

**U.P. Singh inaugurates India GI Fair; Congratulates EPCH on New B2B Fairs and Commends Industry Sectors on Exhibitor mix & impactful display Khilona-Indian Toys & Games Fair, Maa Shishu, and STEM Confex being held concurrently at India Expo Centre**

Chennai, Aug 27 2022: The first editions of India GI Fair, Khilona-India Toys & Games Fair, Maa Shishu and STEM Confex being held concurrently from 26th to 28th August 2022 at India Expo Centre & Mart, Greater Noida were inaugurated today at Greater Noida by Mr. Upendra Prasad Singh, Secretary, Ministry of Textiles, Govt. of India in the presence of Ms. Shubhra, Trade Advisor, Ministry of Textiles, Dr. Rajani Kant (Padam Shree Sanman), Executive Director, Human Welfare Organisation, Varanasi, Mr. Raj K Malhotra, Chairman, EPCH, Shri Rakesh Kumar, Director General, EPCH & Chairman IEML, Shri Ajay Agarwal, President, The Toy Association of India and Shri R K Verma,

Executive Director, EPCH. A delegation from the Middle East was among special guests at the event and the fairs.

While addressing the gathering, Shri Singh appreciated the exhibitor mix and impactful display at all the fairs. He said, "Most people don't know that there are over 390 GI products in India, out of which, over 200 are handlooms & handicrafts." He appreciated EPCH's role in providing a platform to a large number of manufacturers who with their hard work, creativity and enterprise have been able to contribute to the markets in India and overseas. He further said, "Our honorable Prime Minister is the best ambassador of India's handicrafts, handlooms and textiles". PM has also



shared his vision for extracting the potential in the toys segment, he added.

Speaking on the occasion, Smt. Shubhra said, "When you buy Indian products, you are taking a part of India with you. We should aim at bringing out products of particular regions and take them to the entire world."

Welcoming all to the concurrent fairs, Shri Raj Kumar Malhotra,

Chairman, EPCH said, "EPCH has various fairs & expositions and initiatives which provide a global platform to the industry to showcase their products and services to tell their exceptional story to the world." Shri Rakesh Kumar, Director General, EPCH said that GI Fair is attributed to our Prime Minister's vision of promoting our distinctive traditional products. Khilona - India Toys &



games Fair too is a manifestation of his wish that the potential of this sector be explored. The other two are fairs are Maa Shishu and Stem Confex, which we have conceptualized over the last one year and it has finally seen the light of the day."

Shri R K Verma, Executive Director, EPCH informed that India GI Fair is India's first trade event

of its kind, showcasing the strength of Indian Geographically Indicated (GI) products, through an exhibitor strength of 300+ with 12 major categories segmented into materials & wares, foods & ingredients, nature & wellness, handicrafts & handloom, home & collectibles and fashion & accessories. Khilona-India Toys & Games Fair with 200+ exhibitors resonates with

the Hon'ble Prime Minister's vision of 'Vocal for Local' and 'Atma Nirbhar Bharat' in toys & games as well as India realizing its full potential in manufacturing for this segment, with an aim of becoming a global sourcing hub. Maa Shishu focuses on holistic parenting and STEM Confex focuses on development of children's critical skills through pedagogy, he added.

Parenting expert Arjun Seth presented a fascinating master class at Prodigy Super Kids on how to support young children in learning via play, unhindered by technology or devices, while they develop a wide range of new age abilities and skills. In addition, the interesting 'K a u n B a n e g a

RoboGenius' contest was organised for various age groups under the age of 19 in collaboration with the India STEM Foundation. The competition's objective was to design and build a robot that can assist schoolchildren on a field with tasks. Preconception Care Module was covered at a session by the Indian Academy of Paediatrics.

Two Panel Discussions are scheduled during the fairs titled, 'Reinventing the Future of Toys' and 'Geographical Indication (GI) -Ecosystem and Initiatives for Brand Promotion through Market Linkages'. Among panelists are leading industry professionals and consultants. The organizers also have felicitations as well as awards for Best Display at the show.

**MSMEs in TN has huge potential to growth their businesses through GeM: Mr Prashant Kumar Singh**

Chennai, Aug 27 2022: "Government e-Marketplace launched by Government of India aims to enhance transparency, efficiency and inclusiveness in public procurement where the MSMEs in the country have huge potential to participate and grow their business", said Mr Prashant Kumar Singh, IAS, CEO, Government e Marketplace (GeM) while

delivering his Keynote Address at the CII Southern Region MSME Procurement Summit held here on Friday.

