

Union Communications Minister Ashwini Vaishnaw attends the Valedictory session of Telecom Investors' Roundtable focusing on Investment Opportunity in 5G operations and Telecom Reforms

"Roll-out of 5G spectrum is expected to start in October, good nationwide rollout expected within a year or two"

Chennai, July 31 2022:

The roll-out of 5G spectrum is expected to start in October, and within a year or two, we should have a good significant presence of 5G in the country, stated Union Minister for Railways, Communications, Electronics & Information Technology Shri Ashwini Vaishnaw in Mumbai today. Addressing a press conference on 'Indian 5G Opportunity' here, the Union Minister thanked the telecom industry for great response to the recently held 5G spectrum auction. "5G services rollout will happen in October beginning, spectrum auctions will be completed in next 2-3 days, soon afterwards, spectrum allocation will happen, we have already told industry that they should act fast after allocation in order to do the set-up and roll out services soon, this is the type of planning which is going on now", he said.

Earlier in the day, the Union Minister addressed in the valedictory session of telecom investors' roundtable on 'Opportunities in 5G Operations and Telecom Reforms'. There he urged that we have to be a leader everywhere, in 5G and 6G

technology.

In this context, the Minister said that the telecom sector is performing well since the September reforms. "The 5G spectrum auction is doing well shows that the industry is taking off, the results are very good, close to Rs. 1.49 lakh crore has been committed by the industry for buying spectrum, this shows how the sector is maturing in a very nice way", said the Minister. Explaining what went behind this successful spectrum auction, Shri Vaishnaw said, "On the one hand, we reduced the reserve price, on the other hand, we also reduced the Spectrum Usage Charge (SUC); this was a significant change which ensured good response. Secondly, the payment terms have been changed. There was a huge upfront payment which had to be paid in earlier auctions, now entire amount can be paid in 20 instalments, which reduces pressure on payment and enables operators to focus on enhancing reach of network. Thirdly, bank guarantee which used to be huge and which was a significant cost burden has been done away with".

As regards pricing of 5G



services, Shri Vaishnaw said that, on an average in the world, cost of telecom services is Rs. 2,400 while it is around Rs. 200 per month in India. Data cost is lowest in India in the world, he added. The Minister further said that we will probably buck the global trend and have a much faster rollout of 5G compared to many other geographies since our other costs are significantly under control. BSNL will also, as a market balancer, roll out its 5G very rapidly, with these things in place, we think that we are in good position and the results will show as they have shown in the past", said the Union Minister.

"We believe that we will probably buck the trend of having a much faster rollout of 5G compared to many

other geographies since our other costs are significantly under control, BSNL will also, as a market balancer, roll out its 5G very rapidly, with these things in place, we think that we are in good position and the results will show as they have shown in the past", said the Union Minister.

Shri Vaishnaw also commented that spectrum as a resource should be utilized in a technology-neutral manner, options such as leasing spectrum, using 4G spectrum for 5G, etc. Should all be allowed, these should be reformed that there is a degree of certainty for the

industry.

Championing local companies in the 5G journey

Shri Vaishnaw said, a complete ecosystem of telecom has to be developed with software solutions and end-to-end 4G tech stack, so that we set industry standards so that our IP rights are recognized all over the world.

Reforms in telecom sector

Shri Vaishnaw explained how the ailing telecom sector which was in deep financial stress, had lot of legacy issues and 'where Adjusted Gross Revenue

was a dreaded word', made a turn-around. The Minister informed that PM Shri Modi had given a very clear goal of making India's telecom regulation globally benchmarked so that people from all over the world may come and copy India's telecom regulation. In last September, the first package of reforms was started after courts gave final judgement.

"We started with this entire reform journey, the first reform was on OSP, then, we had various structural and procedural reforms, then we had WPC reforms, another very big reform for having non

public networks and opening up spectrum leasing has happened".

In the next phase, the entire process of giving license was changed in such a manner that a single license today never pends for more than 30 days, unless there is a very big policy issue such as satellite communication which needs to be decided by a body like TRAI. Almost 75% of applications for setting up of towers are now cleared within a few minutes, added the Minister. 2.5 lakh tower permissions have been given since then, he informed.

"The Telecom industry has come out of the old phase, entering a sunrise stage, where new infusion of capital investment can happen", said Shri Vaishnaw.

Infrastructure related reforms have also been done. In Feb-March, 2022, a Right of Way portal was developed, in which practically all states joined, making it easier to obtain Right of Way at present.

Auction Calendar

The Minister also stated that an auction calendar is being prepared as per requirement of the industry.

PLI scheme for telecom sector

This also fetched very good response, stated Shri Vaishnaw. Close to 31 companies got permission under PLI and almost a lakh crore incremental production is going on under the scheme. The Department of Telecom has decided to have design-led manufacturing with start-ups developing products. Over the next 2-3 years, these firms are expected to become exporters and make their mark in the world, said the Minister.

