





## Columbia Pacific communities encourages seniors to rightfully create an identity of their own through a campaign #ChiefExperienceOfficer Five-time National award-winning actor Shabana Azmi encourages seniors to live life out of stereotypes in their second innings through this campaign in a special video message

Chennai, Aug 24 2022: Columbia Pacific Communities is the largest operator of senior living communities in India with two retirement communities in Chennai, Serene Pushkar and Serene Adinath. Columbia Pacific Communities launched an inspiring campaign titled #ChiefExperienceOfficer on World Senior Citizen Day, 21st August 2022. This unique campaign is built around the key idea that today's seniors are breaking age and career-related stereotypes, and that even after retirement, they have a strong desire to work and contribute which can be leveraged by enterprises in today's era of start-ups fueled by young entrepreneurs.

The campaign #ChiefExperienceOfficer, featuring a series of social media posts and a personal message from prominent actor Shabana Azmi, aims to address the underlying ageism that pervades our

society, especially on the career front. CPC challenges the conventional notion that views retirement as 'the end of the road' and sees it as a fresh start filled with thrilling new challenges and innumerable new adventures. This campaign motivates companies and startups to employ seniors in appropriate roles and leverage the goldmine of experience that seniors come with. Additionally, this will also help corporates be more age-inclusive and diverse.

Speaking on the initiative, five-time National award-winning actor Shabana Azmi said, "I'm thrilled to support Columbia Pacific Communities, one of India's largest and most preferred providers of senior living communities, in their #ChiefExperienceOfficer initiative. They are pushing corporations and start-ups to employ senior citizens in relevant capacities and take advantage of the vast

experience they have through this excellent project. Why should we retire at the age of 60 when the majority of us are still eager to take on challenging jobs? I am doing some of my most exciting work in my 70s. Experienced seniors bring wisdom, courage, and refinement to the table, all significant assets for businesses and enterprises."

Speaking about the campaign, Piali Dasgupta, Senior Vice President, Marketing, Columbia Pacific Communities, said, "We want seniors across the country to actively embrace the #ChiefExperienceOfficer campaign as it emphasises that age is just a number and that the golden years are the perfect time to uncover untapped abilities. Shabana Azmi, one of India's most acclaimed actresses, is the ideal emblem of our brand mantra of positive ageing. At 71, she thinks her best work is yet to come and is currently filming her first

international sci-fi TV series. And that's precisely the kind of message we want to send out to our seniors this World Senior Citizens Day."

The #ChiefExperienceOfficer initiative will be hosted on a microsite on the CPC website (www.columbiacomunities.in/chiefexperienceofficer). To start with, the microsite will feature a few highly accomplished residents of Columbia Pacific Communities, who are looking for a new role post retirement. From Mechanical and Civil Engineers, to leaders of the organising committee of Ranji Trophy, interior designers and educationists, interested companies can hire some exceptional talent.

This campaign is consistent with the brand's mission to help seniors get a voice, nurture their passions and help them age positively.

## With improving life expectancy, life insurance a must in financial planning Mr. Ashwin B, Chief Operating Officer, Exide Life Insurance

Chennai, Aug 24 2022: There has been growing focus on health and well-being over the past decade which has increased significantly during the Covid-19 pandemic. While on the one hand it exposed the fragility of life, it also encouraged individuals to reassess their lifestyle and look at changes that they need to make to live a healthier life. Further to this Mr. Ashwin B, Chief Operating Officer, Exide Life Insurance states that with improved healthcare, socio-economic development and scientific advancement in medicine, there will continue to be an improvement in the life expectancy.

According to the World Health Organization, globally, life expectancy has increased by more than 6 years between 2000 and 2019 - from 66.8 years in 2000 to 73.4 years in 2019. While a longer life is a very positive sign, and means most of us will probably live a healthier and a longer life, it also calls for better financial planning in order

to be able to sustain a good lifestyle, while simultaneously protecting against any unforeseen events. It is imperative then that everyone needs to create a holistic financial plan comprising of long-term savings and protection, which would need to include term policies, endowment plans, retirement plans etc.