Mr Prashant Kumar Singh said GeM is planning to conduct Awareness programs in Tamil Nadu in the coming months to reach out to many MSMEs to participate in this initiative. The prime focus is to increase the number of

sellers from Tamil Nadu using the GeM portal, he said.

He further said that to provide support to MSMEs, the Government has offered the logistics services through Post Offices all over the country.

Mr M Ponnuswami, Chairman, MSME & EoDB Sub-Committee, CII-SR suggested to create



a separate vertical to address the issues of Micro, Small & Medium Enterprises and to adopt a

uniform regulatory framework for MSMEs amongst all States.

One of the key

constraints which limits the growth potential of MSMEs is lack of market access. The MSME Procurement Summit held today aimed at providing opportunity for MSMEs to develop business linkages and grow their business.

Mr Ponnuswami said that in a short span of 5 years, GeM has become one of the largest government e-procurement platforms in

the world. The GeM platform has been a big help for MSMEs facilitating business for them with the PSUs.

The Summit featured 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.

The PSEs & Private Enterprises that presented the opportunities include L&T Construction, Brakes India, L&T Su-Fin, Integral Coach Factory (ICF) - Chennai, Heavy Vehicles Factory - Avadi, Tamil Nadu Newsprint & Papers Ltd, Chennai Petroleum Corporation Ltd and Oil & Natural Gas Corporation (ONGC) Ltd among others.

**Two-Day National Labour Conference Of Labour Ministers And Labour Secretaries Of States/Uts Concludes At Tirupati Ministry To Come Out With Roadmaps On Themes Discussed In The Conference To Take Vision Forward In The Amrit Kaal**

Chennai, Aug 27 2022: Ministry of Labour & Employment, Government of India, organised a two-day National Labour Conference of Labour Ministers and Labour Secretaries of States/UTs at Tirupati, Andhra Pradesh on 25th-26th August, 2022. Prime Minister Shri Narendra Modi virtually addressed the inaugural session on 25.8.2022. Union Ministers Shri Bhupender Yadav and Shri Rameshwar Teli, Administrator, UT of Chandigarh, Labour Ministers of States, Labour Secretaries of States/UTs and Government Officials were among those present on the occasion.

views and suggestions.

The first thematic session, viz, integrating e-Shram portal for onboarding social security schemes run by Central Government & State Governments to universalize social protection to workers and to improve employment opportunities for all, was deliberated upon. Over 28 crore unorganised workers from over 400 occupations have already been registered on e-Shram portal. SOP is being prepared for which a committee under Ministry has been constituted along with members from States as well. Based on the SOP finalised by the committee, e-Shram data will be shared with States and States will return verified data. This will help States in making policy driven decisions and implementation of welfare schemes. States expressed their views and gave suggestions on the theme.



and services through ESI hospitals run by State Governments and integration with PMJAY. Union Labour & Employment Minister mentioned that ESIC is committed to extend medical facilities to all districts by December, 2022, undertaken construction of 76 new hospitals, ready to recruit specialist for State run ESI hospitals. States stated, inter-alia, that ESIC is a standing example of cooperative federalism where states and central institutions work together for providing healthcare services to the labourers. States welcomed the revision in norms for setting up hospitals.

States were requested to complete the formation of societies at the earliest for easy decision making, inputs for revision of norms for setting up new hospitals, modalities for setting up of medical college & hospital in aspirational districts.

The third thematic session was on framing of rules under four Labour Codes and modalities for implementation along with development of Portals for licensing, registration, returns, inspections etc. The last theme "Vision Shramev Jayate @ 2047" focused on just and equitable future of work, social

protection to gig & platform workers, gender equality at work and better opportunities

to women. Issues in these themes were ease of doing business and ease of living for

workers, social security schemes. States gave important suggestions and status of rules making. Shri Y S Jagan Mohan Reddy, Chief Minister of Andhra Pradesh addressed the valedictory session of the Conference. Union Labour Minister Shri Bhupender Yadav appreciated views and suggestions provided by States. Ministry will come out with roadmaps on themes discussed in the Conference to take vision forward in the Amrit Kaal.

