**ALL ONLINE SERVICES**

**மஹிந்திரா, பிக்-கப்புகளின் எதிர்காலத்தை அறிமுகப்படுத்துகிறது : ஆல் -நியூ பொலெரோ மேக்ஸ் பிக்-அப் டாடா ஸ்டீல் செஸ் இந்தியா 4வது பதிப்பு பெண்கள் போட்டியை அறிமுகப்படுத்துகிறது நவம்பர் 29 முதல் டிசம்பர் 4, 2022 வரை கொல்கத்தாவில் நிகழ்ச்சியை நடத்த உள்ளது**

சென்னை, ஆகஸ்ட் 14 2022: லைட் கமர்ஷியல் வெஹிகிள் (எஸ்சிவி)- 2 முதல் 3.5 டன் பிரிவில் முன்னணியில் உள்ள மஹிந்திரா & மஹிந்திரா லிமிடெட் (எம்&எம்), ஆனது, நவீன இந்தியாவின் போக்குவரத்து மற்றும் பெயர்ச்சியியல் தேவைகளை பூர்த்தி செய்வதற்கு, பொலெரோ மேக்ஸ் பிக்-அப் என்ற புதிய பிராண்டான எதிர்கால பிக்-அப்புகளை அறிமுகம் செய்வதாக அறிவித்தது. இந்த நிறுவனம், பொலெரோ மேக்ஸ் பிக்-அப் சிட்டி 3000 ஐ அறிமுக விளையில் 7,68,000 (ஏழு இலட்சத்து அறுபத்தெட்டாயிரம்) முதல் 25,000 (எக்சு-ஷோரூம்), 25,000 முதல் பணம் செலுத்துதல் மற்றும் கவர்ச்சிகரமான நிதி திட்டங்களுடன் இந்த பிராண்டை வெளியிட்டது.



உயர்த்துகிறது, இது பெயர்ச்சியியல் வாகன நிறுவனங்களின் வாகன செயல்படுத்துகிறது மற்றும் வணிக உற்பத்தித்திறனை அதிகரிக்கிறது. பிரிவில் முன்னணி வசதி மற்றும் பாதுகாப்பு அம்சங்கள் நீண்ட வழித்தடங்களில் ஓட்டுநர் வசதியை வழங்குகிறது. புதிய முன்கிரில், புதிய ஹெட்லேம்ப்கள் மற்றும் டிஜிட்டல் கிளஸ்ட்ரூடன் கூடிய பிரிமியம் புதிய டாஷ்போர்டு போன்ற பிரிமியம் வடிவமைப்பு அம்சங்கள், வணிக பிக்கப் பிரிவில் ஒரு புதிய பிராண்டை அறிமுகப்படுத்துகிறது. பொலெரோ மேக்ஸ் பிக்-அப் என்பது மஹிந்திராவின் முன்னோடியான புதிய பிராண்டாகும், இது பிக்-அப் பிரிவில் புதிய வரையறைகளை அமைக்க பொறியிலாக்கப்பட்டு, வடிவமைக்கப்பட்டுள்ளது. இந்த சமீபத்திய பிக்-அப் பிராண்ட் டி மேக்ஸ் டெலிமாடிக்ஸ் தீர்வு என்ற இணைக்கப்பட்ட தொழில்நுட்பத்தை

வாடிக்கையாளர்களுக்கு அபரிமிதமான மதிப்பை வழங்குவதற்கான தனது எண்ணத்தையும் திறனையும் மீண்டும் ஒரு முறை வெளிப்படுத்துகிறது" என்று கூறினார்.

எம்&எம் லிமிடெட், ஆட்டோமோட்டிவ் டெக்னாலஜி மற்றும் தயாரிப்பு மேம்பாடு தலைவர் ஆர்.வேலுசாமி கூறியது, "எங்கள் சமீபத்திய வழங்குமான ஆல் நியூ பொலெரோ மேக்ஸ் பிக்-அப், பிக்-அப் சந்தையின் அதிக தேவை, எப்போதும் உருவாகும் தேவைகளை சமாளிக்க வடிவமைக்கப்பட்டுள்ளது. அமேசான் வலை சேவைகளில் வழங்கப்பட்டுள்ள ஐமேக்ஸ் இணைப்பு வழங்கல்களுடன், வாடிக்கையாளர்கள் தங்கள் சொத்தை சிறப்பாகக் கண்காணிக்கவும் ஆதாயம் பெற செய்ய உதவும் நிகரற்ற தொழில்நுட்ப அம்சங்களைக் கொண்டுள்ளோம். ஆல் நியூ பொலெரோ மேக்ஸ் பிக்-அப் என்பது, மேம்பட்ட ஐ மேக்ஸ் தொழில்நுட்பம், பாதுகாப்பான திருப்ப விளக்குகள், உயர்த்தை மாற்றியமைக்கக்கூடிய இருக்கைகள், சக்தி வாய்ந்த மற்றும் திறமையான எஞ்சின் மற்றும் தரத்தின் முன்னணி பேலோட் திறன் போன்ற பல வகை முதல் அம்சங்களைக் கொண்ட ஒரு எதிர்கால பிராண்ட் ஆகும். பிக்-அப் பிரிவில் இந்த புதிய பெஞ்ச்மார்க் பிராண்டின் மூலம், மஹிந்திரா தனது

சென்னை, ஆகஸ்ட் 14 2022: டாடா ஸ்டீல் செஸ் இந்தியாவின் 4வது பதிப்பு, பெண்கள் போட்டியின் அறிமுகத்துடன் இன்று அறிவிக்கப்பட்டது. இந்த திறந்தவெளி போட்டியானது இப்போது மூன்று பதிப்புகளாக உள்ளது. மேலும் அதன் நான்காவது பதிப்பில், டிஎஸ்சிஐ பெண்கள் போட்டி அதே வடிவத்தில் -ரேபிட் மற்றும் மினிட்ஸ் கொண்டிருக்கிறது. இந்த போட்டி நவம்பர் 29 முதல் டிசம்பர் 4, 2022 வரை கொல்கத்தாவில் நடைபெறும்.



