

## TDB-DST aids another Defence project, supports manufacturing of indigenous components critical to SU-30MK1 Aircraft & 1500 HP Battle Tank Engine

Chennai, Sep 14 2022: The Indian government is leaving no stone unturned to support its flagship 'Make in India' initiative. In recent years, the country has ramped up efforts towards facilitating global investments in India and strengthening local manufacturing. One major area of focus towards indigenization has been the defence sector, as several policy initiatives & reforms to encourage indigenous design, development has been taken up under the able leadership of Prime Minister Modi. Thus, reducing dependency on imports of defence equipment.

As part of this, Ministry of Defence has launched

the 'SRIJAN' portal to promote indigenization by the industry. Where, 19509 defence items, which were earlier imported, have been uploaded on the portal for indigenisation till date. Out of them, the Indian industry has shown interest for indigenisation of 4006 defence items so far. With these actions from the Government, the expenditure on defence procurement from foreign sources has reduced from 46% to 36%, thereby reducing import burden, in the last 3 (three) years i.e., from 2018-19 to 2020-21. Further, the value of production of public & private sector defence companies have increased from Rs. 79,071 crores to Rs. 84,643 crores in last two years i.e., 2019-20 and



2020-21.

To supplement this public-private endeavour, Technology Development Board, a statutory body under Department of Science and Technology, Govt. of India supports M/s

Ghaziabad Precision Products Private Limited, (GPP), Ghaziabad, Uttar Pradesh for 'Development by Critical machining & Inspection process of accessory components of SU-30MK1 Aircraft viz.

Rotary Pipe Union & Cover respectively, valve train components of 1500 HP Battle Tank Engine and valve train components of Engine Components of Regular BEML Engines.' TDB has approved

assistance of ₹5.5 crores out of ₹14.2 crores of the total project cost.

Through this project, the company aims to set up a facility for the development and supply of critically machined

accessory components of 'SUKHOI-30MK1' to Hindustan Aeronautic Ltd (HAL) and valve train components of 1500 HP 12V, 25 Litres capacity diesel engine of Armoured Fighting Vehicle (AFV) being developed by Combat Vehicles Research and Development establishment (CVRDE), Avadi and regular Bharat Earth Movers Limited (BEML) engine to BEML. GPP is a registered vendor of both HAL and BEML and through this project will be participating in the process of import substitution for some of the components.

Sh. Rajesh Kumar Pathak, IP & TAFS, Secretary, TDB said that, "To help in the

development of indigenous manufacturing ecosystem under 'Make in India' initiative of the GOI, TDB has been supporting many imported technologies for wider domestic applications to enhance the local capacity building for such critical machine components and services through private manufactures across sectors viz. Defence, Health & Pharma, Automobile and Drone Manufacturing etc. This project is one such initiative for Defence sector wherein M/s Ghaziabad Precision Products Private Limited will manufacture critical components essential to SU-30MK1 Aircraft, the backbone of the Indian Air Force's fighter fleet."

## Election Commission declares 253 RUPPs as inactive - bars them from availing benefits of the Symbol Order, 1968

Chennai, Sep 14 2022: In continuation of the earlier action initiated on May 25, 2022 for enforcing due compliances by Registered Unrecognized Political Parties (RUPPs), the Election Commission of India led by Chief Election Commissioner, Shri Rajiv Kumar and Election Commissioner Shri Anup Chandra Pandey today further delisted 86 non-existent RUPPs and declared additional 253 as 'Inactive RUPPs'. This action against 339 non-compliant RUPPs takes the tally to 537 defaulting RUPPs since May

25, 2022.

As per statutory requirements under section 29A of the RP Act, every political party has to communicate any change in its name, head office, office bearers, address, PAN to the Commission without delay. 86 RUPPs have been found to be non-existent either after a physical verification carried out by the respective Chief Electoral Officers of concerned States/UTs or based on report of undelivered letters/notices from Postal Authority sent to the registered address of concerned RUPP. It may be

recalled that ECI had delisted 87 RUPPs and 111 RUPPs vide orders dated May 25, 2022 and June 20, 2022, thus totalling the number of delisted RUPPs to 284.

This decision against 253 non-compliant RUPPs has been taken based on reports received from Chief Electoral Officers of seven states namely Bihar, Delhi, Karnataka, Maharashtra, Tamil Nadu, Telangana & Uttar Pradesh. These 253 RUPPs have been declared inactive, as they have not responded to the letter/notice delivered to

them and have not contested a single election either to the General Assembly of a State or the Parliament Election 2014 & 2019. These RUPPs have failed to comply with statutory requirements for more than 16 compliance steps since 2015 and are continuing to default.

