

Southern Railway conducts 128th ZRUCC Meeting Election to NRUCC also held

Chennai, Oct 17 2022: The 128th meeting of the Zonal Railway Users Consultative Committee (ZRUCC) of Southern Railway was held on 14th October 2022 in Chennai. Shri B.G.Mallya, General Manager, Southern Railway, the Chairman of the committee, presided over the meeting.

The meeting was attended by 40 members of ZRUCC including Hon'ble Members of Parliament Shri Kodikunnil Suresh & Dr.T.Sumathy (alias) Thami Zachchi Thangapandian and Hon'ble MLA Shri Durai Chandrasekar. Members nominated by State Govts., Principal Chamber of Commerce & Industry, registered Passenger Associations, Public Sector Undertaking, nominees of Minister of Railways under special interest category and elected members from Divisional Railway Users

Consultative Committee (DRUCC) of six Divisions of Southern Railway participated in the meeting. Principal Heads of Departments of Southern Railway participated in the meeting.

After commencement of the meeting, a power-point presentation was made highlighting the significant achievements of Southern Railway during the year.

Further, Election for National Railway Users Consultative Council (NRUCC) was conducted through secret ballot in which Shri M.Palaniappan was elected to represent the Zone at NRUCC.

Following the conduct of the election, deliberations were made on key matters pertaining to Railways such as infrastructural projects, passenger amenities, train services, safety and security. Members



appreciated the good work being done by Southern Railway, especially during COVID pandemic time, and further raised various rail-related issues in their

region and sought the intervention of Railways. Valuable suggestions were also offered on development of rail infrastructure,

improvement of passenger amenities, introduction/extension of train services and other facilities provided for traveling public.

Shri B.G.Mallya, General Manager, Southern Railway & Chairman of ZRUCC stated that Southern Railway as passenger-



friendly zone is taking effective measures in increasing the efficiency of operations as well as providing better services to its passengers. GM assured the members that, upon scrutiny, suitable/feasible

action shall be taken on the issues raised during the meeting.

Shri G.R. Vivek Sharma, Dy.General Manager, Southern Railway proposed the vote of thanks.

Space Conclave Links United States, India, and the Indo-Pacific Region Commercial Space Opportunities

Chennai, Oct 17 2022: The U.S. Consulate General Chennai launched the three-day international conclave titled "Space Technology: The Next Business Frontier" hosted by the Indian Institute of Technology Madras (IIT Madras) and the Indian Space Association (ISPA) on Saturday, October 15. From October 15-17, major stakeholders in the global space technology sector will gather at IIT Madras to explore ways to optimize business opportunities and

collaboration across the Indo-Pacific region and beyond.

In the inaugural session of the conclave, Minister Counselor for Economic, Environment, Science, and Technology Affairs, U.S. Embassy, New Delhi said, "The greatest growth potential in our space relationship, and those of other Indo-Pacific partners, involves the private sector. India's space sector is undergoing a transformation with private companies taking on a more influential role

in both design and production of launch vehicles, satellites, ground stations, and other elements at the heart of space exploration and applications."

Minister Counselor Schufletowski added, "Indian firms are now building their own satellite constellations for earth observation and designing small launch vehicles to place them into low-Earth orbit. This is where space companies in the United States and across the Indo-Pacific can enhance this



commercial sector momentum, through partnerships in trade, investment, and technological collaboration."

More than 80 invited participants from several

Indo-Pacific nations and beyond including the United States, India, Japan, Australia, New Zealand, Singapore, South Korea, Germany, the United Kingdom, Malaysia, the Philippines,

and Indonesia, are taking part in the conclave to discuss the core themes of space policy, scientific research and development, and space entrepreneurship. The conclave aims to establish the Association of Space Entrepreneurs in the Indo-Pacific (ASEIP), a networking and lobbying platform focused on innovation and entrepreneurship in the space sector. Stakeholders will recommend a future roadmap to promote international aerospace business and scientific

space collaborations.