இந்தியாவின் துரத் திருவிளையாடல் ஆன இந்த போட்டியின் மூலம், இந்தியா போன்ற போட்டிகள் மூலம் நமது இளைஞர்களுக்கு சிறந்த சிரண்ட்மாஸ்டர்கள் கிராண்ட்மாஸ்டர்களுக்கு எதிராக விளையாட வாய்ப்பு கிடைக்கும். டாடா ஸ்டீல் செஸ் இந்தியா என்பது உருவாக்குவதற்கு உதவுகிறது. இன்று, இந்தியா செஸ் பவர் ஹவுஸாக கருதப்படுகிறது. இதில் ஆண்கள் மற்றும் பெண்கள் இருவரும் விளையாட்டில் சிறந்து விளங்குகிறார்கள். ஆண்கள் பிரிவிற்கு சமமான பரிசு தொகையுடன் பெண்கள் போட்டியை அறிமுகப்படுத்தியது வரவேற்கத்தக்க நடவடிக்கை மற்றும் ஒரு சிறந்த முன்னேற்றம் ஆகும். மேலும் இந்த உலகத் தரம் வாய்ந்த செஸ் போட்டியை இன்னும் சிறப்பாக நடத்துவதில் உறுதியாக இருக்கிறோம்."

டாடா ஸ்டீல் செஸ் இந்தியாவில் பெண்கள் பிரிவில் அறிமுகமானதற்கு திருமதி டானியா சச்சேல் மகிழ்ச்சி தெரிவித்தார். டாடா ஸ்டீல் செஸ் இந்தியா மூலம் பரிசுத் தொகையில் சமத்துவத்தை அறிமுகப்படுத்தியதன் மூலம், விளையாட்டை ஒரு தொழிலாக கொள்ள அதிக பெண்களை ஊக்குவிக்கும்

என்று அவர் தெரிவித்தார். ஐசிஎஃப்ஓ கௌரவ செயலாளர் திரு. பாரத் சிங் சவுகான் கூறுகையில், "செஸ் போட்டியை ஊக்குவிப்பதற்காக ஒரு தேசிய அமைப்பாக உள்ள நாங்கள், நாட்டு மக்களிடம் இருந்து இந்த விளையாட்டின் மீதான மறுமலர்ச்சி மற்றும் புதிய ஆர்வத்தை காண்பதில் மிகவும் மகிழ்ச்சி அடைகிறோம். சமீபத்தில் நடந்து முடிந்த செஸ் ஒலிம்பியாட், இந்தியாவில் செஸ் மீதான முக்கியத்துவம் அதிகரித்து வருவதற்கு ஒரு எடுத்துக்காட்டு ஆகும். கடந்த சில ஆண்டுகளாக, டாடா ஸ்டீல் செஸ் இந்தியா இந்த விளையாட்டை பிரபலப்படுத்தவும், செஸ் போட்டியை நாட்டின் ஒவ்வொரு மூலக்கூறுமே மிகவும் மகிழ்ச்சி உதவுகிறது. மேலும் இந்த ஆண்டு பெண்களுக்கான போட்டிகள் கூடுதலாக சேர்க்கப்பட்டுள்ளது வரவேற்கத்தக்கது.

"சில ஆண்டுகளுக்கு முன்பு, டாடா ஸ்டீலின் ஆதரவுடன் இந்தியாவில் உலகளாவிய செஸ் போட்டியை ஏற்பாடு செய்ததன் மூலம் செஸ் போட்டியை ஊக்குவிக்கும் முயற்சியை கேம்பர்லாஸ் எடுத்துள்ளது. இன்று, டிஎஸ்சிஐ நிதிகளில் பெண்கள் போட்டியையும் சேர்க்க முடிந்ததில் நமக்கும் மகிழ்ச்சியடைகிறோம். நாட்டின் குடிமக்கள் மத்தியில் செஸ் மீதான ஆர்வம் அதிகரித்து வருவதை காண்பது ஊக்கமளிக்கிறது. இதுபோன்ற உலகளாவிய போட்டிகளை நடத்துவதன் மூலம் நாட்டின் விளையாட்டு வளர்ச்சிக்கு நாங்கள் உறுதிபூண்டுள்ளோம்." என்று கேம்பர்லாஸ் இயக்குனர் திரு. ஜீத் பானர்ஜி தெரிவித்தார்.

**பெப்பர்ஃபிரை தனது புதிய ஸ்டூடியோவை சென்னையில், தமிழ்நாட்டில் தொடங்கியுள்ளது தென்னிந்தியாவில் அதன் அனைத்து தட இருப்பை பலப்படுத்துகிறது**

சென்னை, ஆகஸ்ட் 14 2022: ஃப்ரீஸர் மற்றும் வீட்டு உபயோகப் பொருட்கள் இ-காடெட்ஸ் நிறுவனமான பெப்பர்ஃபிரை, தனது 5வது ஸ்டூடியோவை தமிழ்நாட்டில் சென்னையில் தொடங்குவதாக அறிவித்தது. ஆஃப்லைன் விரிவாக்கமானது, நிறுவனத்தின் முக்கிய சந்தைகளில் ஊடுருவி, இந்தியாவில் வீடு மற்றும் வாழும் இடத்தில் அதன் சர்வதேச நுகர்வோர் ஈடுபாட்டை வலுப்படுத்தும் நோக்கத்துடன் இணைக்கிறது. பெப்பர்ஃபிரை இன் ஸ்டூடியோ தடம் தற்போது நாட்டில் 174+ ஸ்டூடியோக்களுடன் 90+ நகரங்களில் பரவியுள்ளது.



உள்ள இந்த ஸ்டூடியோ, பெப்பர்ஃபிரை யின் ஃப்ரீஸர் மற்றும் வீட்டு உபயோகப் பொருட்கள் இ-காடெட்ஸ் நிறுவனமான பெப்பர்ஃபிரை, தனது 5வது ஸ்டூடியோவை தமிழ்நாட்டில் சென்னையில் தொடங்குவதாக அறிவித்தது. ஆஃப்லைன் விரிவாக்கமானது, நிறுவனத்தின் முக்கிய சந்தைகளில் ஊடுருவி, இந்தியாவில் வீடு மற்றும் வாழும் இடத்தில் அதன் சர்வதேச நுகர்வோர் ஈடுபாட்டை வலுப்படுத்தும் நோக்கத்துடன் இணைக்கிறது. பெப்பர்ஃபிரை இன் ஸ்டூடியோ தடம் தற்போது நாட்டில் 174+ ஸ்டூடியோக்களுடன் 90+ நகரங்களில் பரவியுள்ளது.