It is also noted that of the above 253 parties, 66 RUPPs actually applied for a common symbol as per para 10B of the Symbol's Order 1968 and did not contest the respective elections. It is pertinent to note that privilege of a common symbol is given to RUPP

based upon an undertaking for putting up at least 5 percent of total candidates with regard to said legislative assembly election of a State. Possibility of such parties occupying the available pre-election political space by taking benefits of admissible entitlements without contesting elections cannot be ruled out. This also tends to crowd out the political parties actually contesting elections and also creating confusing situation for the voters.

The Commission notes that the primary purpose of

registration of political parties is contained in Section 29A which lists out privileges and advantages which accrue to an association once it gets registered as a political party and all such advantages and privileges are directly relatable to the said participation in the electoral processes. Accordingly, in the 13 (ii) (e) guidelines for registration of political parties issued by the Commission for condition of registration, reads as follows:

"Declares that party must contest an election

conducted by the Election Commission within five years of its registration and thereafter should continue to contest. (If the Party does not contest elections continuously for six years, the Party shall be taken off the list of registered parties)."

The Commission is cognizant that compliances of the birth conditions, which are a combination of mandated and self-acknowledged provisions, are sine qua non for maintaining financial discipline, propriety, public accountability, transparency.

The compliances work as the building blocks of a transparency mechanism for informing the voters of the affairs of the political parties necessary for making informed choices. In the absence of required compliances, the electorate and the Election Commission get blindsided. Further all these stated regulatory requirements have direct bearing on the Commission's constitutional mandate of conducting free, fair and transparent elections.

## Director Ameer's initiative for a drug free society Mega fitness competition for youth with Rs 10 lakh prize money

Chennai, Sep 14 2022: In order to create awareness about the ill effects of drugs and the importance of maintaining good health, Director Ameer will be organising a World Fitness Federation (WFF) National level body building and fitness competition on 17 and 18 September at the Madurai

KLN Engineering College. Speaking about the initiative, Ameer said that health is an important aspect of human life, but people have moved away from traditional food habits. "As a result of this people are not giving much importance to health these days like before. Just like how we follow the fashion

and lifestyle from the western countries, we are also trying to replicate their food habits as well. However, it is important that awareness should be created among the youth about staying healthy. There is a popular belief that only actors have to be fit, which is not true," he said.

He further said that there was a time when college students thought of passing out without any arrears. "But now we are at a stage where coming out of college without any drug habit is itself seen as a big achievement. This is a very disappointing and highly dangerous trend. We should concentrate more

on our health. To achieve this we must focus on sports, body building or any other activity that will keep us away from drugs," he added. Ameer said, "I started focusing on my health, only after I started appearing on screen. I realised that I was late.

But I do not want others

to start late. This is why I thought of conducting this competition with the support of my physical trainer Mohan, who has conducted many such events." "Many people from India are participating. I do not want the event to get restricted in the capital city alone and

hence the first event will be held in Madurai. More events will be conducted based on the response for this event," he added. Ameer also said that unlike most other events, the competition will have a cash prize of upto Rs 10 lakh to encourage more participants.



## Quote from Zoho Corp for International Programmers Day

Chennai, Sep 14 2022: Greetings from Zoho Corp! Trust all is well at your end. We are writing to you for International Programmers Day, which is celebrated today. At Zoho Corp, Technology continues to be at the heart of everything we do, and with the pandemic accelerating the speed of digitalization, tech, as we knew it, enhanced to a great level. On this day (and every other day), we believe in honouring all the programmers across the world, for their contribution in the industry.

In fact, IDC estimates that worldwide, the full-time developer shortage

has reached 1.8 million and will increase to 4 million in 2025, meaning access to technical developer talent will become increasingly scarce, while the need for new and improved applications will only grow. This is where we see low-code becoming an aid to developers, as well as becoming a tool which helps eradicate Shadow IT.

Speaking about the significance of this day, Bharath Kumar B, Head of Marketing and Customer Experience for Zoho Creator said, "In the past couple of years, the need for customised solutions is being realised increasingly, not just by businesses but also by institutes across



sectors-from education to government and the social sector. Low-code platforms like Zoho Creator have enabled even non-professional developers to be able to build apps using its drag-and-drop interface, working along with IT teams. We believe that the demand for developers, especially in India, will continue to grow and

organisations will turn to citizen developers to support their needs. Our aim at Zoho has been to empower everyone to

easily build powerful solutions. We are celebrating developers on the occasion of International

Programmers' Day by giving 256 Zoho Creator (Zoho's flagship Low-code platform) subscriptions, which will be valid for one

year, for free. (This link can be used for availing the subscription - zoho.to/256)"

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## "India is heading in the right way to achieve net zero emissions by 2070" says Dr Rajeev Rajan

Chennai, Sep 14 2022: "India now stands committed to reducing its emissions intensity of its GDP by 45 per cent before 2030, about 50 per cent cumulative electric power installed capacity from non-fossil fuel-based energy resources in the same period and also reduce its total projected carbon emissions by 1 billion tonnes," said Dr



Rajeev Rajan, IAS (Retd), Director, ICRO, NPC, New Delhi at the Conference on ESG for Industry Transformation (Environmental – Social – Governance for Atmanirbhar Bharat), organised by the Confederation of Indian Industry (CII) Southern Region today.