Dr. Satya Chakravarthy, Professor of Aerospace Engineering Department and Director of the National Centre for Combustion Research and Development (NCCRD) at IIT Madras, delivered the inaugural address. Also participated in the inaugural events were Professor Rajeev Jyoti, Distinguished Scientist and Technical Director at the Indian National Space Promotion and Authorization Center (IN-SPACe); Dr. Michael Mealling, General Partner

Starbridge, Venture Capital; Dr. Madhulika Guhathakurta, Senior Advisor for New Initiatives and Program Scientist in Heliophysics at the National Aeronautics and Space Administration (NASA); Lt. Gen. Anil Kumar Bhatt (Retd.), Director General of the Indian Space Association (ISPA); and Prof. Dr. Zaffar Sadiq Mohamed-Ghouse, World Geospatial Industry Council (WGIC) Chair for United Nations and Related Entities, Australia.

COP's Instructions of Deepavali - Crackers should be burst only between 6.00 AM & 7.00 AM and between 7.00 PM & 8.00 PM -

Chennai, Oct 17 2022: As per the orders of Hon'ble Supreme Court and guidances of Tamil Nadu Government, the Commissioner of Police, Greater Chennai Police, Thiru.Shankar Jiwaj, IPS., issued following advisories to the Public to celebrate Safe Deepavali. 1.

or used. 4. The people are advised not to burst crackers near the articles which are easily inflammable. Bursting of fire crackers near motor cycles, scooters or places where petrol products are stored should be avoided.



crackers near a candle/oil lamp should be avoided.

10. Practice of drying the wet crackers near any stove or oven in the kitchen should be completely avoided.

11. Children may be allowed to burst crackers only under the direct supervision of elders and not on their own.

12. Bursting crackers near thatched huts or houses should not be done.

13. Smoking near fire crackers

shop is prohibited.

14. Bursting/lightening of crackers near any crackers shop for the purpose of advertisement or for any competitions should be avoided.

15. Fire crackers shops should not use any chimneys, Candles or petromax lights either in the shop or in close proximity.

16. Lighting incense stick near fire crackers stall or at home where crackers are stored should be avoided.

17. Usage of match box or fire to burst crackers should be avoided instead, the people can use long incense stick.

18. Bursting of crackers near cattle should be avoided as they may run helter-skelter causing accidents to the pedestrians/motorists.

19. Parents

and teachers are requested to explain the seriousness of fire accidents and crackers injuries to their wards and students, by adhering the above safety measures and teach them to burst the crackers safely.

In case of any fire accidents, public are requested to immediately contact the Police

Department and Fire & Rescue Department help line no.112 and medical emergency 108.

Last year 184 cases were registered against the unpermitted sale of crackers / violation of license conditions, 848 cases were registered against persons who have burst crackers beyond the

permitted time & beyond the permitted decibel and were prosecuted.

All are requested to adhere the above guidelines, take all precautionary measures & cooperate with law enforcing authorities to celebrate environment friendly, people friendly and safe Deepavali.

2. As per the orders of the Hon'ble Supreme Court, crackers should be burst only between 6.00 AM & 7.00 AM and between 7.00 PM & 8.00 PM.

3. According to protection of Environment rule 89, no fire crackers making more than 125 decibel of sound, be manufactured, used or sold. Chinese made crackers should not be sold

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'Hit List' shooting commences on hero Vijay Kanishka's birthday!

Chennai, Oct 17 2022: 'Hit List' becomes the third film under Director KS Ravikumar's banner - RK Celluloids after 'Ulaga Nayagan's' Tenali and Koogle Kuttappa, both being well received by the audience.

Director Vikraman, widely known for connecting emotionally with the family audience, is now introducing his son Vijay Kanishka as a hero through this film.

This film is jointly directed by debut directors Sooryakathir and



Karthikeyan who had formerly assisted Director KS Ravikumar. Actor Sarath Kumar plays a pivotal role in the film.

The film's starcast include KS Ravikumar, Sithara, Munishkanth, Redin Kingsley, Abinaya, 'KGF fame' Garuda

Ramachandra, Mime Gopi and Anupama Kumar.

The film's Cinematography is being held by Ram Charan, Editing by John and Art Direction by Arun.

On the occasion of the film's hero Vijay Kanishka's birthday, yesterday, the filming commenced where the team had shot scenes of Vijay and Sithara together.

This film is expected to reach out and connect with all sorts of audiences since it has comedy, action and commercial aspects in it.