Way Forward

The Union Minister stated that the Ministry's next goal is to change the entire legal structure governing the telecom industry and doing away with archaic laws. "Now we are going to clean up the telecom legal framework, so that there is no disruption to the industry, and we are clearly focused towards the future, in a fast-changing industry, the law should be an enabler, it should not become an obstruction", he said. The Union Minister invited stakeholders' suggestions on the consultation paper uploaded in DoT portal.

Union Agriculture Minister visits the Millets Culinary Carnival in Dilli Haat

Nutritious grains should get due space in our food plates again - Narendra Singh Tomar

International Year of Millets - 2023 to be celebrated under India's stewardship

Chennai, July 31 2022:

The Union Minister for Agriculture and Farmers Welfare, Shri Narendra Singh Tomar has said that nutritious grains should again get a respectable place in our food plate. On the initiative of the Prime Minister Shri Narendra Modi, the United Nations has declared the year 2023 as the International Year of Millets, under which the Group of Ministers has

also been entrusted with the responsibility by the Prime Minister to promote nutri-cereals. Many programmes have been planned by the Central Government at the local, state, national and international levels.

Shri Tomar said this during his visit to the Millets Culinary Carnival at Dilli Haat today. Organized by the Union Ministry of Agriculture

and Farmers Welfare, this culinary festival is a major step towards celebrating the International Year of Millets (IYoM) - 2023 under the stewardship of India, where the use of millets in various cuisines is being displayed during live cookery shows in which eminent chefs from different parts of the country have also participated.

With the least water

consumption, low carbon footprint, and the fact that millets can be grown even during drought conditions, the millets are referred to as climate-friendly crops. Millet forms an alternative food system in an era of rising demand for vegetarian foods. Millet contributes to a balanced diet as well as a safe environment. These are the gifts of nature to mankind. Millets are a

storehouse of micronutrients such as B-complex vitamins and minerals that are lacking.

Organized in association with ICAR-IIMR, IHM (Pusa) and IFCA, the chief guest at the festival, Shri Tomar said that millets should not be discarded by saying that it is the food of the poor, rather it should be publicized the world over like Yoga and Ayurveda, since they all are important from the point of view of health. India is a leading producer and consumer of millet crops and their products. "I look forward to many more such events to spread awareness about

the consumption of millet and its health benefits," said Shri Tomar.

Street play on Millets and Food Security was performed by the students of Institute of Hotel Management, Catering and Nutrition, Pusa. Shri Tomar also inspected various stalls of millets and distributed prizes. Out of 26 teams that vied for awards to the Best Culinary dishes made of Millets, five teams were shortlisted. IHM Indore, Chitkara University and ICI Noida bagged the top three places, while IHM Bhopal and IHM Mumbai also participated in the final round.

Union Minister of State for Agriculture & Farmers Welfare, Shri Kailash Choudhary, Union Agriculture Secretary Shri Manoj Ahuja, Additional Secretary Shri Abhilash Likhli, Director General, ICAR, Dr. Trilochan Mohapatra and Director IIMR, Hyderabad, Ms. Ratnavati were also present in the programme along with other dignitaries. Through the festival, the general public is getting an opportunity to taste the nutritious-delicious dishes being made from millet. Information about nutrition is being provided during this festival at Dilli

Haat. This is also a great opportunity to promote the nutritional benefits of millets, an opportunity for entrepreneurship and a regular diet plan for the general public, in which many startups and other stakeholders have participated. Various attractions of the festival include panel discussion on 'Business Prospects for Small Scale Industries and Entrepreneurs', street plays and quiz competitions through which the virtues of millet are being disseminated. The festival will continue till July 31.



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India to Heavily Invest in Sri Lanka and Facilitate Talks for Bailout from IMF: Indian HC Baglay

Chennai, July 31 2022: Sri Lanka's economic crisis has witnessed disruptions across sectors, even in terms of basic necessities. With India's commitment towards its neighbours, under the Neighbourhood First Policy, New Delhi, since the start of this year has been assisting the island country in every possible way. India has already provided \$4 billion economic assistance to Colombo, since January.

Indian High Commissioner of India to Sri Lanka, Gopal Baglay said that going forward India will also be investing in newer sectors such as renewable energy, hydrocarbons, ports and infrastructure, and IT, through public and private firms. Apart from this,

talks to sign the long pending Economic and Technology Co-operation Agreement between the two countries is also underway.

Baglay also mentioned India will be putting in efforts with the new government in Sri Lanka, on both at the functional as well as political levels, to facilitate talks for a bailout package by the International Monetary Fund (IMF) for Sri Lanka, which got stuck earlier as the situation there worsened.