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## UTI Mid Cap Fund: Benefit from the Market's Potential Sweet Spot

Chennai, Aug 27 2022: In contrast to biological life cycle, companies do go through periods of growth and saturation. Mid cap companies capture a period in the typical business life cycle, wherein companies have successfully navigated the phase inherent to small companies, such as raising initial capital, managing early growth challenges; however, these companies are likely to sustain leadership, operate with significant moat, and they are not so large that their ability to grow fast is disparaging. Therefore, mid-cap companies can offer a sweet spot between fast-growing small businesses and well-established large companies.

Mid cap stocks fall between large cap and small cap stocks and are typically determined based on the market capitalization of the companies. As defined by SEBI, 101st to 250th company by full market capitalization are mid cap stocks. A mid cap fund predominantly invests a

minimum of 65% of the fund's corpus in equity & equity related instruments of mid cap companies.

The Funds investing in mid cap companies provide investors an opportunity to benefit from the growth stories of medium sized businesses. However, investors should take cognizance of their inherent risks, as both risk and reward potential of mid cap funds are relatively higher than that of well-diversified growth funds.

UTI Mid Cap Fund is an open ended equity scheme investing predominantly in mid cap companies. The Fund's strategy focuses on investing in companies with scalable business models and a long growth runway. The Fund is also open to investing in good companies whose businesses are going through a transitory phase of weakness or undergoing a transformation. The Fund pursues a pure bottom-up stock selection approach to pick businesses with healthy financials and

potential for sustenance of margins over a period of time. The Fund also has a well-diversified portfolio with about 70 stocks covering various sectors and industries.

The Fund came into existence on April 7, 2004 and has an AUM of over Rs. 6,891 crores with over 4.36 lakhs of unit holder accounts as of July 31, 2022. The Fund is a true to label product and therefore, would prefer to have an allocation in mid cap and small cap companies in the range of 85-90% in the portfolio at all points in time. The Fund has about 70% invested into mid cap companies, 18% into small cap companies and the remaining in large cap companies as on July 31, 2022. The scheme's top holdings consist of Tube Investments of India Ltd., Cholamandalam Investment and Finance Co. Ltd., PI Industries Ltd., Shriram Transport Finance Co. Ltd., Federal Bank Ltd., Schaeffler India Ltd., Mphasis Ltd., Crompton Greaves Consumer Electricals Ltd., Bharat Forge Ltd. and City Union Bank

Ltd., which accounts for about 26% of the portfolio's holdings.

The Fund with its diversified exposure aims to strike a balance between risk and reward by following a patient approach towards companies in the portfolio and with the right mix of companies with a strong Return on Capital Employed (RoCE) and Cash flow profile. This is likely to aid in mitigating sharp return divergence and volatility of the portfolio.

UTI's rich experience in research and fund management, coupled with the coverage of large cross section of companies in the mid and small cap universe will help the Fund in picking quality stocks and also avoid the poor ones.

UTI Mid Cap Fund is suitable for investors looking for an investment in a portfolio predominantly investing in mid cap companies and willing to supplement their core equity portfolio with its underlying growth potential.

## A Kinematic approach to Knee Replacements

Prof. Dr. Gokulraj Dhanarajan, Orthopedic (Head Dept. of Orthopedics), Fortis Hospital, Vadapalani

Chennai, Aug 27 2022: Knee is the largest and the most complex joint in the body. It is very much needed for any form of movement such as running, walking, swimming and cycling. On most occasions, knee replacement is usually done in people aged 60 and older. Knee replacement is a surgical procedure to resurface a knee damaged by arthritis. Various types of arthritis may be prevalent in people. Metal and plastic parts are used to cap the ends of the bones that form a knee joint. The goal of knee replacement surgery is to resurface the parts of the knee joint that have been damaged and to relieve knee pain that cannot be controlled by other treatments.

Prof. Dr. D Gokulraj, from Fortis Hospital, Vadapalani explains about the updated Kinematic alignment treatment in Knee Replacement and its difference with the regular replacement.

There are usually two main types of knee replacement: total and partial. Total replacement is when the entire joint is replaced with artificial surfaces; partial knee replacement, where only one damaged component of the knee is replaced.