மற்றும் மிகப்பெரிய சர்வதேச மற்றும் ஃப்ரீஸர் வணிகத்தை உருவாக்குவதில் அவர்களின் பயணத்தின் ஒரு பகுதியாக இருப்பதில் நாங்கள் பெருமிதம் கொள்கிறோம்" என்றார்.

2017 இல் தொடங்கப்பட்ட, பெப்பர்ஃபிரை ஃப்ரீஸர் வணிக மாற்றியானது, பெப்பர்ஃபிரை இன் ஆர்டர் நிறைவு செய்தல் மற்றும் விற்பனைக்குப் பிந்தைய சேவை, ஸ்டூடியோ வடிவமைப்பு, துக்கம் மற்றும் விளம்பரங்களுக்கான ஆதரவு ஆகியவற்றை வழங்குகிறது. உயர் உள்நோக்க தேவைகளுக்கும் மற்றும் போக்குகள் பற்றி அறிந்த உள்நோக்க தொழில்முனைவோருடன், பெப்பர்ஃபிரை பங்குதாரர்கள் ஆகியவோடு, பெப்பர்ஃபிரை ஒலிவொகு மாதிரி கமர்-8-9 ஃப்ரீஸர் ஃப்ரீஸர் வணிகத்தை அறிமுகப்படுத்துகிறது.

பெப்பர்ஃபிரை இன் ஆஃப்லைன் தரத்தை விரிவுபடுத்துவதற்காக 2021 ஆம் ஆண்டில் பெப்பர்ஃபிரை அக்சிலெரேட்டர் திட்டம் உருவாக்கப்பட்டது. இந்த திட்டத்தின் பெரிய வித்தியாசமானது, 15 லட்ச ரூபாயில் தொடங்கும் ஃப்ரீஸர் சேவை சேவை மற்றும் போக்குகள் பற்றி அறிந்த உள்நோக்க தொழில்முனைவோருடன், பெப்பர்ஃபிரை பங்குதாரர்கள் ஆகியவோடு, பெப்பர்ஃபிரை ஒலிவொகு மாதிரி கமர்-8-9 ஃப்ரீஸர் ஃப்ரீஸர் வணிகத்தை அறிமுகப்படுத்துகிறது.

**இந்திய டிவி பார்வையாளர்களுக்கான பயனுள்ள நுகர்வோர் தேர்வு விசை: பி ஐ எஃப்-சி யு டி எஸ் கருத்துக்கணிப்பு**

சென்னை, ஆகஸ்ட் 14 2022: டிவி சேனல் தேர்வுக்கு விருப்பமான தெரிந்தெடுப்பு மற்றும் ஓட்டுமொத்த திருப்தி தொடர்பான நுகர்வோர் உணர்வை அளவிடுவதற்கு, பிராட்பேன்ட் இந்தியா ஃப்ரோம் (பிஐஎஃப்) மற்றும் கன்சூமர் யூனிட்டி அண்ட் டிபார்ட்மென்ட் (சியுடிஎஸ்) இன்டர்நேஷனல் இன்று நாடுதழுவிய அளவில் 10,000க்கும் மேற்பட்ட தொலைக்காட்சி நுகர்வோர்களிடம் நடத்தப்பட்ட ஆய்வின் அடிப்படையில் ஒரு அறிக்கையை வெளியிட்டது. நுகர்வோர் உணர்வை மனதில் வைத்து இந்தியாவில் முதன்முறையாக நடத்தப்பட்ட மிகப்பெரிய சந்திரமான மற்றும் நடுத்தர வயது - பல்வேறு வயது, வருமானம், குழல் மற்றும் பாலின குழுக்களில் பரவியுள்ள 10,000 க்கும் மேற்பட்ட டிவி நுகர்வோர் மாதிரி அளவுக்கு; டிஜிட்டல்/ஒடிடி மீடியாக்கள் மற்றும் பயன்பாடுகள் வேகமாகப் பெருகும் இன்றைய காலகட்டத்திலும், டிவியின் முக்கியத்துவத்தையும் உருவாக்குவதற்கும் வலுப்படுத்தும் சில சுவாரஸ்யமான கண்டுபிடிப்புகளை இதை ஆய்வு வெளிச்சத்திற்குக் கொண்டுவருகிறது. சியுடிஎஸ் இன்டர்நேஷனல், இந்த சேர்க்கை இணைப்புடன், பிரதீப் எஸ். மேத்தா பதிந்துகொண்டார், இந்த ஆய்வு நாடு முழுவதும் 10,000 க்கும் மேற்பட்ட நபர்களிடம் ஆய்வு செய்யப்பட்டது,

தற்போதைய கிடைக்கும் தேர்வில், சேனல் தேர்வு மற்றும் திருப்தி நிலைகள் ஆகியவற்றில் அவர்கள் விரும்பும் தேர்வு குறித்து டிவி நுகர்வோரின் உணர்வை அகப்படுத்த இந்த ஆய்வு நடத்தப்பட்டது. முக்கிய கண்டுபிடிப்புகள், நுகர்வோர் தேர்வு மற்றும் சேனல் தேர்வு ஆகியவற்றின் பயனுள்ள இடையே உள்ள வேறுபாடுகளை வெளிப்படுத்தும் உரிமைகள் மற்றும் சேனல் தேர்வு முறைகள் பற்றிய நுகர்வோர் விழிப்புணர்வை மேம்படுத்துவதற்கான முயற்சிகள் இன்றைய மையாதவை இருப்பினும், எந்தவொரு ஒழுங்குமுறை தலையீடும் விரிவான செலவு-பயன் பகுப்பாய்வை பின்பற்ற வேண்டும்"