Explaining how Indian investments will help Sri Lanka, Baglay said, "Sri Lanka is an economy having three main sources of revenue — exports, tourism and remittances. Due to Covid, some of

these sources dried up completely. Sri Lanka is now trying to come back to normal levels of functioning and the economy will benefit from more investments. As a result, we are now looking at bringing in more investments in this country"

In line with this, the National Thermal Power Corporation (NTPC) is looking at establishing a solar power plant in Sampur in eastern Sri Lanka near Trincomalee, under a joint collaboration with the Ceylon Electricity Board (CEB). As per Baglay, India will also be heavily investing in the local manufacturing of pharmaceutical products, so as to help its domestic consumption and also earn forex by exporting such



products.

With all this help being offered by India towards Sri Lanka, to assist the country come out of its economic crisis, is a reaffirmation of India's Neighbourhood First Policy and how no matter what, New Delhi will always support its neighbouring countries in their development and growth.

Axis AMC and Tishman Speyer announce partnership to develop Commercial Real Estate

Chennai, July 31 2022: Axis Asset Management Company Limited ("Axis AMC"), one of India's fastest growing asset management company promoted by Axis Bank Limited, has entered into a strategic partnership with Tishman Speyer, a leading international developer, owner and operator of world class real estate. The platform intends to invest in early stage or greenfield commercial real estate projects across 8 key markets, aiming to create best in class office buildings to be leased to marquee clients. The platform will develop buildings with emphasis on "3 S": 'Sustainability', 'Safety' and 'Serviceability'. The platform plans to achieve this objective by exercising end to end control on the project lifecycle across design, development, leasing and property management through its

partnership with Tishman Speyer. Tishman Speyer will act as the exclusive Development Manager for the platform.

Axis AMC is confident of the long term potential of the commercial real estate. The last 6-8 years have seen significant activity and deepening of secondary markets in commercial real estate through participation by both institutional and retail investors. The resilience of the asset class has been evident through the improved demand in 2022. The partners believe that, this is an opportune time to create a platform to cater to the discerning demands of the occupiers in post COVID era. The platform is uniquely placed to achieve its objectives by leveraging Tishman Speyer's capabilities in design, development, and property management with deep experience in developed

markets.

On the launch of the partnership, Mr. Amitabh Chaudhry, MD & CEO, Axis Bank Limited said, "It gives me great pleasure to see Axis AMC tying up with Tishman Speyer to tap into the greenfield Commercial real estate opportunity, and I strongly believe that together we can create a compelling offering in this asset class. This platform once again showcases Axis AMC as an asset manager that has been at the forefront of product innovation, offering quality long-term solutions to our investors".

Mr. Rob Speyer, Chief Executive Officer, Tishman Speyer said "We are excited to partner with Axis AMC to produce the next generation of high-quality office environments for local and global companies operating in India. We look forward to exploring potential opportunities in such key

markets as Mumbai, Pune, Bangalore, Hyderabad and NCR."

On the initiative, Mr. Chandresh Nigam, MD & CEO, Axis AMC said, "Axis AMC is creating a market leading alternatives platform that provides unique non-correlated investment avenues. Although market has products focusing on rent generating commercial assets, the Axis platform will provide unique opportunity in the development stage in commercial assets. We are also extremely excited to partner with Tishman Speyer — their expertise will be invaluable in making this offering a success. We have extremely capable real estate team under the leadership of Mr. Balaji Rao (Managing Partner, Real Estate) which I am confident of achieving the objectives of the platform."

SAINT-GOBAIN INDIA INAUGURATES 6th 'MYHOME' STORE IN CHENNAI

Chennai, July 31 2022: With the moto of "Making the World a Better Home" Saint-Gobain, a global pioneer in light and sustainable construction opens its new store in Anna Nagar, Chennai and spread across an area 1050 sq ft.

The rate of urbanisation in India which now stands at 32%, has lately experienced a significant increase in the rate of urbanisation. This will require India to construct many homes in the coming years and to address the growing demand for the solutions for homes, Saint-Gobain has developed several end-to-end and innovative solutions - Shower Cubicles, Windows, Kitchen Shutters, Wardrobe Shutters, LED Mirrors, Glass Writing Boards, Gyproc Ceilings, Drywalls, Tiling & Grouting Solutions, Gypsum Plaster, CertainTeed Roofing Shingles, and Novolio Wall Coverings amongst many other solutions. MyHome, a one-stop phytical business model offering customers solutions from design to installation has been brought under spot by Saint-Gobain

Chennai has emerged as a famous residential real estate market in Southern India. This year has seen extraordinary growth in the residential and property markets, and homebuyers



are transforming their lifestyles with renewed vigour. Chennai is one of Tamil Nadu's key marketplaces, and with the growing real estate industry, there is an increase in demand for housing solutions that provide comfort, hygiene, and wellbeing. Saint-Gobain India has opened another brand new MyHome store in the city to meet the rapidly growing demand for home solutions in this market.