What is Kinematic knee alignment

'Kinen' in old Greek means to move and the word kinematics is the part of classical mechanics. Kinematic axes of movement depend upon how the flex rotates and flexes. Hence, the Kinematic alignment is a 3D alignment and cannot be studied as a

whole only through an X-ray.

Process of Kinematic knee alignment

It is a customized method of positioning a knee replacement with the aim of restoring native, pre-arthritis joint lines and rotational axes of patients knee. This is not the traditional total knee replacement method. This is an alternative technique for positioning total knee arthroplasty (TKA). Knee replacements are aligned by a philosophy called Mechanical Alignment. In this alignment the leg is brought to look like a "straight" leg. But the difficulty here is that most of the knees are not naturally straight. Only 2% are naturally straight using hip-knee-angle method on X-ray.

Kinematic alignment is a relatively new surgical technique for implementing total knee replacement. Majority of the patients are eligible for this procedure and hence this is highly recommended by the Orthopaedic surgeons worldwide. This method of Kinematically aligning is a relatively easier and a straightforward method. It is used in the total knee replacement arthroplasty (TKA), which is a surgical technique that is developed recently aiming at anatomically positioning and kinematically align all the knee components. The process aims to resurface the knee joint by removing a cartilage and bone thickness equivalent to the implant thickness and where the knee implants are aligned on the knee kinematic axis

that dictates the motion / movement.

The procedure

Here the implant is custom positioned right on the joint line of the knee to help it naturally align your knee with the implant. This customized aligned total knee replacement may bring your knee back to your healthier days. Patients who have undergone a kinematic alignment experienced better outcome and reported significant benefits like better pain relief, knee functioning, and bending of the knee when compared to patients who undergone mechanical knee replacement.

Many of these benefits are due to the fact that kinematically alignment uses caliper measurements to adjust the position of the implants to within 1/2 of a millimeter. Half millimeter adjustments are much more accurate than robotics and navigational instruments, which are used to perform mechanic alignment.

Advantages

- After surgery, patients who are aligned with kinematic knee replacement reported that their knee returned to normal functioning quickly. One can walk without a walker and be able to drive a car within 4 weeks of surgery.

- The risk of infection and complications are low in kinematically aligned knee replacements as the experts are using minimally invasive surgical (MIS) procedure.

- The risk of blood transfusion is also



negligible as your knee ligaments are preserved and not release as they are done in mechanical alignment

- The time taken for a kinematically aligned total knee replacement surgery itself is short and typically takes less than 40 minutes.

- 90% of patients only require 2 days of stay at the hospital

- Kinematic alignment transports the deformed arthritic knee to its pre arthritic level i.e. returns to their normal knee. Hence the patient is active and mobile as their younger days.

Comparison

The knee kinematics of patients with kinematically aligned TKAs more closely resembled that of normal healthy controls than that of patients with mechanically aligned TKAs. This may be the result of a better restoration of the individual's knee anatomy and ligament tension. A return to normal gait parameters post-TKA will lead to improved clinical outcomes and greater patient satisfaction.

However, it is important to choose the surgeon with technical expertise and experienced in handling this kind of procedure specifically. Choosing the right surgeon is what makes all the difference.

## L&T leads Industry-Institute efforts to sharpen engineering education

Chennai, Aug 27 2022: A team of delegates from Larsen & Toubro (L&T) led by its CEO & Managing Director, Mr. S N Subrahmanyam, visited some of the premier academic institutions in Coimbatore to meet their leadership and take proactive steps to develop an industry-relevant engineering education ecosystem in India.

Apart from Mr Subrahmanyam, the distinguished team comprised Mr. Sabyasachi Das, CEO, L&T EduTech (the Edtech arm of L&T) and Mrs MF Febin, Head of CollegeConnect business, L&T Edutech.

The delegates visited KPR Institute of Engineering and Technology (KPRIET) to launch the KPR Experience Engineering, a joint venture immersive learning centre between L&T and KPRIET. Established in the KPR college campus, this experiential centre will enable students to learn the fundamentals of engineering materials and their manifested products focusing on interdisciplinary projects and real-time applications. L&T EduTech is working with KPR College for the initiative to offer intellectual and mentoring support and to give digital contents for AR/VR, mobile QR code and multitouch applications, 3D creation of artefacts and content management systems.