Kaalangalil Aval Vasantham Audio Launch

Chennai, Oct 17 2022: Kaalangalil Aval Vasantham, a feel-good romantic entertainer, is produced by Aram Entertainment in association with Sree Studios and is directed by Raghav Mirdhath. As Tamil cinema is witnessing lots of romantic films, the team has attempted to narrate a love story in a different dimension. Newcomer Kaushik Ram is debuting in lead role through this movie. Anjali Nair of Taanakkaran fame is playing the female lead role. Heroshini is performing a pivotal character in this movie. Varghese Mathew, RJ Vignesh, Anitha Sampath, Swaminathan, Soundarya, Jaya Swaminathan and few others are a part of this starcast. The audio launch of this movie was held this morning in Chennai that was attended by the cast and crew along with eminent personalities from the industry. Here are some excerpts from the event. Producer CV Kumar said, "I have known the film's director for 10 years. He narrated this script to me during the production of Attakathi. It's a beautiful love story tailor-made for the contemporary youngsters. Everyone has done a remarkable performance in this movie. I wish everyone for the grand success of this movie." Director Ravikumar said, "The selection of script process by CV Kumar sir is always



surprising and exciting. It's great to see him encouraging the newcomers. The crew has created a beautiful movie. It's evident that the technical crew has done a wonderful job in this film. I wish everyone for the success of this movie." Director Ramkumar said, "If CV Kumar is involved in a movie, it will 100% have a unique story and premise. The whole film looks beautiful, and I believe everyone will like this movie. Wishing success to the entire team. Thank You." Actor RK Suresh said, "The presence of CV Kumar itself assures a substantial story in this movie. The title Kaalangalil Aval Vasantham itself is interesting as well as intriguing. It's great to see that Tamil cinema is really doing a great job. It's nice to see Vishwa, who is like my brother, being a part of this project. The hero of this film looks handsome. I wish the entire team for the great success of this movie." Director Gaurav said, "When CV Kumar decides to get into a project, he would go through deep and vivid analysis. Both the hero and heroine in a love story

should look beautiful and it's great to see the lovely faces in this movie. The title itself is creating a positive vibe. I believe the film will give warm and delightful experience to everyone." Actress Anjali Nair said, "I thank the producers for choosing me to be a part of this movie. Radhe characterisation is very close to my heart. The musical score by Hari is wonderful. Both Kaushik and Heroshini were great support for me during the shoot. I am sure everyone will like this movie. I request you all to support this movie." Actress Heroshini said, "I thank my team first for this wonderful opportunity. The film has shaped up really beautiful. I desire that everyone in the team should travel with many projects together. We need your blessings, wishes and support for this. We will soon meet you on the big screens." Director Raghav Mirdhath said, "I thank my parents and wife. If not for their support, I wouldn't be here. Most of the sports begin with the word 'Love All', and I commenced this movie with the same mantra. Love is the base of this movie. Hari has delivered beautiful music

for this movie, and the songs will definitely garner good response. The film centers around love after marriage. Understanding the depth of this story, Kaushik has delivered a promising performance. Anjali Nair and Heroshini will definitely win appreciations for their performances. The technical team has dedicated itself to the core for delivering best output. I thank the entire team for the support. I am confident that the movie will be liked by you all. Thank You." Actor Kaushik said, "I thank everyone for coming here for this occasion and wishing our team. I have carried a great fascination for entertainment industry right from my childhood. My family has been a great support towards my dream and passion. I take this opportunity to thank them. This movie is the 15-year dream of director, and we have gifted it to you all with hope and belief that you will make it come true alive with success on the screens. I request you all to support this movie." Gopi Jagadeeswaran is handling cinematography for 'Kaalangalil Aval Vasantham', and debutant Hari is composing music, while Leo John Paul is the editor. Bankrolled by Aram Entertainment in association with Sree Studios, the film is getting released by V Square Entertainment all over Tamil Nadu.