Department, Government of Tamil Nadu.

"India will also achieve the target of net zero emissions by 2070 as per the Hon'ble Prime Minister's commitment made by India at the COP 26 meet held in Glasgow", he added.

"There is now a change in the mindset of businesses when it comes to sustainability and protecting the environment. It is no longer a mere token effort for businesses when it comes to the environment but is more about business continuity. As a State, we do not just promote companies that stands for ESG but also stand by companies by supporting them that complies with ESG norms," said Ms Pooja Kulkarni, IAS, MD & CEO, Guidance, Tamil Nadu.

"ESG is considered a necessity in Tamil Nadu. Our zero liquid discharge policy and environment compliance standards are far more feasible and impactful when compared to others making the State a preferred destination for positioning viable businesses," said Mr S Krishnan, IAS, Additional Chief Secretary, Industries

today, companies are looking to set up plants at locations that supports ESG standards. We have been ranked no.1 consistently because of the initiatives taken by the government pertaining to Environment and Sustainability," she added.

The key for businesses to remain profitable will be based on Green finance projects. It is projected, companies will lose

roughly Rs.7 lakh crore if these norms are not followed whereas, companies who get this correctly can add Rs. 3 lakh crore to the bottom line, added Mr Bali.

Mr Ravi Pursushothaman, Chairman, Sustainability Sub-Committee, CII-SR & President, Danfoss Industries said, "Sustainability is a driving initiative and the Indian industry is facing rising expectations from investors and customers when it comes to implementing environment and sustainability initiatives at their workplaces. Many businesses are now understanding and accepting ESG as a part of doing business. It is heartening to know India has over 10 billion square feet of green buildings".

"I am confident that every profitable entity will not guarantee sustainability for years to come, on the other hand, every sustainable business entity will certainly guarantee profitability," said Mr Sreeramulu Balakrishnan, Managing Director, KG Denim. He also highlighted the various ESG projects implemented by KG Group in their textile plants for which they are now reaping the rewards.

## Mr. Miss & Mrs Tamilnadu 2022 beauty pageant will be held in Coimbatore in a Grand Manner with the support of Indian Media Works

Chennai, Sep 14 2022: Celebrity Fashion Choreographer Karun Raman, Leading Fashion Choreographer Vinod, Life Coach Alfred Jose, Aparna (Mrs. Tamizhagam 2022), Organisers Haja and Nikhil announced that Mr. Miss & Mrs Tamilnadu 2022 will be held on October 16th at Vijay Elanza star hotel on behalf of Ukiyo Company with the support of Indian Media Works John Amalan.



like this and said that there are lot of talented people from Tamil Nadu should participate & will be recognised in this event.

They informed that they chose Coimbatore this time as there are many such programs in Chennai and said that Haja and Nikhil will coordinate the entire program.

of Ukiyo presents Mr Miss & Mrs Tamilnadu 2022.

A total of 100 people including 30 men and women, 20 women and children are expected to participate in this

program. They have also announced that the winners of this competition will be selected for the international beauty pageant organized by Indian Media Works.

Speaking later, Alfred Jose said that any show with Indian Media Works John Amalan is sure to be successful. Saying that such efforts are not uncommon, he congratulated Yukio company and its organisers Haja and Nikhil for coordinating it. He said that programs like this should be popularized to reach people, and he said that he and Karun Raman are very happy to be the judges of the show.

Karun Raman, Alfred Jose and many Film Personalities are going to be the judges in this grand event

Karun Raman congratulated program coordinators Haja and Nikhil during the press meet and praised Indian Media Works John Amalan for standing by them. He said that it is not normal to hold fashion shows

Also, Vinoth is going to Choreograph this Mr. Miss & Mrs Tamilnadu 2022 beauty pageant, Ukiyo Company said.