According to Mr. Ashwin B, Chief Operating Officer, Exide Life Insurance, while there is a shift in perception towards life insurance, many of us are either not insured or underinsured. In 2011, life insurance penetration was at 3.4 percent which declined in 2014 at 2.62 percent. According to the Economic Survey 2021-2022, life insurance penetration in India rose from 2.82 percent in 2019 to 3.20 percent in 2020.

Insurers are customising and introducing products to suit the evolved customer needs. For instance, ULIPs have gained significant traction primarily for the flexibility they provide to

manage funds and offering wealth creation along with a life cover. Of late guaranteed insurance products have become very popular as they provide a long term guaranteed return in addition to a life cover. Insurers are also factoring in the financial appetite and life goals of individuals and amidst the vast range of products available in the market today, there is a product for all.

Exide Life's latest launch, the Smart Income Plan, has been a clutter-breaking product as it offers two survival benefit options to suit the customers at the time of purchase - Enhanced Maturity and Enhanced Income. This feature empowers the policyholder to choose the receipt of survival benefits during the income pay-out term as per the financial needs.

Bearing in mind the dynamic and ever-evolving choices and lifestyle of new age individuals, it is advisable to get a life insurance at a young age to be able to get maximum benefits at a lesser premium.

Individuals should consider three key elements for choosing the right plan: what liabilities need to be provided for; what are the significant life goals to be achieved and how much life income would be required. This will ensure a financially comfortable life for the dependents that aligns with their plans such as children's education and marriage, buying the long planned dream house or building a corpus for a comfortable post retirement life.

The right life insurance plan not only lays the foundation for a sound financial planning but also possesses an intangible promise of being there forever for our loved ones. It allows a peaceful night's sleep and helps accomplish major life goals without interference from unforeseen events such as a sudden loss of life, a hefty amount on the medical bills or an unprecedented pandemic such as the Covid-19 outbreak that filled our lives with uncertainties.

The Director of the movie Raghu Vijay requested the audience and the press to promote their movie. The music director of the movie Anal Aakash thanked his mother and Seetha paati for they believed more in him. He added, "Even when I thought I can't do it, it's my mother! I have done 6 movies so far out of which none was released. Hope this brings a change in my career". The highlight was he gave a live performance on stage which was a treat to the audience.

As monsoons are perfect for travel enthusiasts who enjoy road trips, helmets and riding gear were also among the most purchased items. The highest demand was observed from North, West and East zones of the country contributing to an increase of over 15%.

A pandemic-prompted self-care culture has become a way of life for most, and the trends showcase wellness and fashion categories as the focus areas for the majority of the consumers. It is thus, Flipkart's endeavour to bring in the widest range from the best brands, for its rapidly growing customer base.

## What India Shopped This Monsoon — Customer Trends Observed by Flipkart

Chennai, Aug 24 2022: As we approach the end of the monsoon season, Flipkart, India's homegrown e-commerce marketplace shares some interesting insights into how customers nationwide resorted to the platform's Monsoon Store to combat the excessively humid weather conditions this year.

People across the country increasingly embraced personal well-being, a trend that was observed through the high traction and surge in sales across categories, including food and nutrition, personal care, and fashion. Flipkart rolled out a dedicated storefront with all monsoon essentials featuring over 1000+ brands such as Wildcraft, Zeel, Killer,

Clownfish, Oziva, Mamaearth and Integriti to simplify customer experience through the rains. Some of the top searched keywords indicated what was on customers' mind this season. These included peanut butter, almonds, tea, chocolates, coffee, apple cider vinegar, raincoats, waterproof jackets, t-shirts, track pants and shorts. Beverages and immunity boosters such as green tea and honey, besides other snacks such as namkeen and dry fruits were seen to be most-shopped items by customers. Overall, the food and nutrition category witnessed a 2X year-on-year increase in growth.