Ms. Cordula Guddudchat Vice President Marketing & Development, "The MyHome showroom launch is a great opportunity for Saint-Gobain India to reach out to the end consumer and drive awareness amongst them. MyHome store offers residents a unique opportunity to experience our solutions under one roof."

Ms. Anne Hardy B Chief

Innovation Officer Direction Generale, "It's a real pleasure to be able to see innovation from our brand come to life in these showrooms. The stores provide us with the opportunity to showcase our high-quality, impressive, tested products and solutions for customers."

Mr. Hemant Khurana, Executive Director Saint-Gobain India Pvt Ltd, said "I am happy to announce the launch of our brand new MyHome showroom in Chennai today. Chennai is a booming and promising market, and we look forward to catering customers with our class apart solutions in this market. This launch in Chennai demonstrates our commitment to this expanding market. Our ability to give end-to-end customised products will benefit homeowners. We hope to provide our consumers with a Phytical

(Physical + Digital) experience by combining the MyHome store with the popular MyHome website."

Mr. Srihari K, Business Head, Saint-Gobain India, said "We are excited to announce the opening of 'Neithal', an exclusive MyHome store in Anna Nagar Chennai. This inauguration marks a major milestone in our development strategy for India and the retail footprint we hope to achieve in South India. Through our physical MyHome showroom, more clients in Chennai may now experience our solutions. Our priority is to provide wellbeing to end users while making the process simpler and smoother. Customers and the industry have responded extremely positively to our solutions. Our innovative Windows solutions are totally customizable for exquisite home interiors and offer thermal and acoustic comfort. From measurement through production to installation, the fulfilment process is fully digitalized."

Customers can visit the new store at the following location:

Neithal, Saint-Gobain MyHome Store, AB 144, First Floor, 4th Avenue, Anna Nagar, Chennai 600040.

Josh collaborated with TVS to promote the Star City + Motorcycle

Chennai, July 31 2022: The relatability of a brand's messaging is essential for successful brand communication. This factor of relatability plays an extremely important role in engaging audiences as it helps them better understand the brands they interact with and the mission it propagates. What better way to create relatable brand messaging than by leveraging a trending dialogue from a highly iconic movie while incorporating it with a struggle almost everyone can relate to? With this goal in mind, Josh - India's fastest growing and most engaged short-video app collaborated with TVS Motors, one of the largest two-wheeler companies in the world, to promote its Star City + Motorcycle.

With an aim of highlighting the best-in-class mileage that the Star City + Motorcycle provides, Josh collaborated with TVS to launch the creator-led #StarWaaliBaat campaign. The campaign was crafted by blending the sentiment created by the rising petrol prices with the trending "Violence, Violence, Violence" dialogue from the

iconic KGF Chapter 2, Josh had concocted the perfect

impactful brand presence for TVS on the Josh app.



recipe for engaging consumers with highly responsive content.

Primarily targeted toward the Hindi-speaking and South Indian audience, the incorporation of dialogues from KGF Chapter 2 provided a high factor of engagement as it resonated well with the audience in that market generating over 3.2K UGC videos which received a total of 140 million views and 11 million hearts in a short span of time. Kickstarted by leading influencers on Josh, the campaign catchphrase, "Petrol price, petrol price, petrol price. I don't like it. I can't avoid. But with my new Star City +, I can avoid," was supplemented by a catchy soundboard and a dynamic filter to create an

"Brands see Josh as a compelling platform to reach and engage with a broader audience because of our deep understanding of Bharat and its multiple contexts. TVS has recognized the power of short-format videos and how it allows them to connect with audiences in effective and innovative formats. Our unique ad solutions help brands drive user engagement and business impact. The TVS #StarWaaliBaat campaign is a great example of how brands can use our platform to build awareness and achieve desirable results," said Sunder Venketraman, Head of Content and Creator Ecosystem, Josh.

"Internal customer studies conducted by TVS have found that the short-

Google announces local partnerships to build a more helpful Maps experience in India

Chennai, July 31 2022: Google Maps today announced a slate of new partnerships in India with local authorities and organizations aimed at bringing more helpful and delightful features customized to the unique and diverse needs of people in the country. Today's announcements underline Google's focus on building helpful maps that offer a more visual and accurate navigation and exploration experience, and democratize critical and useful location-based information to help communities. Google also restated its commitment to facilitate a more sustainable tomorrow by extending its geospatial tools and platform to local entities.