சந்தாக்கள் நுகர்வோர் விருப்பத்தைப் பரிபரிபலிக்கின்றன என்பதை உறுதிப்படுத்த, 'நெட் ஒர்ட்' கொள்கையை ஃப்ரீஸர் 'நெட்'வொர்க் கொள்ளுங்கள் கட்டணம் (என் சி எஃப் - ஃப்ரீஸர் எக்சு-ஷோ பாரக் கவும்) க்கான கட்டணங்கள், மதிப்பாய்வு செய்யப்படலாம். என் சி எஃப் க்கான ஒரே மாதிரியான கட்டணத்திற்குப் பதிலாக, மாற்றாக, ஒரு சேனல் அடிப்படையில் ஒரு நெட் வொர்க் அணுகல் கட்டணம் (என் சி எஃப்) கருத்தப்படலாம். இந்த முறையின் மூலம், விநியோகஸ்தர்கள் தங்களின் தனிப்பட்ட விருப்பப்படி தொகுப்புகளில் இணைக்க மற்றும் தொகுப்புக்களை வழங்குவதன் மூலம் நுகர்வோரின் தேவைகளை சீர்திருத்தங்கள் பயனுள்ள நுகர்வோர் தேர்வை எவ்வாறு செயல்படுத்துவது என்பதை வலியுறுக்கப்பட்ட கவனம் செலுத்தினால், நுகர்வோர் நலன் வளர்ச்சியை காண்பது என்பதற்கான செயல்பாடுகள் இதை அறிக்கை அனுமதிக்கிறது. (அ) நுகர்வோர் விழிப்புணர்வை (எ.கா. பிராந்திய நுகர்வோர் செல்கள் மூலம் திறன் மேம்பாடு) அதிகரிப்பதில் இன்னும் பல முயற்சிகள் இருந்தால், மேலும் (ஆ) நுகர்வோர் தங்கள் தொகுப்புக்களைத் தீர்மானிப்பதில் அதிகக்

கருத்தைக் கொண்டிருந்தால், நுகர்வோர் விருப்பத்தேர்வுகள் மற்றும் சேனல் சந்தாக்களுக்கு இடையே உள்ள வேறுபாடுகளைப் பொருத்தமின்மையைக் குறைக்கலாம். சந்தாக்கள் நுகர்வோர் விருப்பத்தைப் பரிபரிபலிக்கின்றன என்பதை உறுதிப்படுத்த, 'நெட் ஒர்ட்' கொள்கையை ஃப்ரீஸர் 'நெட்'வொர்க் கொள்ளுங்கள் கட்டணம் (என் சி எஃப் - ஃப்ரீஸர் எக்சு-ஷோ பாரக் கவும்) க்கான கட்டணங்கள், மதிப்பாய்வு செய்யப்படலாம். என் சி எஃப் க்கான ஒரே மாதிரியான கட்டணத்திற்குப் பதிலாக, மாற்றாக, ஒரு சேனல் அடிப்படையில் ஒரு நெட் வொர்க் அணுகல் கட்டணம் (என் சி எஃப்) கருத்தப்படலாம். இந்த முறையின் மூலம், விநியோகஸ்தர்கள் தங்களின் தனிப்பட்ட விருப்பப்படி தொகுப்புகளில் இணைக்க மற்றும் தொகுப்புக்களை வழங்குவதன் மூலம் நுகர்வோரின் தேவைகளை சீர்திருத்தங்கள் பயனுள்ள நுகர்வோர் தேர்வை எவ்வாறு செயல்படுத்துவது என்பதை வலியுறுக்கப்பட்ட கவனம் செலுத்தினால், நுகர்வோர் நலன் வளர்ச்சியை காண்பது என்பதற்கான செயல்பாடுகள் இதை அறிக்கை அனுமதிக்கிறது. (அ) நுகர்வோர் விழிப்புணர்வை (எ.கா. பிராந்திய நுகர்வோர் செல்கள் மூலம் திறன் மேம்பாடு) அதிகரிப்பதில் இன்னும் பல முயற்சிகள் இருந்தால், மேலும் (ஆ) நுகர்வோர் தங்கள் தொகுப்புக்களைத் தீர்மானிப்பதில் அதிகக்

## Methra Industries is one of the top companies in Asia with 1,00,000 sqft. production facility with state-of-the-art German technology- Dr Venkatesan, Managing Director

Chennai, Aug 14 2022: CELL O CON AAC Autoclaved Aerated Concrete blocks is the maiden green product of Methra Industries India Pvt. Ltd. manufacturing with International proven technology. All products are green construction materials manufactured in a fully automated Plant-based on a computerized design mix with SCADA technology. Methra Industries is one of the top companies in Asia with 1,00,000 sqft. production facility with state-of-the-art German technology. All the products are manufactured and quality tested as per the BIS & EN Standards. Dr Venkatesan, Managing Director, Methra Industries India Pvt. Ltd.



of Methra Industries India Pvt Ltd.

Chief Guest: Ar. C. R. Raju,

President, The Indian Institute of Architects, Mumbai.

Addressing the gathering with a positive note of the growth in India's Infrastructure &

Construction Industry.

Ar. Raju was following this Methra Industries, "CELL O CON "Brand, since its inception

AAC Blocks. Now have a range of Products for the Indian & International Construction Industry.

Ar. Raju has Known Dr P. Venkatesan has been always for the eye technical detail products and

Technocrat, with a vision ahead of 10 years. He lauded him for his continuous effort in

manufacturing innovative construction products for this

construction industry.

He wished him all success to Methra Industries for more success and to create more

products too.

Guests of Honour

Ar. T. Loganathan, Chairman, The Indian Institute of Architects, Tamil Nadu Chapter

Mr. Ravi Meenakshisundaram, Chairperson,

Institute of Indian Interior Designers, Chennai Chapter

Ar. K. Senthil Kumar, President, School of Architecture and Planning Alumni Association, Anna university.

Er. K. Mohan Raj Chief Engineer, PWD (Retd)

Mr. Bhaskar - Director of Operations, Thanks to all guests for being present at the celebration.

We, Methras Industries are very pleased to invite you to join us at the Grand gala

12th-year Celebrations

## Over the last few years, TVS Credit has really done well to grow in a fast and profitable way - Sudarshan Venu, Director, TVS Credit Services

Chennai, Aug 14 2022: After successfully leading TVS Credit Services Limited for the last 10 years, Mr G Venkatraman will retire as the Director and CEO on 31st August 2022. He will be succeeded by Mr Ashish Sapra as CEO, who will join the organization in the first week of September 2022.