The platform observed customer inclination

towards wellness and skincare, with a clear rise in demand for raincoats and moisturisers - the former alone witnessing a 2X spike. Sales in the fashion category on the other hand surged by 42%. Women shoppers accounted for a marginally higher share in the demand pie than male counterparts, with a 5% increase this season. Interestingly, black and blue emerged as the most preferred colours that customers opted for this monsoon. To build on customer connect during monsoons, homegrown fashion brand Clownfish partnered with Indian cricketer Dinesh Karthik, famously known as weatherman DK for their rainwear range. Since his onboarding, the brand has

## KFC INDIA DROPS THE MOST EPIC BUCKET ON THE BLOCK (CHAIN) - 'KFC BuckETH' Becomes the first Indian QSR brand to establish presence in Web 3.0

Chennai, Aug 24 2022: KFC - Makers of the World's Tastiest Chicken - has yet again delighted its fans, this time, by 'dropping' its iconic Bucket in the virtual world. Introducing KFC BuckETH - a trendy, collectible NFT - a first for the brand as well as for the QSR industry in India. With this launch, the brand has established its presence in the fast-growing Web 3.0; celebrating a core element of the brand - its signature Bucket - reimagined in an exciting new virtual avatar. Curated from designs by budding artists across the country, the vibrant KFC BuckETH was dropped earlier today with an Instagram Live hosted by actor, writer and comedian, Danish Sait, along with well-known fin-fluencer, Sharan Hegde. With thousands of people logging in to witness the launch, KFC-lovers also stand a chance to win KFC BuckETH and become a part of the brand's story in the



country.

Sharing more about the KFC BuckETH, a KFC spokesperson said, "The Bucket is as iconic to KFC as the signature taste of our chicken. The Bucket is testimony to the brand's heritage and has been an integral part of many celebratory moments for our customers. We are excited to usher the Bucket in a new way, in the new-age digital world, with our first NFT - KFC BuckETH - curated from vibrant designs by budding artists. The KFC

BuckETH presents KFC fans with an opportunity to connect with the brand in the most unique manner ever."

Curated in partnership with Blink Digital on the Ethereum blockchain, KFC's one-of-a-kind KFC BuckETH is a single collectible and will be hosted on OpenSea. It is an ode to the diverse melting pot of culture that is India, as the vibrant artwork is curated by budding talented artists from across the country. These artists recently came together to celebrate the

brand's milestone of growing 600 restaurants strong in India, across 150 cities, with 150 unique Bucket designs for each city. The KFC BuckETH displays an amalgamation of these unique designs and is a true representation of the brand's journey in India, whilst celebrating India.

And one ultimate KFC-lover can get their hands on the KFC BuckETH, by professing their love for KFC Chicken. Visit KFC India's official Instagram handle @kfcindia\_official and screenshot the Ultimate Chicken Lover Checklist available on Stories. Fill out the checklist using GIFs, images or text, and post on your Stories while tagging KFC. One lucky winner will win ownership of the coveted KFC BuckETH. And that's not all. The winner also enjoys a year-long supply of KFC! How the BuckETH runneth over! Follow KFC's Insta page for more details.

## The trailer and audio release event of the anticipated movie 'Title' happened in the Prasad studios.

Chennai, Aug 24 2022: The producer of the film Dilli Babu thanked everyone for supporting him. "Making a film is not easy, that too publicizing and releasing a small budget film is not at all easy", said Studio 9 RK Suresh. Further he requested the star cast of the movie to be present for the upcoming promotions. Actor Mime Gopi explained how the film can't be trolled because of the name.

Actor Jiiva, Raj Kapoor and others were one among the others who not only wished actor Vijith but also wished for the success of the movie.

The Director of the movie Raghu Vijay requested the audience and the press to promote their movie. The music director of the movie Anal Aakash thanked his mother and Seetha paati for they believed more in him. He added, "Even when I thought I can't do it, it's my mother! I have done 6 movies so far out of which none was released. Hope this brings a change in my career". The highlight was he gave a live performance on stage which was a treat to the audience.

Datto Sri Radharavi created laughter vibes in the crowd with his controversial speech and commented that whatever he talks trends and so he is happy doing that. He also requested the star cast of



the movie to be present for the movie promotion.

"Actors never knew increase the salary it's the director and the production house that offers us and we never deny it", said he. Also only Tamilnadu people can save or promote a movie because it's in their hands to choose theatres over OTT platforms. The people should focus on watching a movie rather than talking about the price of popcorn in theatres. He also stressed the importance of promotions for a movie and mentioned about Actor Kamal Hassan. The most controversial comment was on the beard. He mentioned it was unnecessary and shows how lazy the people are. At the end, he requested the people out there to take care of their parents.