Enabling a more visual and accurate Maps experience in India with Street View

Google announced the launch of its Street View experience in India in partnership with Genesys International, an advanced mapping solutions company, and Tech Mahindra, a leading provider of digital transformation, consulting, and business re-engineering services and solutions. Starting today, Street View will be available on Google Maps with fresh imagery licensed from local partners covering over 150,000 km across ten cities in India, including Bengaluru, Chennai, Delhi, Mumbai, Hyderabad, Pune, Nashik, Vadodara, Ahmednagar, and Amritsar. Google, Genesys International, and Tech Mahindra plan to expand this to more than 50 cities by the end of 2022. This India launch marks the first time in the world that Street View is being brought to life completely by local partners.

Speaking of the announcements today, Miriam Karthika Daniel, VP - Google Maps Experiences, said "Over the past 14 years we have innovated to bring helpful, local, and high-quality experiences to people

across the nation. We believe the launch of Street View in India will be instrumental in delivering a more helpful user experience, from virtually visiting locations to getting a better sense of local businesses and establishments. This launch has been made possible only through collaborations with our local partners Tech Mahindra and Genesys International.

We remain committed to collaborating with local organizations and the government as we work toward delivering even more useful features and information on Maps. We will continue to do this responsibly, enabling accurate, authentic, and trustworthy information. We look forward to extending our technology and expertise to the local ecosystem," added Miriam.

Birendra Sen, Business Head, Business Process Services, Tech Mahindra, said, "Technology is not just the backbone of the global economy, but is also a strategic tool which can turn insights into solutions, uncover trends and predictions, and transform businesses in a sustainable manner. Today, there is an increasing need for technologies that turn insights from GIS (Geographic Information Systems) into ready products that can be utilized by customers. The GIS industry has only grown manifold with time, owing to increased data availability and the development of smart cities all over the world. In line with this, our partnership with Google is another step toward delivering high-quality and immersive mapping experiences to the people of India."

Sajid Malik, Managing Director of Genesys International Corporation Limited, said, "We were the first Indian firm to perform street imaging of all major cities in India. Our fleet is still swiftly photographing Indian cities, bringing to life our city's amazing

tapestry of streets and landmarks and allowing us to comfortably visit our old neighbourhoods or plan our trips. Google Maps has always been at the forefront of geospatial technology, and we are honoured to be an enabler of their efforts by offering the best technology to India and its people. We are delighted to be a part of the Google Street View programme, and we feel that our partnership will go a long way towards offering the most helpful and engaging mapping experience for people and customers across India."

To launch Street View simply open Google Maps, zoom into a road in any of these target cities, and tap the area you want to view. Get to know the local cafes, and cultural hotspots, or check out the local neighborhood. Street View will help people navigate and explore new corners of the country and the world in a more visual and accurate way, enabling them to fully experience what it's like to be in these places, right from their phone or computer.

Street View APIs will also be available to local developers enabling them to deliver richer mapping experiences in their services.

Democratizing critical and useful location information to help communities

Google has been committed to partnering with local authorities to democratize information addressing real-world challenges such as public sanitation and Covid-19. Today, it announced its partnerships with local traffic authorities to help improve road safety and reduce traffic congestion.

Supporting the efforts of local traffic authorities to promote safe driving, Google Maps will now show speed limits data shared by the traffic authorities, starting with Bengaluru.

Google also announced

video format has become an increasingly preferred approach for brands to engage with their consumers. As we strive to leverage this lucrative format to bring our campaign alive, partnering with Josh has been an extremely rewarding experience. Like TVS, Josh also has a deep understanding of the Indian context and by leveraging our combined understanding of India we have been able to successfully execute a campaign that has capitulated results that are nothing short of excellence," said Aniruddha Halder, Senior VP - Marketing, TVS Motor Company Limited.

Like TVS, many other brands are coming to the realization that short-video content is an increasingly viable medium through which brands can effectively communicate with consumers while also actively collaborating with their audiences to drive their larger messaging. Driving deep, tangible and meaningful impact, short-video content is poised to be the future of content.



its partnership with Bengaluru traffic police as part of its efforts towards delivering models that better optimize traffic light timings. This is helping the local traffic authority manage road congestion at key intersections, and will eventually scale across the city. Google will further expand this to Kolkata and Hyderabad in partnership with local traffic authorities.

Dr. Ravikanth Gowda, Joint Commissioner of Police (Traffic), Bengaluru said, "We are proud to partner with Google to use technology to help reduce traffic congestion and improve road safety for the people of Bengaluru. We are the first Indian city to have started a pilot with Google to optimize the traffic light configuration in Bengaluru to reduce signal wait time for commuters. As per the data provided by Google, the revised plan by Google resulted in an average 20% wait time reduction per driver going through the pilot intersection during the day. We are excited by the positive impact this can have on reducing traffic congestion, road rage, fuel consumption, and greenhouse gas emissions. This is a testimony of the transformational impact the coming together of government and technology companies like Google can have on society."