## K.C. Mahindra Education Trust Invites Applications For The Mahindra All India Talent Scholarships 2022

Chennai, Sep 14 2022: The K. C. Mahindra Education Trust (KCMET) has been working since 1953 to make a difference in the lives of thousands of students by offering them a variety of scholarships. KCMET is inviting applications for its annual Mahindra All India Talent Scholarship (MAITS) 2022 to encourage and support students from low-income families who wish to pursue a job-oriented Diploma course from recognised Government Polytechnic Institutes in India. A scholarship award of

Rs. 10,000/- per annum is given to 550 students annually, for a maximum period of 3 years.

list of documents required for the application are available on the KCMET website. Shortlisted applicants will be informed of the interview date and venue well in advance.

To be eligible, the candidate should have passed SSC/HSC or equivalent examinations in the 10th/12th standard with more than 60% marks. The candidate should have secured admission in a government or any other recognised Polytechnic Institute for a diploma course. This scholarship will only be given to candidates who are enrolling for the first year of their course.

The application form and

The K. C. Mahindra Education Trust has been awarding this scholarship since 1995. Till date, 11,290 students have been awarded this scholarship across India. A special preference is given to girls, children from lower income group families, differently abled children, and children of armed forces personnel while awarding the scholarship.

MAITS recipients have gone on to win over adversities and chart a new course in their lives. Today MAITS awardees are in established positions in diverse fields like Computer Engineering, Civil Engineering, Information Technology, Electronics Engineering, Mechanical Engineering etc.

For further details on the Mahindra All India Talent Scholarship (MAITS) please visit: [www.kcmet.org](http://www.kcmet.org) or write an email to [maits@mahindra.com](mailto:maits@mahindra.com)

## Practo Strengthens Its Medical Team; Hires Senior Doctors With Nabh, Nabl, Jci Credentials to Bolster Quality

Chennai, Sep 14 2022: Practo, India's leading integrated healthcare company, today announced the appointment of Dr. Abhijit Paul as Medical Director, Practo Care Surgeries (PCS), Dr. Sudip Roy as Senior Director, Primary Care and Dr. Hema Venkataraman as Medical Advisor, New offerings at Practo. These appointments are aligned with Practo's increased focus on quality, with doctors at the helm of each offering. With this, the medical team is now 40-member strong, with a total of 200+ years of experience (India and International) spanning hospital administration, radiology, anaesthesiology, and endocrinology, to name a few.



The medical team is led by Dr Alexander Kuruville, Chief Healthcare Strategy Officer, who has been at the helm of ensuring the company's products reflect international best practices, code of ethics, and standards in healthcare delivery.

team of doctors in the medical team, further over the next two years.

Core Responsibilities of the Medical team at Practo include:

Individual roles & responsibilities

Audits and Training across consultations and medical establishments

Dr. Abhijit Paul will be responsible for all in-patient medical processes, standards and quality of care, viz. Secondary care (Practo Care Surgeries). He comes with 30+ years of experience in high-volume complex surgical, critical care and anaesthesia work and is a National Accreditation Board for Hospitals & Healthcare Providers (NABH) Assessor and has facilitated institutions through Joint Commission International accreditation (JCI). He is also an ACLS/BLS lead instructor certified by the American Heart Association who has actively been involved in training doctors and nurses in the art of cardiac arrest and resuscitation.

Build quality manuals, code of ethics, and SOPs and ensure 100% adherence across functions, products and operations

Dr. Hema will be responsible for designing programs and strategies as part of Practo's new medical offerings. As a senior Endocrinologist, in the NHS, UK, she comes with over 17 years of clinical and academic expertise in chronic health care management. She is the clinical lead and MDT member for the Antenatal and diabetes technology service in a large tertiary centre at University Hospitals Birmingham, NHS, UK and a member of various international societies like Diabetes UK, SFE, EASD and ADA. As an academic, she holds Honorary Senior Lecturer positions at the University of Warwick & University of Birmingham, UK, and brings with a strong evidence-based medicine flavour to Practo's chronic care product.

To verify and update medical, drug-related, doctor-related and medical establishment information

Dr. Sudip will be responsible for setting and reviewing all out-patient processes for the Primary care business. He has over 21 years of experience spanning clinical microbiology, quality assurance - laboratory & hospital, healthcare setup commissioning, infection control, and clinical research. Before joining Practo, he was associated with HJ Hospital, Kinshasa,

With an aim to deliver world-class quality healthcare and exceptional patient experience, the company plans to expand the

Democratic Republic of Congo (DRC) as a Consultant Clinical Microbiologist & in-charge of Microbiology, Serology, and Molecular Biology (including COVID Lab & Africa-CDC Lab for HIV).

Other recently joined members of the medical team include

country as its Joint Director and leading many hospital teams for JCI accreditation across the country, he is designing a medical quality framework and clinical pathways for various surgical procedures that partner clinics and hospitals must adhere to.