Mr. Sudarshan Venu, Director, TVS Credit Services Limited, said, "Over the last few years, TVS Credit has really done

well to grow in a fast and profitable way. In a short time, the Company has grown to an AUM of Rs. 15,000+ Cr with a healthy balance sheet. I am thankful to Venkat for his leadership combined with passion and prudence. For the next phase, our focus will be on increased digitization, newer customer acquisition, and rapid growth. Ashish comes with the relevant experience and track record, and I am confident

that under his leadership, TVS Credit will scale new heights and grow multi-fold."

Mr Ashish Sapra comes with 25+ years of professional work experience and has worked across a wide array of financial products including retail assets, insurance, cards, wealth management and brings strong expertise in cross sell. Prior to joining TVS Credit, he was associated with the Bajaj Group for

14+ years across their Housing Finance, General Insurance, and NBFC businesses. He brings the experience of P&L management, driving digital and technology initiatives, efficiently managing senior stakeholders, launching, and turning around businesses to optimize profitability. He has also worked with American Express, HSBC, and Standard Chartered Bank.

## Actor Vikranth plays the lead role in the movie on social theme made with nativity of Southern Districts

Chennai, Aug 14 2022: S. Alexander of A.S. Entertainment is producing a new movie, which was launched today (August 3, 2022). The film is directed by V.P. Nageswaran, who has already directed a movie titled 'Thottuvudum Dhooram'. While Vikranth is playing the lead role in this movie, another lead character will be played a familiar actor. The talks are going on with the respective actor, and the official announcement regarding the same will be made shortly. The others in the star-cast includes Jai Bhim fame Tamizh, Vela Ramamoorthy, Marimuthu, Dikkilona fame



Sherin, Rama, Madhusudhanan, and few more prominent actors. The movie based on the ethnic native lifestyle across Southern Districts will have the social theme laced with

action and family elements together. The film will be based on the life of the southern districts and will have a mix of social concern and action and at the same time a family-oriented

storyline. While Maasani is handling cinematography, the lyrics are penned by Yugabharathi. Thyagarajan is taking care of art works and Rajashekar is choreographing action sequences. The first leg of shooting will happen in Chennai followed by other portions in Theni. Technical Crew Production: S. Alexander Direction: V.P. Nageswaran Cinematography: Maasani Music: Editing: Art: Thyagarajan Stunts: Rajashekar Executive Production: A.V. Pazhanisamy Designs: Sasi & Sasi Public Relations: A. John

## Union Minister Pralhad Joshi Hoists National Flag to Celebrate Har Ghar Tiranga Campaign

Chennai, Aug 14 2022: Union Minister of Parliamentary Affairs, Coal and Mines Shri Pralhad Joshi spearheaded the Har Ghar Tiranga campaign and hoisted the National Flag at his residence in Dharwad constituency, Karnataka today. Employees of Coal and Mines Ministries and the PSUs/Subordinate offices also hoisted the National Flag at their residences and in townships across the country. Shri Pralhad Joshi called upon the employees, staff members and contract workers of Coal and Mines Ministries and the PSUs to join the Nation in celebrating 'Har Ghar Tiranga' campaign in a big way with patriotic fervour and enthusiasm.

As part of the ongoing Azadi Ka Amrit Mahotsav celebrations to commemorate 75 glorious years of India's

independence, the Prime Minister Shri Narendra Modi called upon the citizens to join the 'Har Ghar Tiranga' movement by hoisting the National Flag at homes this Independence Day.

Responding to the call of the Prime Minister, Coal and Mines ministries, along with the Public Sector Undertakings (PSUs) have been advised to participate in the campaign to invoke the feeling of patriotism among the employees, family members and citizens.

Under the guidance of Minister Shri Pralhad Joshi, the employees, staff members and workers of coal and mines ministries and PSUs have been distributed the National Flag to promote awareness about the Tiranga. Employees have also been encouraged to post their photographs/selfies

with Tiranga and upload them on Ministry of Culture's website.

Coal India Limited (CIL) and its subsidiaries, along with NALCO, HCL, MECL, have lined up several events and activities as part of the 'Har Ghar Tiranga' campaign. Coal and Mines ministries, and several PSUs have distributed the National Flag among its employees and workers and they were encouraged to hoist the Flag from Aug 13 to 15 at their homes to mark the 75th year of India's Independence.

Coal and Mining PSUs have also organized a series of activities like quiz competition, putting up selfie booth at offices with 'Har Ghar Tiranga' branding and hoardings to encourage employees to participate with patriotic fervour and inspire



every Indian to hoist the National Flag at their homes, to make it a mass movement. Bike rallies and seminars were also held by Coal and Mines PSUs/subordinate offices in different parts of the country.

## Defective spleen may result in heart malfunction

Prof. Dr . KAPALI NEELAMEGAM  
HOD GI SURGERY & MAS,  
Oncosurgery, Fortis Malar, Adyar



Doctor's advice to a healthy spleen

To ensure that you have a healthy spleen, lymphatic system and immune system working properly, one must drink plenty of water, exercise regularly and maintain a healthy weight. By eating a balanced diet with sufficient intake of fruits and vegetables, one will be able to sustain the immune system protected from external infections and illness.

Some of the vegetables that help to strengthen the spleen are green leaves, carrot, beetroot, cucumber, radish, mint, garlic, coconut, sprouts and spring onion. Fruits like guava, grapes, oranges, pineapples, papayas, pomegranates, figs, strawberries, plums are some of them that help to maintain a healthy spleen. The methionine in these vegetables and fruits play an important role in the production of red blood cells and in the functioning of the spleen and bile glands.

Although small, spleen is an important organ. It works hard to fight infections, remove old or damaged blood cells, and keep the fluids moving through your body. Many disorders, infections, injuries, and diseases can cause problems in the spleen and healthy maintenance of spleen will help to lead healthy life.

Chennai, Aug 14 2022:

We can live without disease only if all the organs in our body are functioning properly. Apart from the brain, lungs, heart and kidneys, the spleen is one of the most such important human organs. The closest thing to the liver in our body is the spleen. Among lymphatic organs it is the largest organ in the body. It is made up of reticular cells inside a fibrous network structure.

Although it is relatively small, it carries out many roles to fight against certain kind of bacteria that causes pneumonia and meningitis. The spleen varies in size and shape between people, but it is usually the size of the fist, purple colored and about four inches long. It is the organ in the upper far left part of the abdomen, to the left of the stomach.