Next on stage was Merattal Selva who mentioned the stunts in the movie was on par with the scenes in Ajith and Vijay movie. The actress Ashwini thanked everyone who gave her

the opportunity and extended a special thanks to her co star Vijith.

"When a man fights back continuously victory and success is a sure for him", said Besant Ravi. Robo Shankar entertained the audience with his humorous speech.

Director Perarasu spoke against Radha Ravis allegations and pulled up the legs of Prime Minister Modi and Amit Sha. Also did he praise Director Bhagyaraj for choosing Titles that gave a negative meaning and how he turned that to be a blockbuster movie and he mentioned how Tirupaachi movie got its name.

Film director RV Udayakumar appealed the Central Government to allow only online bookings which will help in the promotion and success of these movies. Also he put forth a request to the YouTube channels stating they should caption the videos decently and not mislead them.

K Bhagyaraj ignited the stage with his puns. "A

title is more important for a movie. It plays a major role in promoting a movie amidst audience. And at our times titles should be impressive to the female audience. In my movies, many criticized why I'm keeping a negative title like 'Suvarilla chithiram'. But the movie was a hit. All the movies were a hit because a title should be catchy but it's not about the title for a movie to make it big. It is the script". He explained how his movies got a title and he mentioned few details about 'Andha 7 naatkal' movie. He then comically shared about a real life incident on how people perceived the title 'Mundhanai Mudichu'. He requested the people to bring a new change by giving screens for small budget movies.

Last to talk was the legendary director SP Muthuraman. He explained how a movie script should be made and shared some nostalgic moments about Ejaman. Everyone must be prepared before venturing into the films because one should learn more about the art of film making and how to write a script. A lot of confidence and trust should be seeded within that individual. He also added, "Either we should convince or get convinced. Film making is all about compromises and sacrifices"

## JK TYRE STRENGTHENS COMMERCIAL VEHICLE PORTFOLIO WITH THE LAUNCH OF NEW PRODUCT OFFERINGS

Chennai, Aug 24 2022: Indian Tyre major and the market leader in Truck Bus Radial segment, JK Tyre & Industries Ltd. today launched two new product offerings - Jetsteel JDH XM and Jetway JUC XM thereby further expanding their radial tyre portfolio.

To capitalize on growth opportunities and overcome the rising input costs incurred by transporters, JK Tyre has developed these products in order to ensure long-term benefits to its customers.

Catering to the increasing demand for All-Wheel Fitment tyres in the market along with customer's expectations of a longer tyre life the company has introduced its Next-Gen Semi-Lug tyre Jetway JUC XM. Equipped with even-wear characteristics, the Jetway JUC XM is specifically designed to provide a premium tyre life ensuring better fuel efficiency thus reducing the



cost of ownership for truck owners.

In addition to the JUC XM tyre, the company also introduced Jetsteel JDH-XM to cater to Long-Haul application in the country. JDH-XM, with its unique tread compound and high tread depth is designed to deliver high tyre life. Fitted

with the segment first "Jet-OCT" technology, the tyre is capable of delivering high casing strength resulting in higher retreadability.

Speaking on the new launch, Mr. Anuj Kathuria, President (India), JK Tyre & Industries Ltd, said, "The tyre industry landscape in India is constantly evolving

with the advent of new technologies and norms being introduced. Being at the forefront of advanced technological developments, we at JK Tyre are committed to introduce and offer our customers with the best in class products by always staying ahead of the curve. The eastern market is an evolving opportunity for us and we are diligently working towards developing products that ensure higher longevity with reduction in costs. We are confident that our new product offerings will further strengthen our position in the region."

Having an in-depth understanding of the current load and road conditions, the company has developed these tyres in order to handle the rub-offs caused due to the increase in movements of goods like FMCG, e-commerce goods, perishable goods and industrial goods.

## RBL Bank Introduces Super Senior Citizen Fixed Deposits

Mumbai, Aug 24 2022: RBL Bank today announced that it has launched a Super Senior Citizen Fixed Deposits Product on the occasion of International Senior Citizens Day, which will be celebrated tomorrow, August 21, 2022.