Dr. Sajid Omer, Dr. Firoz Ahmed, Dr. Nilesh Maruti Gumardar & Dr Mallethwar Rao as the City Medical Superintendents (doctors with 20+ years of experience) are responsible for all the clinical activities related to the delivery of PCS at their respective Cities and Zonal levels.

Commenting on the appointments, Dr Alexander Kuruville, Chief Health Strategy Officer said "Practo in its 14 years of operation, has constantly evolved to adopt and implement the best practices that resonate with its ultimate goal of improving access to quality healthcare across the country. And the medical team is aligned with the company's vision to make that happen. With the appointment of Dr Paul, Dr Sudip, Dr Hema along with the strong team of healthcare professionals that we have built over the years, we will ensure that Practo emerges as the gold standard of quality when it comes to digital healthcare."

## Swiggy launches "Swiggy Skills Academy" for the Learning & Development of Delivery Executives and their Children

Chennai, Sep 14 2022: Swiggy, India's leading on-demand convenience platform, today announced the launch of the Swiggy Skills Academy, a specially curated, multiskilling, and multilingual learning offering for its delivery executives and their children.

Swiggy Skills Academy will offer free access to various learning and development opportunities to help Swiggy's delivery executives grow professionally and personally, and act as a stepping stone to acquire the skillsets required to be future-ready professionals.

based on a detailed study conducted to understand the aspirations of Swiggy's delivery executives better. The findings showed that aspirations range from acquiring skills that will help them perform their current roles better, take on new roles at Swiggy, earn the respect of friends and family, and prepare them for opportunities beyond Swiggy.

The academy's course content has been developed

Chandrakant Yadav, a delivery executive from Mumbai who has enrolled with the Swiggy Skills Academy said, "This initiative by Swiggy will not just help us improve and expand our knowledge but will also help with career progression. The biggest benefit is that we can manage these courses alongside our delivery job. With the acquired knowledge and skills, I hope to start my own business in the future."

## COROMANDEL HOSTS CONCLAVE ON EFFECTIVE USE OF NANO FERTILISERS IN AGRICULTURE

Chennai, Sep 14 2022: Coromandel International Limited (BSE: 506395, NSE: COROMANDEL), India's leading Agri solutions provider in the business of Fertilisers, Crop Protection, Bio pesticides, Specialty Nutrients, Organic Fertilizer and Retail, in association with ICAR-IIRR (Indian Institute of Rice Research), today hosted a day-long conclave on 'Effective use of Nano Fertilisers in Agriculture'.



Dignitaries present at the conclave included Dr. K. S. Subramanian, Head - Dept. of Nano Science & Technology, TNAU, Coimbatore; Mr. Sameer Goel, Managing Director, Coromandel International Limited; Mr. S. Sankar Subramanian, President - Fertilisers, Coromandel International Limited; Dr. A. Subbarao, Former Director, ICAR-IISS, Bhopal; Mr. Kalidas Pramanik, EVP - Marketing, Coromandel International Limited and Dr. M. B. B. Prasad Babu, Principal Scientist - IIRR, Hyderabad.

Speaking on the occasion, Mr. Sameer Goel said, "With agricultural land gradually decreasing on account of erosion, environmental contamination and fertilisation, it becomes all the more important to increase agricultural production in order to meet the nutritional needs of our growing populace. In the recent years, several research have shown that nano fertilisers increase the use efficiency of plant nutrients, minimise the potential adverse effects of excessive chemical fertiliser use and reduce the fertiliser

application frequency. Nano fertilisers are imperative in farming to increase harvest without unwarranted use of chemical fertilisers. Our conclave today is more of an educative session on the effective use of nano fertilisers in farming."

nano-fertilisers; aligning farming with the ecosystem and climate change; nanoscale materials; synthesis and characterisation of nano particles specific to Nano DAP; and nano nutrient uptake mechanism and its impact on field crops. The talks were followed by a panel discussion on the current relevance and scope of nano fertilisers in agriculture.

The key takeaway for attendees was the advantages offered by nano fertilisers over traditional fertilisers in terms of increasing crop yields and nutrient use efficiency. Nano products not only used for fertilisers it can be also effectively used in preserving the perishable fruits and vegetable, management of diseases and pests, as diagnostic tools for soil and nutrient analysis etc.

The conclave saw participation by 87 delegates including scientists from various agricultural universities, ICAR Institutes and mid & senior level personnel from Industry.