Primary functions of Spleen

Spleen's major roles are to create, to store, to filter blood and generate immunological responses. Old red blood cells are recycled in the spleen; platelets and white blood cells are stored there.

It is the spleen that creates and motivates man's thoughts and actions; hence it plays an important role in mental development. One of the primary functions of spleen is to destroy mature red blood cells, stimulate the body and nerve; normalize the functions of the heart and brain. Diseases related to the heart will develop if the spleen is not maintained healthy. Sometimes it can cause high blood pressure that can result in heart attack. It destroys

unwanted microorganisms in the blood and stimulates kidney functioning. Similarly, the spleen also acts as an organ to filter out foreign substances such as germs from the bloodstream.

The other foremost task that the spleen performs is to boost the immune system against blood-borne disease and stimulates sweat glands.

Conditions and Disorders of Spleen

Enlarged Spleen leads to hypersplenism, an overactive spleen condition. Enlarged spleen can cause pain and an uncomfortable feeling of fullness even if you have not eaten much. Splenomegaly is a dangerous condition as the spleen can tear or bleed. Liver related issues is one of the major reasons for enlarged spleen.

Ruptured Spleen is a situation when there is an internal bleeding in the spleen. Certain diseases like malaria and infectious mononucleosis make ruptured spleen more likely as they cause the spleen to swell and the protective capsule to become thinner.

Thrombocytopenia is a condition when the spleen stores too many platelets. Without platelets the blood will not get clot quickly in the place of any wound or cut or even injury. It results in excessive blood loss.

Splenic Infarction is a condition that occurs when the blood supply to the spleen is reduced. This is often considered to be painful.

Symptoms of Spleen Damage

Symptoms of ruptured spleen include a fast heartbeat, nausea,

dizziness, weight gain, and terrible pain in the abdomen, dry and stiff tongue. Other symptoms include pain in the whole body, swelling of legs, sleepiness after eating, feeling tired all the time and jaundice. Sometimes there can be increased blood pressure and urinary incontinence.

Causes of spleen damage

Spleen will be affected for those who are often stressed, angry and irritable.

Alcoholism, smoking, etc. are more likely to cause this disease.

Due to increase in bile water in the blood, damage to the spleen occurs.

Spleen also absorbs blood just as blood does to the heart.

Spleen can be affected by inflammation of the liver, ulcer at stomach, gall bladder and intestine.

Treatment

Treatment depends on the disorder and harm intensity. Mild ones can be treated with alcohol abstinence and modification in diet. Most common treatment for the ruptured spleen or an enlarged spleen, it is removed surgically. Although this small organ carries out the most important tasks, it is possible to live without spleen. Other tissues like lymph nodes and liver can step in and carry out the spleen's tasks. However, people who have their spleen removed are more prone to get infections. People who have other conditions that affect the immune system are at a higher risk of infection.

## Air India strengthens domestic connectivity with 24 additional flights Network expansion to boost metro to metro connectivity

New Delhi, Aug 14 2022: Air India, India's leading airline, today announced an increase of 24 new flights on its domestic network with effect from August 20, 2022. The expansion in its domestic connectivity will cater to growing traffic between India's major metros and facilitate convenient travel over the upcoming festive season. The strengthening of domestic connectivity has been enabled as more aircraft return to service.

The additional 24 flights include two new frequencies from Delhi to Mumbai, Bengaluru and Ahmedabad, and from Mumbai to Chennai and Hyderabad, as well as one new frequency on the Mumbai - Bengaluru route and Ahmedabad - Pune route.

These additions will provide flyers more travel options between

key metros in the late afternoon and evening, and take Air India's daily frequencies to 10 flights each way between Delhi Mumbai, 7 flights each way between Delhi - Bengaluru, 4 flights each way between Mumbai - Bengaluru, and Mumbai - Chennai and 3 flights each way on Mumbai - Hyderabad and Delhi - Ahmedabad routes.

Commenting on the network expansion, Mr. Campbell Wilson, MD and CEO, Air India, said, "This expansion bolsters connectivity between key metros, and improves connectivity between Air India's domestic and international networks. Over the past six months, Air India has been working closely with our partners to return aircraft to service, and we are delighted that this effort is now bearing fruit."



Air India's narrowbody fleet currently stands at 70 aircraft, of which 54 are

currently serviceable. The remaining 16 aircraft will progressively return to service by early 2023.

## Tata Steel Chess India to Introduce Women's Tournament in 4th Edition Kolkata to host event from November 29 - December 4, 2022

Chennai, Aug 14 2022: The 4th edition of Tata Steel Chess India was announced today with the introduction of a Women's Edition of the tournament. The open tournament has been on for three editions now and in its fourth edition, TSCI will have a women's tournament with the same format - rapid and blitz. The tournament will take place from November 29 - December 4, 2022 in Kolkata.

Top International Grandmasters, top Indian men and women Grandmasters, young Indian talents and Viswanathan Anand as the ambassador and advisor of the tournament will enrich this year's competition. For the first time in the history of the game, the prize fund for both the men's and women's category will be equal.

Women Grandmasters who have already confirmed their participation are Anna and Mariya Muzychuk from Ukraine, Nana Dzagnidze from Georgia and Alina Kashlinskaya from Poland. Indian chess superstars Koneru Humpy and Harika Dronavalli will be joined by rising star Vaishali R - all of who was part of the Bronze-winning team at the recently concluded Chess Olympiad in Chennai.



Mr. Viswanathan Anand, Ambassador of Tata Steel Chess India on the occasion said, "I am extremely delighted that today chess is considered as a mainstream sport. Tournaments like Tata Steel Chess India where our young players fight it out with International Grandmasters really helps the cause of producing newer champions. Today, India is considered as chess power-house with both men and women excelling in the sport. The introduction of the women's tournament with equal prize money as the men category is a welcome move and an excellent initiative and we hope it is as well-received by the chess enthusiasts. Chess is and should be an equal sport."

Speaking on the occasion Mr. Chanakya Chaudhary, Vice President, Corporate Services, Tata Steel said, "We are delighted to announce that this year's edition of Tata Steel

Chess India will witness the launch of a Women's Tournament as well. What better year to start this than FIDE's 'Year Of The Woman In Chess.' The event will give young Indian talent the opportunity to play against top International Grandmasters. Tata Steel Chess India is part of Tata Steel's continuous and conscious effort to build an equitable and diverse environment while engaging with communities through meaningful activities. We are encouraged by the enthusiasm and participation we have received over the past years and are determined to make this world class chess competition even better."