Looking at the strong potential, L&T EduTech and KPRIET signed an extended agreement for future engagement. The occasion was marked with a Presidential Address by



Dr KP Ramasamy (Chairman, KPR Group) and felicitate addresses by Dr M Akila (Principal, KPRIET), Mrs Febin and Mr Das.

In his special address, Mr. S N Subrahmanyam, CEO & Managing Director, L&T remarked "We believe our responsibility is to ensure that students are excited about what they learn and become technologically sound. Having built some of India's landmarks that are among the largest, tallest, and most complex, we are a knowledge repository. Since as an organisation, we have always focused on skill-building activities, it is only natural that we want young engineers to learn by experiencing our expertise."

On the occasion, Mr. Das explained how an experience centre can work as an extension of traditional classroom lectures and case studies. He said, "It opens the minds of students to the concept of 'learning by doing' and 'reflecting on that experience'. Students would be able to work on real-world exercises and

self-defined projects which will help them put course learnings into practice."

Our country is one of the largest producers of engineers in the world. Engineering education now demands students to be equipped with various skill sets to meet the demands of rapidly changing technology and societal expectations of engineers. A lot of work needs to be done to bring India's engineering education system on par with international standards. There is need to improve facilities, infrastructure, and quality of teaching, as well as upgrade the curriculum to make it more equitable and accessible for everyone irrespective of their social and economic background.

To discuss these challenges further and identify solutions to enhance the entire educational ecosystem, the delegates visited Amrita Vishwa Vidyapeetham in Coimbatore, one of India's top NIRF-ranking universities, where they met the Vice Chancellor Dr P Venkat Rangan and the Principal Director,

Corporate and Industrial Relations, Prof Pameswaran.

The delegates also visited PSG College of Technology, one of the oldest and most prestigious educational institutions in Tamil Nadu and met the Managing Trustee of PSG & Sons Charitable Trust, Mr L Gopalakrishnan and PSG Group principals and faculty.

Mrs Febin and Dr K Prakasan (Principal, PSGTECH) signed an MoU to offer industry-relevant courses and related educational services in core engineering disciplines.

Speaking on the development, Mrs Febin remarked, "Our programmes will improve the technical acumen and professional understanding of the students, to make them job ready. In addition, the L&T EduTech, Skill Exchange platform will showcase talented students to an array of employers. We are not here to offer courses but to have a meaningful engagement to handhold students in learning, assessment, certification and employment."

## Max Life Pension Fund Management Limited receives Certificate for Commencement of Business as Pension Fund from PFRDA

Chennai, Aug 27 2022: Max Life Insurance Company Ltd. ("Max Life"/ "Company"), has announced the receipt of the Commencement of Business (COB) Certificate for its wholly owned subsidiary, Max Life Pension Fund Management Limited ("Pension Fund") on August 23, 2022. This subsidiary will manage the pension assets with investment choices under the National Pension Scheme.

The Pension Fund will manage pension assets for private sector subscribers and government sector subscribers excluding the "default scheme",

aiming to scale AUM to ~Rs 1L Cr over the next 10 years. With this development, the Company and Pension Fund will now cater to all product categories including pension products, annuities, and pension fund management to help customers plan their retirement. Pension Fund is also in process of applying for a point of presence (POP) registration to Pension Fund Regulatory and Development Authority (PFRDA) to offer services that will help subscribers open new NPS accounts.

Prashant Tripathy, MD & CEO, Max Life said, "Max Life Pension

Fund Management Limited strengthens our presence in the retirement segment. We are committed towards financially protecting Indians in their golden years. We will leverage our competitive fund management capabilities and the distribution strength of Max Life, including our corporate business teams, individual advisors, and our direct sales teams, to spread awareness about NPS and drive value for our customers."

Establishing the pension fund management subsidiary is a critical lever of Max Life's growth strategy of becoming a dominant

player in the retirement space. Pension Fund aims to maximize risk-adjusted returns for its subscribers on a consistent and long-term basis while adhering to PFRDA guidelines. The Company's investment choices will draw from the expertise of the highly accomplished leadership and will focus on profitable investment strategy and fund management capabilities to create attractive investment returns for its subscribers while adhering to the regulatory limits as prescribed by the PFRDA.