## PhantomFX one of the leading Creative Visual Effects (VFX) Studios in India Entering into SME-IPO

Chennai, Sep 14 2022: Phantom Digital Effects Limited (PhantomFX), one of the leading Creative Visual Effects (VFX) Studios in India, creating stunning visual effects for a host of feature films, Web Series, and Commercials, has drawn up massive expansion plans in India and abroad with a total investment of about Rs.40 crs.

"PhantomFX, a Trusted Partner Network (TPN) Certified company, is planning to spread its wings across the globe by setting up high-end digital studios that would elevate our global presence as an industry leader in the next couple of years," said Mr. Bejoy Arputharaj, Founder, Managing Director, and CEO of Phantom Digital Effects Limited (PhantomFX).

Asserting that the VFX and Animation sector is one of the fast-growing and emerging businesses with the potential to grow tremendously in the future, he said PhantomFX is gearing up to take full advantage of the industry growth and position itself as a premier VFX company globally. The company plans to set up high-end digital studios in Cochin, Hyderabad, and Tier II cities like Coimbatore & Madurai and a big expansion in the existing location in Chennai & Mumbai in Tamil Nadu, Mr. Bejoy said.

Plans are afoot to establish world-class digital studios in Vancouver & Montreal in Canada, Los Angeles & Delaware in the USA, the United Kingdom, and Dubai. "We are also ambitious to explore other potential offshore markets," he said adding, in all, "we will be investing about 1 Million US dollars".

As the market is growing exponentially, PhantomFX has also decided to expand its present digital studio located in Chennai & Mumbai. "Presently, we are operating in a 25,000 sq. ft area and the studio will be expanded to 1



lakh sq. ft area by March next year," he said.

While expanding its horizons, PhantomFX would generate substantial employment opportunities in the Visual Effects (VFX) domain, targeting young and dynamic talents in the country. "We will be making available a massive 2,000 plus placements within a period of three years," Mr. Bejoy said. He also added that the company would be collaborating with Indian Universities and other Educational Institutions that produce Visual Effects (VFX) talent for placements.

On the company's profile, Mr. Binu Joshua, Director, and COO said PhantomFX is presently contributing to the production, pre & post-production of feature films, web series, and commercials. PhantomFX has made it big in a host of Domestic & International Projects. The company has created Visual Effects (VFX) for Indian Films, which included Vijay's

Beast, Kamal Hassan's Vikram, Rajamouli's epic action drama RRR, Suriya's Jai Bhim, Brahmastra, and many big upcoming Bollywood movies. The company has also provided stunning Visual Effects to an array of Hollywood movies & Web Series; he said the list is long.

"We support production houses by providing end-to-end services. Our complete package of visual effects does miracles to bring one's vision to reality, be it set extensions or creating creatures crawling in the backyard," he said. To put it in a nutshell, "We are capable of creating surreal worlds, breathing life into fantasy and myths," Mr. Binu Joshua added. Since PhantomFX was established in 2011, he said we have consistently been named among the best VFX Studios in India, providing creative services across the globe.

Mr. Binu Joshua said the company has received the TPN (Trusted Partner Network) Certificate, recognized by the Motion

Pictures Association of America (MPAA), a global industry-wide film and television content protection initiative. This is the highest recognition in terms of data security for the VFX industry across the globe, he said.

He said the company is catering to its clients in Hollywood through its administrative office in Los Angeles. "Our robust and talented team of 350 artists worked round the clock to roll out the best in the industry," he added. Being a TPN-compliant and certified company, PhantomFX ensures that any production walking through our doors can rest assured that their content is in reliable and secured hands, Mr. Binu Joshua said.

PhantomFX has been globally recognized for its exemplary work and has won several awards from National and International presenters. The awards included

\* IAC Summit 2019 – Fastest Growing Indian Company Award in the 13th International Achievers Summit held in Bangkok

\* FICCI BAF Awards 2020 – Best Non-Feature Indian Category for Nippon Paint Pongal Advertisement

\* VAM Awards 2021 – Best Commercial Visual Effects for Nippon Paint – Happy Pongal

\* VAM Awards 2021 – Best VFX Shot Award for Project Blue Book

\* VAM Awards 2022 – Best VFX Shot Award for the Movie, Dangerous

Mr. Rajinikanth, Chief Financial Officer at PhantomFX said, the company, as part of raising funds, has decided to enter SME IPO as a fresh Equity Shares to the public for the first time and get listed in the NSE-EMERGE platform. "We are planning to raise a sizeable amount through SME IPO," he said and adding that PhantomFX is the first South Indian VFX Company to enter SME IPO.

For Phantom Digital Effects Limited.