IAGES IN ASSOCIATION WITH MGM HEALTHCARE and ~ CHENNAI HERNIA SOCIETY ANNOUNCES It's FELLOWSHIP COURSE ON ADVANCED LAPROSCOPIC SURGERY~ FALS HERNIA 2022

Chennai, Oct 17 2022: Indian Association of Gastrointestinal Endo Surgeons (IAGES) in association with MGM Healthcare, Chennai and Chennai Hernia Society today announced its 7th Fellowship Course on Advanced Laparoscopic Surgeries FALS Hernia 2022 between October 14, 2022 October 16, 2022. The three-day workshop was inaugurated by Thiru. Ma. Subramanian, Hon'ble Minister for Health and Family Welfare, Government of Tamil Nadu along with Dr. Prashanth Rajagopal, Director, MGM Healthcare, President IAGES Dr. L.P. Thangavelu and Dr. Deepak Subramanian, Senior Consultant and Clinical Lead, General, Minimal Access (GI) and Bariatric Surgery and would take place at MGM Healthcare.



healthcare and I'm immensely happy to see MGM Healthcare spearheading this. I welcome all delegates for an enriching experience and learning this FALS 2022".

The workshop is scheduled to have a balanced approach of didactic lectures presided by eminent faculty using discussions, open house session symposia and direct interactions. This will culminate an Advanced Fellowship Course (FALS) at MGM Healthcare, Chennai which focuses on the basics, advanced and the recent aspects of hernia surgery for simple and complex hernias.

While addressing the gathering, President IAGES Dr. L.P. Thangavelu, said, "Going by the 175, 000 total number of active hernia cases in India, it is

important for all surgeons to be updated about the various treatment and technologies available today. This CME along with the workshop and fellowship programme is sure to enhance the knowledge and capabilities of the fraternity while getting to hear from the experts.

Laparoscopic surgery for curing hernia is one of the most performed surgeries and has been under constant evolution for centuries. At MGM Healthcare, these advancements in hernia have been taken care to suit the progression. Dr. Deepak, Organizing Chairman, Senior Consultant and Clinical Lead, General, Minimal Access (GI) and Bariatric Surgery MGM Healthcare said, "The Minimal Access Surgery has made a paradigm shift with newer and complex techniques.

Here at MGM Healthcare, we are equipped to handle the complex surgeries also.

This lifetime academic fellowship commitment will highlight basic techniques of laparoscopic hernia, safety procedures and guidelines, solutions to difficult situations in hernia surgery from renowned National and International faculty members".

Dr. Prashanth Rajagopal, Director, MGM Healthcare, said, "It is a proud moment for MGM Healthcare to host FALS 2022. Chennai is at the helm of healthcare revolution with cutting edge technology and building capabilities. MGM Healthcare will continue to invest to enhance patient experience and provide the very best of treatment options".

With over 180 participants registering for FALS 2022, MGM Healthcare aims at providing the best experience in laparoscopic surgery. The advanced technology available reduces the waiting time of the patient and the recovery is immediate. The programme is also available in <https://us02web.zoom.us/j/85839314769?pwd=e2o5bXlqalN3VmYxMTkyOGIKRONUQT09>

Short Film 'Oru Naal' gets appreciation from filmmaker B. Lenin

Chennai, Oct 17 2022: Filmmaker Arun has written and directed a short film titled 'Oru Naal', which recently participated in a short film festival hosted by Tamil Nadu Film Director Association in collaboration with Bangalore Innovative Film International. Around 500 short film entries were received among which 25 best movies were finalized and Oru Naal was among them. The film artistes, technicians, and special invitees appreciated the



movie with praises and applause. Yashwanth, a Loyola college student, and dance artist Deepika have performed pivotal roles in this movie, and their performances were

extolled too. Perumal and Ammu muthu handled the cinematography for this short film, which has a musical score by Arjun, editing by Siva, and Sound Mixing by Senthil.

Filmmaker and Editor B. Lenin, who appreciated the movie, didn't stop there but recommended the screening for students at BOFTA Institution owned by Producer Dr. G Dhananjayan. Furthermore, he has recommended Arun to eminent producers in the Tamil film industry for embarking on his directorial journey. The official announcement regarding this project can be expected anytime sooner.

World Trauma Day - Let Us Emphasize the Importance of Saving and Protecting a Precious Life Dr Shameem K U, Consultant and Coordinator, Emergency Medicine, KIMSHEALTH, Thiruvananthapuram

Chennai, Oct 17 2022: 17th October every year is observed as World Trauma Day. Commemoration of World Trauma Day emphasizes the importance of saving and protecting a life during the most critical moments and preparing and applying critical measures to deal with and avoid trauma fatalities. This day highlights the increasing rate of accidents and injuries causing death and disability in the population and the need to prevent them.