Cashfree Payments launches GSTIN Verification to help businesses verify GSTIN of vendors and partners

Bengaluru, July 31 2022: Leading payments and API banking solutions company, Cashfree Payments today announced that it has launched GSTIN Verification as a part of its Verification suite. This feature is an addition to the authentication suite that allows verification of Bank accounts, Aadhar, PAN, UPI, and IFSC.



Cashfree Payments' GSTIN verification will enable businesses to verify the identity of vendors and partners in real-time. This feature will verify the entered GSTIN number and provide a detailed response when the GSTIN is valid thereby reducing the chances of fraud. GSTIN verification can be used by eCommerce marketplaces, B2B reselling companies, BFSI segments like business insurance providers and lending platforms, tax processing and return filing platforms among others.

Once the 15-digit unique GSTIN number is entered into the system, the Verification Suite's synchronous API will take this GSTIN number as input and confirm the end-user identity in real-time. It will

enable the merchant to verify the business' registration type - regular, composite, or exempted taxpayer, GST registration date, legal name of the business, registered office address and the GSTIN status as maintained in the GSTIN database.

Akash Sinha, CEO and Co-Founder, Cashfree Payments said, "We are delighted to expand our services with the addition of GSTIN verification to our current Verification Suite. This functionality will make GSTIN verification simple, quick, and error-free. Our verification suite is designed to make the user KYC and related verification processes convenient for our partner businesses. Integration of GSTIN

verification will immensely benefit businesses that require real-time vendor/partner verification. Our solutions are largely aimed at making the digitization journey of our merchants effective in a convenient, secure and cost-effective manner. We have been constantly upgrading our services and operations in this bid, while also enabling merchants to create customer delight. We look forward to continuing our efforts of delivering exceptional value propositions to all our stakeholders."

Under GST, all the taxpayers are consolidated onto a single platform of compliance and are registered under a single authority. GSTIN is an

important identification as it depicts the authenticity of the taxpayer. In some cases, businesses may manipulate the GST details to evade taxes. KYC of GSTIN helps merchants attain transparency of business, ensure the authenticity of GST returns, correction of any errors while reporting GSTIN, and reduce fraud.

With over 50% market share among payment processors, Cashfree Payments today leads the way in bulk disbursements in India with its product Payouts. Recently, India's largest lender, SBI invested in Cashfree Payments underscoring the company's role in building a robust payments ecosystem. Cashfree Payments works closely with all leading banks to build the core payments and banking infrastructure that powers the company's products. Cashfree Payments is also integrated with major platforms such as Shopify, Wix, Paypal, Amazon Pay, Paytm, and Google Pay. Apart from India, Cashfree Payments products are used in eight other countries including the USA, Canada, and UAE.

"How country delight is changing the consumer choices in Tamil Nadu to Live better"

Chennai, July 31 2022: India's fresh food and staples market is expected to cross \$50Bn+ by 2025. Today, over 60% of the fresh foods market is unorganized with limited cold storage capabilities, fragmented logistics chain and inadequate visibility of product quality across the supply chain. Country Delight with its quality first DNA and tech enabled supply chain aims to solve these challenges.

Country Delight Country delight (CD) is a tech-driven direct to home consumer brand that delivers products that help consumers live better. Natural wellness is at the core of country delight's product DNA. Every product that we serve is Natural viz. Pure (No Middle Men), Fresh (Fully owned supply chain) and Minimally Processed (As close to home-made as possible). Country Delight has done ~8 million deliveries per month across 15 cities with supply chain that spans across 11 states in the country.

The packaged and

processed food items have become a part and parcel of our lives, we are consuming food products that contain additives and preservatives on a daily basis risking our health. The WHO report alarmingly revealed that 28% of food samples were adulterated and that adulteration had doubled since 2012 in India. Country Delight has taken a tech-driven and consumer-centric approach to solve this problem by delivering Natural, Fresh and Minimally processed food-essentials sourced directly from farmers present across the country and deliver to the doorstep of consumers every single day. It has grown to become India's leading D2C fresh food essentials brand offering dairy, fruits & vegetables to the doorstep of consumers. The company's business model ensures fresh deliveries in 24-36 hours facilitated by a fully integrated just-in-time supply chain model. And that has also enabled us to launch products which fit into that whole farm to table concept.

The primary problem

that a farmer faces because of conservative wholesale markets is that of price hikes and the degradation of the quality of the products and to top it all the problem of time is still unsolved. Agriculture engages about 50% of the workforce and provides food security for the nation, yet it recorded only a 4% growth. Currently majority of students graduating from agricultural universities switch to other professions. While this generation is reaching the age of retirement, the next one does not want to farm.