## Toyota Kirloskar Motor Announces Prices of The Top Four Grades for The Much-Awaited Urban Cruiser Hyryder

Chennai, Sep 14 2022: Toyota Kirloskar Motor (TKM), today initiated the announcement of the prices of its brand-new Toyota Urban Cruiser Hyryder. To be announced in a phased manner, the top four grades of the latest offering from Toyota are competitively priced between Rs. 15,11,000 to Rs. 18,99,000.

The brand-new SUV was unveiled in early July and the bookings were also announced at the same time. As one of Toyota's sustainable mobility offerings, the Urban Cruiser Hyryder inherits Toyota's famed global SUV lineage with bold and sophisticated styling, along with advanced technology features making it a perfect choice for the customers.



Commenting on the significant milestone Mr. Atul Sood, Associate Vice President, Sales, and Strategic Marketing, TKM, said, "We are truly humbled and honoured to receive such an overwhelming response for the Urban Cruiser Hyryder and we are grateful that our customers have put their faith & trust in brand Toyota. Today, we have decided to announce the price of the Urban Cruiser Hyryder in a phased manner. The prices

for the remaining grades will be announced shortly.

The first of its kind self-charging strong hybrid electric vehicle in the B SUV segment, the Urban Cruiser Hyryder is aimed at delivering exemplary performance, best in class fuel efficiency, quick acceleration, connected car features and is designed for a greener future. We have introduced a very competitive pricing for the Urban Cruiser Hyryder, as it is through

the Hyryder that we aim to encourage widespread acceptance of environment friendly technologies, thereby creating a positive impact and enhance energy security of the country", he concluded.

Available in two powertrains- Self-charging Strong Hybrid Electric powertrain & Neo Drive, the Self-Charging Strong Hybrid Electric Vehicle is powered by an e-drive transmission and runs 40% of the distance and 60% of the time on electric power, with engine shut-off, offering a fuel efficiency of 27.97km/l. Additionally, the Neo Drive comes with a 1.5-liter K-series

engine, a five-speed manual transmission, and a six-speed automatic transmission with 2WD and 4WD options.

## Tier 2+ cities lead the demand for premium smartphones with 40% growth from Jan-July 2022: Flipkart Insights

Chennai, Sep 14 2022: With smartphones becoming the mainstay of Indians looking to tap into work, learning and entertainment on the go, there has been a significant increase in the demand for premium smartphones that are 5G enabled, offer high processing power with wider display and high-quality camera in the first half of 2022. While metros were the first to pick on this demand, it is the tier 2 and beyond cities which are witnessing a notable growth over the last few years and this demand is expected to continue as we move closer to the festive season and Flipkart's Big Billion Days.

According to insights from Flipkart, there has been more than 25% jump from January to July this year in the demand for premium smartphones on the platform and of that, there has been a 40% increase in the demand from Tier 2 and beyond cities taking a lead in the demand. This is an indication of the evolution of the smartphone market where owning premium smartphones have

gone beyond the aspirational need for customers across geographies and have become an important part of their daily lives. As a customer focused organisation, we are proud to make available the widest selection of smartphones from across a wide range of brands along with industry first affordability constructs to make their purchase affordable and accessible."

As per global research firm Counterpoint, India's smartphone user base crossed the 600-million mark during April-June quarter with 5G smartphone shipment share reaching 29% of overall shipments in Q2 2022, which was the highest ever. The growth in upper and premium segments is primarily due to the availability of financing schemes aimed at increasing device affordability.

Commenting on the emerging trend, Kunal Gupta, Senior Director, Mobiles at Flipkart, said, "As one of the fastest growing markets for smartphones in the world, we are witnessing increasing traction for premium smartphones across the country with tier 2 and beyond cities taking a lead in the demand. This is an indication of the evolution of the smartphone market where owning premium smartphones have

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purchase, which have been witnessing steady adoption. Particularly for premium smartphones, Product Exchange adoption has grown by over 50% during Jan-Jul'22 as compared to the same period last year, indicating a strong preference for purchase of premium smartphones through exchange constructs to make the purchase affordable.

To further enhance customer satisfaction, Flipkart has introduced various technological and delivery constructs such as viewing the product through augmented reality, 360 degree view to offer a detailed insight into the product and help in making a purchase decision. In addition to this, Flipkart assures a stress free purchase with offerings like Open Box Delivery, Extended Warranty and Screen Damage Protection which offers a comprehensive smartphone protection plan that covers screen, liquid, software and hardware damages.

Flipkart offers several affordable payment constructs including No Cost EMI, Debit Card EMI, Flipkart Pay Later and Product Exchange or Prexo to enable an affordable

Flipkart Furniture today offers over 3 lakh furniture items across 50+ categories and offers doorstep delivery and installation services to customers across 100% of serviceable pin codes across the country.