## Bayer Launches Kerendia™ (finerenone), an Innovative Medicine to Slow Down Progression of Chronic Kidney Disease in Patients with Diabetes

Chennai, Aug 27 2022: Bayer today announced the launch of Finerenone under the brand name Kerendia™ in India. Finerenone is a first-in-class non-steroidal, selective mineralocorticoid receptor antagonist indicated for patients with chronic kidney disease associated with type 2 diabetes. The recent Indian Chronic Kidney Disease (ICKD) study identifies diabetes as the leading cause of chronic kidney disease and end-stage kidney disease in India. Over 40% of all patients with diabetes will develop chronic kidney disease. Seventy-four million people suffer from diabetes in India and this figure is likely to increase to ninety-three million by 2030, making it an epidemic. The number of people with diabetes in

India is the second highest in the world, after China.

Mr. Manoj Saxena, Managing Director, Bayer Zydus Pharma, says, "The major focus of therapy in patients with chronic kidney disease and diabetes is to prevent end-stage renal disease or kidney failure. Despite therapy, these patients often progress to kidney failure. Finerenone therefore offers a new treatment approach for these vulnerable patients to slow down the progression of chronic kidney disease and reduce the risk of kidney failure. It can also reduce the risk of heart disease associated with chronic kidney disease. Additionally, the economic burden of dialysis or renal transplant required for kidney failure patients can be a huge burden for

patients and their families in India."

Finerenone is different to existing CKD in T2D treatments. It acts by blocking mineralocorticoid receptor (MR) overactivation, which is thought to contribute to CKD progression and cardiovascular damage.

The pivotal Phase III clinical trial program of Finerenone involving more than 13000 patients globally was undertaken to investigate the safety and efficacy of kidney and cardiovascular outcomes in patients with chronic kidney disease associated with type 2 diabetes. The results show that Finerenone significantly reduced the risk of  $\geq 57\%$  Glomerular Filtration Rate (eGFR) kidney composite outcome by 23% on top of optimised Renin-angiotensin system

(RAS) blockade, and significantly reduced the risk of the composite CV outcome by 14%

Based on the results of the clinical trials studies, Finerenone was approved by the U.S. Food and Drug Administration (FDA) in July 2021, further granted marketing authorization by the European Commission in February 2022, and subsequently approved in India by the health authority in April 2022. As per the approval in India, Finerenone is indicated to reduce the risk of sustained Estimated eGFR decline, end-stage kidney disease, cardiovascular death, non-fatal myocardial infarction, and hospitalization for heart failure in adult patients with chronic

## Godrej Professional and actress Hansika Motwani partner to create awareness of formaldehyde-free Kerasmooth Treatment - Kerasmooth

Chennai, Aug 27 2022: Godrej Professional, a professional hair brand with products in hair care, colour, styling and keratin from Godrej Consumer Products Limited (GCPL), and actress Hansika Motwani, has collaborated for Kerasmooth, an intense protein reconstruction keratin treatment. The Godrej Professional Kerasmooth Keratin Treatment is an advanced formaldehyde-free formula that helps replenish the keratin in the hair. This ultimately transform wavy, curly or frizzy hair into shiny and smooth locks with long-lasting smoothed result.

While Keratin is made with natural ingredients, most of the products use a chemical called formaldehyde. There has been concerns around the health risks for both users as well as salons when engaging in formaldehyde-based keratin treatments. To address these concerns of customers and salon professionals, Godrej Professional's Kerasmooth is a unique formulation which is free of

Formaldehyde and provides smooth and relaxed hair without any health risks or damage.

As part of this collaboration, Hansika worked with Godrej Professional to release a reel video on her Instagram profile that featured her experiencing Godrej Professional Keratin Treatment herself. The video she highlighted how one can get relaxed hair for upto 6 months and do not show any demarcation line as hair grows. It shows how the treatment offers 98% frizz control for upto 6 months\*. It also helps with 100% retention of easily manageable hair\*\*. Significantly reduces blow-dry time by making it fairly easy to maintain healthy hair. (\*Based on expert panel study conducted on Damaged hair by external laboratory considering 10 washes per month \*\*Comb ability)

Commenting on the Godrej Professional Kerasmooth Protein Reconstruction Treatment, Neeraj Senguttuvan, Business Head, Godrej

Professional, said, "Keratin hair treatments should not mean one should compromise on their health, which is why we have come up with Godrej Professional Kerasmooth Protein Reconstruction Treatment. We are proud to collaborate with Actress Hansika Motwani as she is an individual revered for her fashion and lifestyle statement. Through our collaboration with Hansika, we aim to spread awareness across geographies of our formaldehyde free keratin treatment developed with key ingredients and moisturizing agents. Godrej Professional Kerasmooth to revive hair, smoothen curls, and reduce volume with a brilliant healthy shine."