"On the supply side, from the beginning, Country Delight has been built on the philosophy of working with a lesser set of stakeholders, where you have access to relatively higher quantities, where you have access to better quality produce, which comes in two or three formats, It means working and choosing the right medium-sized and large-sized farms. The idea is to select farms which have better hygiene practices, who have better cold-chain practices, who have higher

adoption to technology when it comes to better quality milking, and all this leads to a better product fundamentally at the source", Says Mr. Chakradhar Gade, Co-Founder, Country Delight.

The team has also started working with IoT integration. This gives real-time updates on the bacterial growth, which the team is receiving with all quality parameters and all payment parameters. At the core, Country Delight works as a subscription-based business, which offers a highly recurring revenue. Country Delight is believed in creating a fundamentally sustainable business. Tamil Nadu is a major source for Country Delight, the Pollachi tender coconuts are the hero products of Country Delight besides engaging with local farmers and milk producers for the farm fresh products from TN. Country Delight is currently focussed on TN market and intends to strengthen its business in Chennai, Coimbatore and other major cities of the state.

Ram+co Systems posts Q1 revenue of USD 15.70m

Chennai, July 31 2022: Ramco Systems (BSE - 532370, NSE RAMCOSYS); a global enterprise software company focusing on Next Generation Cloud Enterprise Applications, today announced the results for the first quarter of the financial year 2022-23.

For the quarter ended June 30, 2022 (Q1: 2022-23), global consolidated income of Ramco Systems Limited stood at USD 15.84m (Rs 120.9cr). The net loss after tax for the quarter amounted to USD 6.64m (Rs. 50.7cr).

Q1 Highlights:

Quarterly order

booking stands at USD 21.77m highest in the last five quarters

Ramco Global Payroll & HR business unit witnesses 85% growth in order bookings QoQ

5 'Million-Dollar-Plus' deals signed

Wins during the quarter include 5 orders from Fortune 200 companies

Newly formed U.S. based defense subsidiary bags first order from a leading MRO defense prime contractor

Voice-enabled transactionson Ramco CHIA for enhanced

employee experience

Increased automation leveraging RPA to fast-pace customer deliveries, leading to quicker go-lives

Continue to strengthen footprint in the US; Successful implementation of Ramco ERP at a US-based leading facility management and commercial cleaning service provider, offering 360-degree view of its business operations

Commenting on the results, P.R. Venketrama Raja, Chairman, Ramco Systems, said, "Our investments in the automation of

implementation and deployment processes have started showing results in reliable and faster project deployments and are thereby improving our ability to provide enhanced customer experience."

"The current quarter witnessed improved order booking as a result of most markets opening up their borders, thereby enabling closer, in-person engagements with customers and prospects. This positive momentum is seen across business lines and geographies, in line with the investments we have made in last few quarters" added Raja.

JK Tyre unveils the complete range of EV-specific Smart Radial Tyres

Chennai, July 31 2022: JK Tyre, the pioneers of Radial tyre technology in the country has taken yet another step to further enhance its technological prowess in the industry by developing the complete range of EV specific Smart radial tyres for all categories of buses, truck, LCVs and Passenger Cars in India.

Designed and developed by the engineers from state-of-the-art global technology centre- Raghupati Singhania Centre of Excellence (RPSCOE), the tyres have been engineered specially to the unique needs of electric mobility.

Speaking on the new development, Mr. V K Misra, Technical



Director, JK Tyre & Industries Ltd. said, "At JK Tyre, innovation and technology are the core pillars and each of our product category is ahead of its time to meet the need of our customers and industry. With the evolution of the EV sector in India, the development of EV-oriented technology remains a key focus for the company. Our Smart tyres are developed with EV

specific next Gen Design philosophy making the entire range Smarter, Quieter, Durable and Energy Efficient."

JK Tyre has developed technologies to cater to the special needs of EV and ensures ultra-low rolling resistance, improved wet and dry traction, higher durability and lower energy consumption. To meet the challenging

lower noise requirements of EVs, the tread pattern has been crafted using advanced FEA simulations for lower noise and better wear characteristics.

Fitted with in-house developed and perfected TreeL® TMS sensors, the smart EV tyres from JK Tyre are designed to meet the demanding performance needs of EV trucks, buses, LCVs, Passenger Cars, SUVs & 2Wheelers.

The Smart EV tyre range for all categories of buses, truck & LCV is developed in 17.5" and 22.5" tubeless sizes. The EV range of tyres (255/70R22.5 & 295/80R22.5) is being supplied to JBM EV buses.