Flipkart has also enabled accessibility for customers through its affordable payment constructs such as No Cost EMI, Debit Card EMI etc., and value-added services like insurance, warranty, repair and maintenance to offer an end-to-end experience to customers. The company is deploying new-age technological solutions such as the augmented reality-powered Flipkart Camera on the Flipkart App, which enables customers to view the selected furniture in their physical environment and allows them to estimate the size and fit of the product and understand its aesthetics before making a purchase decision.

## GEM HOSPITAL INAUGURATES DEPARTMENT OF OBSTETRICS & EXCLUSIVE WOMEN'S WARD

Chennai, Sep 14 2022: Renowned Tamil orator, a public speaker and a host Mrs. Bharathi Baskar inaugurated 'Department of Obstetrics & Exclusive Women's Ward' at GEM Hospital in Chennai today.

Mrs. Bharathi Baskar extended her best wishes to GEM Hospital for opening a comprehensive women's care centre and constantly contributing for the betterment of women's health. She further appreciated Dr. C. Palanivelu, Chairman, GEM Hospital for his significant achievement in the field of laparoscopy and robotic surgery.

Dr. C. Palanivelu, Founder & Chairman, GEM Hospitals said, "GEM Hospital has been providing exclusive gynec surgical care for women since 30 years. We are happy to introduce our Department of Obstetrics with state of the art labour suites and exclusive women's ward. The strong OBG and ICU team at GEM Hospital offers excellent care of high risk pregnancies taking specialized care of



pregnant women with complex maternal-fetal conditions".

Dr. S. Asokan, CEO, GEM Hospital Chennai said, "The department of Obstetrics at GEM hospital has Level 1 NICU set-up, 24/7 Intensivist manned ICU, and has the facility to perform laparoscopic surgeries in pregnancy. Our newly inaugurated centre will provide women patients the privacy with exclusive women's ward".

Dr. P. Senthilnathan, Director, GEM Hospital said, "GEM gynaec team will take necessary steps to give personalized care to their patients, to create awareness about health issues faced by women and the need to get treatment at the right time. GEM Hospital is a centre of excellence in laparoscopic and robotic removal of fibroid and cancer of uterus and ovary. Our experienced team of Women doctors in the department consist of Dr. R.

Karthika Laparoscopy and Robotic Gynaecologist, Dr. Anitha, Obstetrician, Dr. Niveditha and Dr. Rukkayal Fathima - Reproductive Medicine, Dr. Vanmathy - Pain Medicine and Anaesthesiologist, Dr. Delphin Supriya Gynaec Oncosurgery".

"Our exclusive women's ward will be a one stop solution to provide guidance and treatment for all women related illness and diseases related to breast" he further added.

## Home Centre to offer a wide range of stylish and affordable furniture on Flipkart ahead of the festive season

Chennai, Sep 14 2022: In the run to the upcoming festive season, Flipkart, India's homegrown e-commerce marketplace, today announced that Home Centre, one of the country's leading home accessories brands, will strengthen its offerings in the contemporary furniture segment on the platform. With this development, millions of customers across the country will get access to a wide range of modular furniture, home furnishings, home accessories, bed and bath products and kitchenware during the festive season.

In the past year, Flipkart has witnessed a 2X year-on-year growth in the demand for furniture, with a majority of new customers coming in from tier-3 and beyond cities. Leveraging the platform, Home Centre will now be able to reach out to customers across the country from its current presence in over 50 cities.

Home Centre's large portfolio of furniture encompasses multiple categories, including bedroom, living room and dining room furniture will help expand Flipkart's rapidly growing product portfolio.

Speaking about the launch, Manish Kumar, Senior Vice President, Flipkart, said, "Over the last couple of years, there's been a growing affinity towards purchasing furniture online and Flipkart has been at the forefront of fulfilling customers' evolving requirements through a wide selection of quality furniture, deliverable to 100% of all serviceable pin codes. During the upcoming season, as customers look to redo their homes, we are committed to offering them the largest selection of quality furniture at their fingertips. We are delighted that Home Centre will be bringing their high-quality furniture offerings to

millions of our customers from across the country. This partnership is also in line with our commitment to enable brands, sellers and manufacturers to reach a pan-India customer base through our technology platform and state-of-the-art supply chain."

Commenting on the partnership, Sitarum Kumar, Chief Executive Officer, Home Centre, said, "With increasing exposure to the latest trends and a growing inclination towards home decor, people across India continue to seek personal style-forward choices for their furniture that also offer great value for money. Contemporary collections are in great demand today, especially in tier-2 and 3 cities, but access is limited. Home Centre aims to fill this void in collaboration with Flipkart's all-encompassing furniture catalogue at accessible price points to customers across the country."