RBL Bank has been offering highly competitive Interest rates on all Fixed

Deposits, especially in the 15 months bucket. Under the newly launched product, the Bank will be offering an additional interest rate of 0.75% p.a. on Fixed Deposits to Super Senior Citizens i.e. age group of 80 years and above. Hence taking the 15 month interest rate to 7.75% p.a.

The Fixed Deposits can

be booked easily through RBL Bank's Website, Internet Banking, RBL MoBank App, Branches and Contact Centre. Additionally, the Bank offers Free Doorstep Banking for all senior citizens.

Surinder Chawla, Head Retail Liabilities, Fee and Digital Bank, RBL Bank,

said, "We are delighted to offer additional rates to our Super Senior Citizens on the occasion of International Senior Citizens day. We value the contribution of our Senior Citizens and are launching special rates and services with an endeavour to make Banking simple and attractive."

## Practus and Hurun India launch the Practus Hurun India PE Performers 2022 list

Chennai, Aug 24 2022: Practus (earlier MyCFO) and Hurun India today released the first edition of the Practus Hurun India PE Performers 2022, a report that ranks India's best performing PE backed companies.

Private Equity in India is at the beginning of the "J Curve", ready to accelerate. To sustain and accelerate PE investing in India, it is important that the investee companies demonstrate improvement in financial metrics. The report, Practus Hurun India PE Performers 2022 is an attempt to highlight 'companies that have demonstrated growth in financial performance as well as 'investors who have backed these high performers.'

To identify the top PE performers Hurun India has applied the following criteria:

1- A "Practus Hurun India Top Performing Company" would have the following attributes.

1.1. The investee Company should be based in India

1.2. The company should have received an investment of at least US\$25 mn during a single round

1.3. A single investor has invested at least US\$10 mn in the aforementioned round

1.4. The company should have reported a growth in Revenue in FY21

1.5. The company should have reported a growth in EBITDA in FY21

1.6. The company



should have reported a growth in Operating Cash Flow in FY21

Of the 125 companies in India that received single round funding of more than US\$25 mn in the calendar year (CY) 2021, Hurun Research Institute shortlisted 21 companies that fit the performance and funding criteria mentioned from 1.1 -1.6 in the Practus Hurun India PE Performers 2022 list. Honasa Consumer (Mamaearth), founded by the SharkTank host Gazal Alagh, leads the ranking with an average growth of 491% over last year. Encube Ethicals, an integrated pharmaceutical company dedicated only to topical formulations is ranked second in this classification reporting a growth of 343%. Ecom Express, a technology enabled logistics solutions provider is ranked third with a growth of 283%. At the fourth place with 224% growth comes Desiderata Impact Ventures (Progecap), invested by Tiger Global Management, Sequoia, and Creation Investments Capital Management. Ranked fifth in the list is Acme Formulation, with 172% growth. Speaking at the launch of the report, Deepak Narayanan, CEO & Founder, Practus, "Over the last decade, Private Equity and venture capital

investments in Indian companies has seen a significant upsurge and scaled an all-time high of US\$70 bn in 2021, an increase of 96% over the 2020 deal value excluding the Reliance retail and Jio deals. In addition, the number of deals almost doubled from 1,100 to 2,000, record listing of new age businesses (Zomato, Paytm, Nykaa) and significant increase in exit momentum (US\$36 mn) with attractive valuation multiples."

Deepak added further, "The Practus Hurun India's Top PE Performers 2022 showcases companies who have delivered improved revenues, profitability and operating cash flows in FY21. The List celebrates PE fund managers who made the decisions in backing these high-performance companies and those who actively influenced and managed the improved performance. Practus has ROI delivery as the cornerstone of its client philosophy and tracks business performance improvement as a key metric of value delivered to its customers. This report is an extension of the philosophy that great performance leads to improved valuations and value creation for all stakeholders concerned,

The report also covers Practus Hurun India PE Performers Top 5 based on Revenue, Practus Hurun India PE Performers 2022 Top 5 based on EBITDA Growth and Practus Hurun India PE Performers 2022 Top 5 based on Operating CashFlow Growth.

and duly recognises the contributions made by fund managers. We are delighted to partner with Hurun and this we hope is the beginning of a longer term partnership with Hurun India, where we continue to celebrate measurable business performance and valuation improvements by PE Funds."