Speaking on the association, actress Hansika Motwani, said, "I am very conscious about choosing products for hair care and treatment products. Just like how I care for my hair, my collaboration with Godrej Professional is to inspire people to use the rights products while opting for keratin hair treatment. Kerasmooth by Godrej



Professional with its formaldehyde-free formula stands out in the beauty space. It reduces frizz and smoothen hair. Using Formaldehyde-free products is best to keep hair smooth, shiny and manageable for a long time"

Godrej Professional Kerasmooth formulation is enriched with moisturizing complex with ingredients like Panthenol, Shea Butter, Wheat Germ Oil and Hydrolyzed Keratin. All these moisturizing agents will help in adding moisture & lustre to hair while reconstructing hair fibres and retain moisture to prevent further hair destruction.

## Swiggy turns 8; rolls out BIG BIRTHDAY BASH for customers in Chennai

Blockbuster offers and celebrations across food delivery, grocery, offline events and more

Chennai, Aug 27 2022: Chennai: Calling all food lovers! Join us for an unforgettable feasting experience as we celebrate Swiggy's 8th birthday in a first ever offline event hosted by Stepinout by Dineout

Swiggy turns 8 this year and we've decided to splurge!

Swiggy plans to celebrate the special occasion with its customers through the biggest integrated cross-category celebration spanning across food delivery, Instamart, and a series of offline events across various cities.



Swiggy customers across India can avail online offers on food from over 1 lakh restaurants and attractive prices and promotions on 1,000+ products across grocery and daily essential brands on Instamart.

With a perfect

concoction of food, music and people- Swiggy promises an event of a lifetime with curated food festivals featuring 35+ food brands like Wichspot, Flying Noodles, Mad over Madras, Coal barbeque Express, Hello tempay; an

envious line-up of musicians for live music, games, dedicated recreational zones, and a lot of birthday cheer!

What: Food Festival by Swiggy

When: 27 August 2022, 12:00 PM

Where: Phoenix Marketcity, Chennai

Cost - Rs. 99/- onwards

Benefits for SwiggyONE users - SwiggyOne members get exclusive access at the event and Swiggy users can head to the Swiggy App for a surprise!

## India's Hospital Management System, Insta by Practo, Moves to SaaS Model, as it Charts Expansion Course

Chennai, Aug 27 2022: Practo's hospital management system, Insta, trusted by 1500+ healthcare centres globally, today announced its transition to SaaS model to drive more value, efficiency, flexibility and scalability for its partner clinics and hospitals.

The development, part of the company's holistic growth and profitability strategy, is expected to impact the topline positively, with a 25% increase in healthcare centres. With this move, the company aims to improve its integration, enabling timely upgrades and greater ease of use, at 4x lesser costs as compared to conventional IT infrastructures.

Insta's ambitious expansion path includes going deeper into the Middle East and Indian markets by providing for local needs. It will also enable hospitals to improve operational efficiency by 20-25% with minimal revenue leakage.

Post-acquisition in 2015 by Practo, Insta has grown 368% in terms of the number of hospitals and clinics using the service and is clocking a 25-30% revenue growth year-on-year, over the last



two to three years. Due to consistent on-demand service and highly automated systems, the retention rate for the business has been 92% - one of the highest in the industry.

Insta is associated with hospitals like Apollo Health and Lifestyle, Ovum, Bansal, Omni Hospitals in India and Emirates Healthcare, Right Health, Etihad Airways Medical Centre, VPS- Lifeline, VPS- Lifecare, Valiant Clinic in UAE amongst others.

Speaking on this development, Abhinav Lal, Co-founder and Chief Technology Officer, Practo said, "We remain committed to our goal of balancing growth with profitability. While our consumer business continues to grow, our B2B business is turning profitable. This transition to SaaS is a strategic step in that direction. It helps us anticipate revenues, shorten sales lifecycle, and deepen integration, thus, creating a

India, for India and the world."