Ms. Tania Sachdev expressed their happiness over the introduction of women category in Tata Steel Chess India. She echoed that the introduction of equality in the prize amount by Tata Steel Chess India will encourage more

women to take up the sport as a profession.

Mr. Bharat Singh Chauhan, Hon. Secretary, AICF said, "We as a national body for promoting chess is extremely happy to witness resurgence and renewed interest towards this sport from the people of the country. The recently concluded Chess Olympiad is an example of the growing importance of chess in India. Over the past few years, Tata Steel Chess India is helping to popularize the sport and take the game to every corner of the country. And this year, the addition of the Women's tournament is a welcome development."

"Few years ago, Gameplan had taken the initiative of promoting chess by organizing a global chess tournament in India with support from Tata Steel. Today, we are extremely delighted we are able to add a women's tournament as well to the TSCI event. It is encouraging to witness the increasing level of interest among the citizens of the country for chess. We are committed to the development of sports in the country by organizing such global tournaments," said Mr. Jeet Banerjee, Director, Gameplan.

## Samuthirakani-Thambi Ramaiah's 'Raja Kili' movie launched with a ritual ceremony

Chennai, Aug 14 2022: There is a classification of producers in any movie industry. While one of the leagues would be interested in producing content-driven and critically acclaimed movies, the other one focuses only on commercially successful projects. However, producer Suresh Kamatchi of V House Entertainment is an exception as his production venture comprises a combination of both commercially blockbuster hits like 'Maanaadu' and critically-acclaimed movies like Kangaroo, Miga Miga Avarasam, and a few more. Following the grand success of all these movies, his new production titled 'Raja Kili' was launched this morning with a simple ritual ceremony. Following the grand success of movies like Sattai, Appa, and the recent OTT sensational release 'Vinodhaya Sitham', the Samuthirakani-Thambi Ramaiah duo is collaborating again for this movie. The only difference from these erstwhile movies is the role-reversal, where Thambi Ramaiah will be wielding the megaphone and Samuthirakani plays the content-driven lead character. Suveta Shrimpton and Miyashree Sowmya play the female lead characters in this movie. Since the movie demanded actresses, who



are exceptionally brilliant in their performances and have a flair command over the Tamil language, several actresses were considered and auditioned among which Suveta Shrimpton was chosen. M.S. Bhaskar, Pazha Karuppaiah, Ilavarasu, Aadukalam Naren, playback singer Krish, Praveen.G, Director Moorthy, Kumki Ashwin, Reshma, Vetri Kumaran, Kumki Dharani, Deepa, G.P. Muthu, Rahul ji and few more prominent actors are playing important roles in this movie. Gopinath, who is far-famed for his outstanding cinematography in movies like Dhill, Dhool, Ghilli, and the recent commercial blockbuster movie 'Yaanaai' is cranking the camera for this movie. Umesh J Kumar, who is riding high on the success of his well-appreciated artworks in Maanaadu followed by a visually elegant artwork for 44th Chess Olympiad is working as art director for this movie. Dinesh, a

former protégé of music director SS Thaman is composing music for this movie. R Sudarsan, who handled editing for the movies like 'Kathai Direction', 'Oththa Seruppu' 'Miga Miga Avasaram' is taking care of the editing. Thambi Ramaiah's son Umapathy is working as co-director in this movie. Sharing about the movie, director Thambi Ramaiah says, "The only reason that I am directing this movie is because of the fact that Suresh Kamatchi of V House Production isn't merely a producer, but a colossal filmmaker as well. In recent times, he has carved a niche of excellence for being one of the rarest breed of producers in Tamil cinema for producing content-driven movies. He decided to produce this movie after narrating this story to around 12 filmmakers. Since this movie is laced with lots of emotional love and is based on the biographical story of a man, I felt that directing it

would be the right decision, and hence decided to make my directorial comeback. If there raises a question, of where such drama would be possible in reality, it is made based on real-life incidents alone. While walking out of the theaters, the movie will give a strong impression of having watched a man's life journey. The characters in this movie will be based on different age groups, which makes audiences from all walks of life and age groups to relate accordingly. The movie is created as an amalgamation of 50% gripping story and 50% spellbinding performances. The intriguing part about the movie is its full-bound script book. If anyone manages to steal or grab it, they'll rush back in a much greater momentum and keep it back, where they had lifted it. The reason is that the script is banked on a strong story and stellar performances of actors." Technical crew: Production: Suresh Kamatchi Direction: Thambi Ramaiah Music: Dinesh Cinematography: R Gopinath Editing: R Sudharshan Art: Umesh J Kumar Stunt: Stunt Silva Costume Design: Navadevi Production Executive: Jagadish Jagan, Praveen G, KSK Selva & Malik. Public Relations: A. John.

## PEPPERFRY LAUNCHES ITS NEW STUDIO IN CHENNAI, TAMIL NADU STRENGTHENS ITS OMNICHANNEL PRESENCE IN SOUTHERN INDIA

Chennai, Aug 14 2022: Pepperfry, the ecommerce furniture and home goods company, announced the launch of its 5th Studio in Chennai, Tamil Nadu. The offline expansion is in line with the company's aim to penetrate into niche markets and strengthen its omnichannel consumer engagement in home and living space in India. Pepperfry's studio footprint currently spans across 90+ cities with 174+ studios in the country.

Pepperfry Studios have transformed the furniture retail landscape in India. The company's omnichannel strategy is driven by expansion of FOFO studios across the country and it currently works with 90 plus unique partners. The new studio launched in partnership with REJON SOLUTIONS PRIVATE LIMITED, is situated at a prime location at Velachery, in Chennai, spanning across a carpet area of 2200 sq. ft. It offers customers a first-hand experience of an infinite catalogue of furniture and



home products. Customers will get specialized design advice from the company's interior design consultants. The studio at Chennai aims at providing a personalized shopping experience tailored to the unique needs of home and living customers in Tamil Nadu.