Swiggy announces permanent work-from-anywhere policy

Chennai, July 31 2022: Swiggy, India's leading on-demand delivery platform has extended its Future of Work Policy and announced a permanent work-from-anywhere for majority of roles. The decision was arrived at based on team needs and feedback from several managers and employees who vouched for the flexibility and increased productivity working from home has given them in the last two years. Today, Swiggsters are working out of 487 cities in 27 States and 4 UTs across the country.

Under the policy, the corporate, central business

functions and technology teams will continue to work remotely and converge once every quarter at their base location for a week to promote in-person bonding. The first Jamboree of the quarter was held in June 2022 and was a huge success with teams coming together after almost two years. Employees in partner-facing roles are however required to work from the office for a few days a week from their base locations.

"At the core of our Future of Work is Flexibility. Our focus was to enable employees with as much flexibility in their

work life within the contours of their job. We observed global and local talent trends while also having our ears to the ground listening to the pulse from employees, managers and leaders. This led us to introducing 'work from anywhere' as a permanent option for employees giving them the convenience of flexible cycles of work and leisure wherever they may be. We will continue to actively invest in reimagining employee experience, innovations in work and workplace experience to build a truly remote-first organization", said Girish

Menon, HR Head at Swiggy.

Swiggy has always focused on purpose and passion building a culture with a strong purpose to make a difference and passion to master the craft while nurturing a strong innovation mindset. Since 2020, Swiggy was among the first few organizations in the startup space to operate on a flexible working model for employees based on the nature of their work. Swiggy believes that the permanent work-from-anywhere policy will act as an enabler for its employees to work towards these goals.

realme strengthens its AIoT product portfolio with the launch of realme PAD X, realme watch 3, realme Flat Monitor, realme Buds Air 3 Neo and realme Buds Wireless 2S

Chennai, July 31 2022: realme, the world's fastest-growing smartphone brand, has today made numerous additions to its extended AIoT portfolio. The brand expanded its wearables, hearables, and tablets segment with the launch of realme Watch 3, realme Buds Air 3 Neo, realme Buds Wireless 2S, and realme PAD X. Along with that, realme also entered new categories to further expand its TechLife Ecosystem portfolio with the realme Flat Monitor, realme Keyboard and realme Pencil. These products have been launched as part of realme's 'I+S+T' strategy, which aims to deepen realme's



commitment to providing its consumers with an aspirational, trendsetting lifestyle that is in step with the newest technological breakthroughs.

Commenting on the mega launch, Mr. Madhav Sheth, CEO, realme India, VP, realme and President, realme International

underscores that commitment. We have reinforced our focus on being a 5G democratizer in India this year and offering high-performing tech lifestyle products for our consumers to experience a smart, flexible, trendsetting, and connected lifestyle. We are driving constant efforts to build an entire ecosystem of products with the smartphone as the hub, and the support we have received from our users over the past few years has been heartening. We are truly grateful to all of them."

realme PAD X is the brand's latest addition to its tablet segment and is the first 5G tablet in the segment.

India's 1st saree focused brand company files for IPO Sai Silks (Kalamandir) Limited files DRHP with SEBI

Chennai, July 31 2022: Sai Silks (Kalamandir) Limited (SSKL), one of the largest retailers of ethnic apparel, particularly sarees, in South India has filed a draft red herring prospectus (DRHP) with SEBI for an initial public offering (IPO). The size of the Fresh Issue is up to Rs. 600 crore. The size of Offer for Sale is up to 18,048,440 equity shares.

Hyderabad-based SSKL proposes to utilise the Net Proceeds of the Fresh Issue (Rs. 600 crore) towards Funding capital expenditure

towards setting-up of 25 new stores; Funding capital expenditure towards setting-up of two warehouses; Funding working capital requirements of the Company; Repayment or pre-payment, in full or part, of certain borrowings availed by the Company; and General corporate purposes.

The Book Running Lead Managers (BRLMs) to the IPO are Motilal Oswal Investment Advisors Limited, Edelweiss Financial Services Limited

and HDFC Bank Limited.

The Equity Shares, once offered through the Red Herring Prospectus, are proposed to be listed on BSE and NSE.

SSKL, promoted by Nagakanaka Durga Prasad Chalavadi and Jhansi Rani Chalavadi, is one of the largest retailers of ethnic apparel, particularly sarees, in south India in terms of revenues and profit after tax in Fiscal 2019, 2020 and 2021, as per a Technopak Report. Through its four

store formats; i.e., Kalamandir, Varaha Mahalakshmi Silks, Mandir, and KLM Fashion Mall, SSKL offers products to various segments of the market that include premium ethnic fashion, ethnic fashion for middle income and value-fashion. As of May 31, 2022, it operated 46 stores in four major south Indian states, i.e., Andhra Pradesh, Telangana, Karnataka and Tamil Nadu.