Discussing the impact of Insta by Practo, Sudha Kamalnath, Chief Operating Officer, Sagar Chandramma Hospitals, Bangalore said, "We have been working with Insta for over 7+ years now and have been using the software across our centres. The move to SaaS has helped improve our efficiency by 85% and reduced inventory leakage by 95%. Overall, we are seeing improved collaboration between different departments and streamlined processes, which has helped us serve our patients better."

Like many other industries, Covid-19 has put a spotlight on the need for the adoption of healthcare systems to SaaS-based models. And the cloud computing market in healthcare is estimated to reach \$51.9 billion by 2024. The adoption of cloud-based solutions also helps healthcare organisations to cut down on the unnecessary expenditure of maintaining legacy IT systems while providing greater collaboration for better patient care.

## RBL Bank Adds Two Eminent Members to its Board of Directors

Gopal Jain and Dr. Sivakumar Gopalan appointed as Non-Executive Directors of the Bank

Chennai, Aug 27 2022: RBL Bank, has augmented its Board strength with the appointment of two eminent members - Gopal Jain, Managing Partner at Gaja Capital, an experienced Private Equity Investor and Dr. Sivakumar Gopalan, an accomplished Researcher with over three decades of experience across various aspects of technology.

Gaja Capital has been a part of the Bank's journey through the years. RBL Bank has been working on adding a diverse set of leaders with relevant experience to accelerate its 2.0 strategy. With the new additions the Bank's board now has 14 members, guiding the Bank's strategy on business, technology and innovation.

Gopal Jain - Non-Executive Non-Independent Director (Bachelor's degree in Electrical Engineering from IIT Delhi), co-founded Gaja Capital in 2004 and is a Managing

Partner at the firm. He has been a financial services professional since 1991 with significant experience in global capital markets, venture capital and private equity.

He has led or co-lead several of Gaja's investments in financial services sector such as Avendus Capital, Suryoday Small Finance Bank and Kinara Capital. Currently, he is on the Board of Avendus Capital and other high growth companies in India's digital tech ecosystem including XpressBees & LeadSquared.

Mr. Jain has also been a member of SEBI's Alternative Investment Policy Advisory Committee since 2018.

Dr. Sivakumar Gopalan - Non-Executive Independent Director (PhD, Computer Science from University of Illinois - USA, MS from Rensselaer Polytechnic Institute - USA and Bachelor of Technology in

Electrical Engineering from Indian Institute of Technology, Madras, India), has been a faculty of the Department of Computer Science and Engineering, IIT Bombay, since 1991. His core research interests are in the applications of Logic in diverse areas of Computer Science such as Artificial Intelligence, Software Engineering and Network Security.

He is the Head of the Centre for Formal Design and Verification of Software (CFDVS), an R&D Centre at IIT Bombay, which undertakes projects related to design and verification of safety critical real-time systems.

Dr. Sivakumar has served as an Independent Director on the Board of Andhra Bank and NPCI. He is currently an Independent Director at CCIL, NSDL, IFTAS and IIBF. He serves on several Technical Advisory Committees of RBI, NPCI, CCIL, NSDL and SEBI.

Prakash Chandra, Chairman of the Board, RBL Bank, said "I am pleased to welcome Mr. Jain and Dr. Sivakumar, two highly experienced leaders in their fields, to RBL Bank's Board of Directors. Mr. Jain's business acumen and Dr. Sivakumar's robust experience within the technology space will bring strategic value to our Organisation. The collective experience and guidance of our Board will help us achieve our objective of Growth with Continuity."

R Subramaniakumar, MD & CEO, RBL Bank, said "I am happy to welcome Mr. Jain and Dr. Sivakumar to our Board. We look forward to their insights as they bring outstanding experience in areas that will play a key role in our Bank's growth. It will enable us to create a leading digitally enabled banking franchise and add further value to our stakeholders."

## Sindhi Chamber -- Outstanding Citizens Award

At the bi-annual awards presented by the Sindhi Chamber of Commerce, the following dignitaries were given the awards at a well attended function recently. Mr Chander Prakash Gurnani MD & CEO - Tech Mahindra Ltd Mr Chandru Kalro MD - TTK Prestige Ltd Mr Niranjan Hiranandani Founder & MD - Hiranandani Group Mr Sanjay Arjundas Wadhwa - Managing Partner, AP International Group. Mr Baiju Gopalan, MD, Sree Gokulam Group of Companies was the Chief Guest and did the honours.