Anas Rahman Junaid, MD and Chief Researcher of Hurun India, said, "The next phase of India's value creation has to be driven by the combination of capital and intellect. Private Equity funds along with their managers is one such catalyst that could accelerate value creation in the Indian economy. In this context, it is important to celebrate the stories of high performing companies who have demonstrated growth post receiving funding and those investors/ funds who have identified and are closely managing these investments. The report, Practus Hurun India PE Performers 2022 is a small, albeit a bold first step towards attempting to speak about these performance stories. Over the years, the story of these investee companies and their investments will narrate the evolution of the Private Equity landscape in India."

The report also covers Practus Hurun India PE Performers Top 5 based on Revenue, Practus Hurun India PE Performers 2022 Top 5 based on EBITDA Growth and Practus Hurun India PE Performers 2022 Top 5 based on Operating CashFlow Growth.

## realme introduces its 5G Rockstar with Dazzling Design, realme 9i 5G along with its most affordable stem design TWS, realme TechLife Buds T100 featuring AI ENC for calls

Chennai, Aug 24 2022: realme, India's fastest growing smartphone brand, has been constantly working towards expanding its offerings by bringing in products that feature the perfect amalgamation of technology and design. In line with the same, the brand today introduced its latest smartphone along with an addition to its hearables portfolio - realme 9i 5G and realme TechLife Buds T100. While the realme 9i 5G features a laser light Design and is powered by MediaTek Dimensity 810 5G chipset, the realme TechLife Buds T100 are realme's most affordable stem design TWS.

Commenting on the occasion of the launch, Mr Madhav Sheth, CEO, realme India, VP, realme and President, realme International Business Group said, "realme has always aimed at providing its users with products that deliver par-excellence performance and feature the industry's leading technologies. The most recent development in technology has been with 5G, and realme, being the first brand to introduce a 5G smartphone in India, is quite excited about it. We set out on a mission to become a 5G democratizer in India this year, and the realme 9i 5G is a key step in that direction. What's important to note is that with the realme 9i 5G, we are not just bringing the best technology, but also a



design that no one has introduced before. Our teams are also continuously working towards bringing innovations to our AIoT portfolio, and the realme TechLife Buds T100 is a perfect example of it. Featuring a 10mm Dynamic Bass Driver, 28 Hours Playback time, and the most affordable stem design, we are sure that our latest TWS will be well-received by our users."

The realme 9i 5G is an ultra slim 5G smartphone with an 8.1mm body and weighs only 187g. It is equipped with a massive 5000mAh battery along with super power-saving mode and a 50MP AI Triple Camera with the largest sensor size in the segment which includes a 50MP Ultra HD Primary Camera, a portrait lens, and a 4cm macro lens. The urbane 6.6-inch 90Hz display provides

a superior visual experience and an outstanding screen-to-body ratio. Besides this, the stylish realme 9i 5G supports Dynamic RAM Expansion Technology (DRE), which adds 3GB of virtual RAM and allows up to 1TB external memory expansion via Micro SD card and fast side fingerprint scanner with a capacitive recognition system, just one press unlocks the phone instantly and also provides more security. The new realme 9i 5G is available across mainline channels and online platforms in two metallic finishes Gold and Rocking Black complementing every style of the user. It will be available in two storage options: 4GB+64GB at INR 14,999 and 6GB+128GB at INR 16,999. The initial sale will take place on August 24, 12 noon on Flipkart.com, realme.com, and mainline channels.

realme TechLife Buds T100 provides a total of 28 hours of total playback time and comes with a Two-tone Hit Color Design. It features a 10mm Dynamic Bass Driver Real HD Sound, making the sound quality more flexible and the bass more stable and impressive along with AI ENC Noise Cancellation for Calls which eliminates background noise during a call, allowing the other person to hear more clearly and have a more interesting discussion. realme TechLife Buds T100 supports fast charging which allows 2 hours of typical usage for users with just 10 mins of charging. It also comes with Real Acoustic Technology which will bring users a richer listening experience in different modes. realme TechLife Buds T100 offers three personalized EQ modes to select: Bright, Balanced, and Bass boost+ and comes with a 88ms Super Low Latency enabling a buttery-smooth audio gaming experience for users. It also features Bluetooth 5.3 Connectivity, touch controls, Instant connection and supports IPX5 water resistance making it the most comfortable product for users. It will be available in two amazing colors - Black and Blue and is priced at INR 1499. The first sale is scheduled to live from 24th August, 2022, 12 noon onwards on realme.com, Flipkart & mainline channels.