Speaking of the launch Amruta Gupta, Business Head - Franchising and Alliances, Pepperfry said, "We are delighted to launch our new Studio in Chennai in partnership with Rejon Solution Pvt Ltd. Owning a Pepperfry franchise is an entrepreneurial success, and we aim to reach consumers beyond the larger catchment

areas of metropolitan and tier 1 cities. Our franchise partners include a mix of successful businesses, women entrepreneurs, ex-army officials and first-time entrepreneurs. Today a large part of our Pepperfry customer interactions leverage AR and virtual product interactions. With our mission to spark a feeling called home across the world, we endeavor to consistently deliver great customer service."

Senapathy, Owner of Pepperfry Velachery, said, "We are extremely happy to partner with Pepperfry, India's leading home and furniture marketplace.

Pepperfry has pioneered a truly differentiated omnichannel business and we are proud to be a part of their journey in creating the largest omnichannel home and furniture business."

Launched in 2017, Pepperfry franchise business model offers order fulfillment and after sales service by Pepperfry, support on studio design, launch & set up, operational guidance, marketing, and promotions. Pepperfry partners with local entrepreneurs who are aware of the hyperlocal demand cycles and trends. Pepperfry launches about 8-9 franchisees every month.

Pepperfry Accelerator Program was crafted in the year 2021 to expand Pepperfry's offline footprint. The big differentiator of this program is the Capex required by franchise partners which starts with INR 15 lakhs. This model is based on 100% price parity and does not require the partner to hold product inventory, making it a mutually beneficial business association.

## Mahindra introduces the future of pickups: the All-New Bolero MaXX Pik-Up ~ All-new brand to reset benchmarks in the pickup segment ~

Chennai, Aug 14 2022: Mahindra & Mahindra Ltd. (M&M), the leader in the Light Commercial Vehicle (LCV) - 2 to 3.5 ton category, announced the launch of the Bolero MaXX Pik-Up, a new brand of futuristic pickups catering to the transport and logistics needs of modern India. The company unveiled the brand with the launch of the Bolero MaXX Pik-Up City 3000 at an introductory price of ₹7,68,000 onwards (ex-showroom), available with a down payment of ₹25,000 and with attractive finance schemes.

With the evolving transportation needs, Mahindra is introducing a new brand in the pickup segment to address the dynamic needs of modern-day businesses. Bolero MaXX Pik-Up is a pioneering new brand from Mahindra, engineered and designed to set new benchmarks in the pickup segment. This latest pickup brand boasts of the advanced connected technology - iMAXX telematics solution, enabling effective vehicle management and



maximizing business productivity. Segment-leading comfort and safety features provide driver convenience on longer routes. Premium design features such as a new front grille, new headlamps, and a premium new dashboard with a digital cluster will accentuate pride of ownership for the business owners.

As leaders in the pickup segment for the past 22 years, Mahindra has consistently focused on understanding the evolving needs of its customers and has continually set industry benchmarks on category-relevant parameters such as performance, reliability, low

maintenance, and higher payload capacity, enabling customers to maximize profits for successful businesses.

Veejay Nakra, President, Automotive Division, M&M Ltd., said, "At Mahindra, we constantly strive to influence customers' life positively and enable them to earn more and prosper. The All-New Bolero MaXX Pik-Up is a futuristic brand loaded with many category-first features such as the advanced iMAXX technology, turn safe lights, height adjustable seats, in addition to the powerful and efficient engine, and class-leading payload capacity.

With this new benchmark brand in the pickup segment, Mahindra once again demonstrates its intention and capability to offer immense value to its customers."

R. Velusamy, President, Automotive Technology and Product Development, M&M Ltd. said, "Our latest offering, the All-New Bolero MaXX Pik-Up is engineered to tackle the high-demand, always-evolving requirements of the pickup market. We have equipped it with iMAXX connectivity offerings hosted on Amazon Web Services, which has unrivalled tech features that help customers monitor and sweat their asset better. All-New Bolero MaXX Pik-Up City 3000 is equipped with a drivetrain that is powerful and offer a higher payload capacity of 1300 Kg yet offers exceptional fuel efficiency of 17.2 km/l\*. With this new benchmark among pickups, Mahindra once again demonstrates its intention and capability to revolutionize the pickup segment."

## Meesho app now available in Tamil Millions of Meesho customers can now shop conveniently in languages like Bengali, Telugu, Marathi, Tamil, Gujarati, Kannada, Malayalam and Odia

Chennai, Aug 14 2022: Meesho, India's fastest-growing internet commerce company, today announced the addition of eight new vernacular languages to its platform in line with its mission to democratize internet commerce for everyone. The move comes just ahead of the festive season, when millions of users from all corners of the country are expected to transact on the platform. These additional languages are Bengali, Telugu, Marathi, Tamil, Gujarati, Kannada, Malayalam and Odia. Meesho customers can now select their preferred language for accessing account and product information, placing and tracking orders, and making payments on

Android phones.

Last year, Meesho introduced Hindi as a language option on the platform, which has seen a high adoption rate of 20% so far. Majority of Meesho customers come from tier 2+ cities like Ahmedabad, Vadodara & Jamshepur and non-Hindi speaking states, where English or Hindi may not always be the language of choice. This latest initiative will boost Meesho's adoption in these areas and further simplify online shopping experience for millions of customers.

To ensure an accurate and authentic experience in these new languages, Meesho derived key insights from user research and worked closely with expert

linguists. The team chose commonly used words over full translation to mirror everyday language and make the shopping experience seamless. For example - literal translation for the word 'required' in Hindi is 'anivarya' but 'zaroori' is more widely understood. In total, around 33,000 English words were translated into each of these eight languages.

"It is important to note that ~50% of our users are new to e-commerce and have probably never transacted on such platforms before. By introducing vernacular languages on the platform, Meesho aims to eliminate language barriers. This is a natural step in our journey of becoming the

single shopping destination for the next billion users in India. Our teams have worked tirelessly behind the scenes to ensure that the platform is 100% accurate and relevant in all these 8 vernacular languages," said Sanjeev Barnwal, Founder & CTO, Meesho.

Recently, Meesho became India's fastest e-commerce company to reach 100 million transacting users. Since March 2021, the transacting user base on the platform has surged ~5.5X while the assortment has grown 9X to ~72 million during the same period. Customers from tier 2+ markets have been key drivers of this growth, accounting for ~80% of all shoppers.