## Honda Motorcycle & Scooter India commences all India dispatches of CB300F

Ahmedabad, Aug 24 2022: Honda Motorcycle and Scooter India (HMSI) commenced all India dispatches of the all-new CB300F from its 4th factory at Vithalapur (Ahmedabad district), Gujarat.

The roll out of the newly launched motorcycle was celebrated by conducting a special line off ceremony in the august presence of Mr. Atsushi Ogata - Managing Director, President & CEO (HMSI) along with Mr. Takahiro Honda - Chief Production Officer & Director (HMSI), Mr. Naveen Awal - Director, Production (HMSI), Mr. Manish Dua - Operating



Officer (Vithalapur Plant), Mr. Akira Toyama, Executive Vice-President (Vithalapur Plant).

The CB300F will be

manufactured on a special line designated for mid-size motorcycles which would cater to both domestic and export

demand while the main manufacturing lines continue to cater to the scooter demand.

Bringing yet another powerful & aggressive addition to Honda's fun motorcycle line-up, CB300F is the 4th entrant in the 300-500cc segment which is set to delight customers with its fierce 293cc Oil-cooled 4-Valve SOHC engine along with other features.

CB300F is available in three color options of Mat Axis Grey Metallic, Mat Marvel blue Metallic and Sports Red across two variants - Deluxe & Deluxe Pro and is priced attractively starting from Rs.2.25 lac (ex-showroom, New Delhi).

## CII to organise MSME Procurement Summit in Chennai

Chennai, Aug 24 2022: Confederation of Indian Industry (CII), Southern Region is organizing the MSME Procurement Summit on 26 August 2022 in Chennai with an aim to help MSMEs create business leads, understand the needs of the OEMs, and benefit them in planning their production and product diversification.

The Summit will feature opportunity presentation by large scale private enterprises and PSUs addressing the audience about the business opportunities available with them for MSMEs, the vendor registration process and other systems in place.

Some of the participating PSEs & Private Enterprises include L&T Construction (Infrastructure), Brakes India, L&T Su-Fin, Integral Coach Factory (ICF) - Chennai, Southern Railways, Heavy Vehicles Factory - Avadi, Tamil Nadu Newsprint & Papers Ltd and Oil & Natural Gas Corporation (ONGC) Ltd.

Mr Prashant Kumar Singh, CEO, Government Marketplace and Mr V Arun Roy, Secretary to Government, MSME Department, Government of Tamil Nadu will deliver Keynote address at the Inaugural Session.

Other key speakers at the Inaugural Session

includes; Mr M Ponnuswami, Chairman, Policy, MSME & EoDB Sub-Committee & CMD, Pon Pure Chemical India Pvt Ltd; Mr S Sudhakar, Co Chairman, Policy, MSME & EoDB Sub-Committee & MD, Turbo Engineers (CBE) and Mr Narendra Jha, Group General Manager (MM), Head Essentiality Cell and Corporate Inventory Management, ONGC Ltd among others.

Government e-Marketplace (GeM) is a one stop portal to facilitate online procurement of common use Goods & Services required by various Government Departments / PSUs. GeM

has created a revolution in public procurement in India and has recently crossed 50-lakh seller mark. GeM has placed significant importance to Southern Region aiming to onboard more number of sellers from the region.

Mr G Ramesh, Senior General Manager - Sourcing & Logistics, Brakes India Pvt Ltd; Mr Radheshyam Kamath, Joint General Manager-Supply Chain Management Larsen & Toubro Limited, Mr SVR Krishnan, Executive Director (Operations), Tamil Nadu Newsprint & Papers Ltd among others would address various sessions of the Summit.