The day is structured to create increased awareness about trauma and to educate the public on ways to address traumatic incidents and deaths.

World Trauma day was created in New Delhi, India in 2011. This was a result of the high

causalities and death rate caused by road accidents in the country with over 400 people losing life each day to trauma. The theme of World Trauma Day 2022 'In cases of traumas the more quickly medical attention is given, the better is the chance of helping the patient.', emphasizes the importance of saving and protecting a life. Trauma refers to an injury caused to the body. The reason for trauma could vary from road accidents, falls, burns, Industrial accidents, and violence against a person causing injury. Traumatic injuries from any cause can lead to temporary or permanent disability.

Traumatic injury accounts for about 20-30 million ED visits in India each year, and about 3-5 million people die each

year because of injuries. By 2030, road traffic accidents are predicted to be 5th largest cause of death in the world. Trauma remains the leading cause of death among children and adults under the age of 46 years, accounting for nearly half of all deaths in these age groups.

Imparting awareness among the population about trauma and initial care to the people who sustained a trauma is important to decrease the mortality rates. WHO research has shown that at least 50 percent of road deaths could have been prevented with effective interference after trauma has occurred, that is

- Immediate pre-hospital care
- Adequate knowledge of handling emergency situations. (Training of individuals)

- Adequate number of ambulances equipped to receive such patients with trained personnel.

Some points everyone needs to remember to avoid trauma:

1. Follow road safety rules while driving
1. Wearing helmets while riding a bike / scooter
2. Wearing seat belt while driving a four-wheeler
3. While driving long distances, take short breaks to avoid fatigue.
4. Maintain a first aid safety kit at home/vehicle
5. Learn some basic life support procedures to help yourself and others when injured.
6. Keep an eye on kids and elders at home to prevent falls.
7. Make sure

children stay away from sharp objects, wires, harmful liquids which include floor cleaners, bathroom cleaners, medications etc.

First Hour - the crucial period - the most important period during a trauma is the first hour, which is also called the Golden Hour among the emergency physicians. The major cause of death following a trauma is from airway obstruction, blood loss from injuries and spine injuries. The most important thing to do in the scene of an accident is to protect the patient's airway, immobilize the spine of the patient and to apply pressure on any major bleeding site. If proper care is given to the patient in the first hour of trauma, it can increase his/her chance of survival.

n Maintaining the

airway of the victim, removing any obstruction in the airway and initiation of early CPR (cardiopulmonary resuscitation) if the patient is not having a pulse, can increase the survival chances of the severely injured victims. In India, people are clueless about what to do when they face such a scenario. Lack of proper training in schools and colleges in Basic Life Support is an important factor and it can only be reduced by institutions and hospitals taking initiative in training the younger generation to handle such a situation.

n Trauma can cause injuries which can bleed profusely, and blood loss can be a major factor which can increase the mortality. Preventing blood loss is very much important by applying

direct pressure over the injury.

n Another major reason for mortality and lifelong disability in trauma victims are damages to the spine due to trauma and secondary to improper handling of trauma victims. A victim should not be dragged from the scene of trauma or handled carelessly. Their spine should be given at most care starting with the neck to hip. It should be given importance to align the victims head and spine. If needed the head should be held to avoid unnecessary movements of the neck.

Time taken to reach a hospital with the victim is also important. Always remember to take the victim to the nearest hospital for initial management and

stabilization before he can be shifted to a tertiary care center. If an advanced ambulance with medics is available immediately seek their help. Unfortunately, even with a well-developed medical & healthcare system in our country, due to delay in giving initial care and attention to the patient sustaining trauma, we lose hundreds of lives on the road daily. This brings us to the most important point of training everyone for First Aid, so as each one of us can do our part in saving a person who has sustained injuries due to trauma.

When one faces such a scenario, it is difficult to stay calm and think about what to do. But always remember, each one of you are heroes. Staying calm, acting wisely with a good plan of action can save a life.

Microsoft Ignite 2022 shows users How to 'Do More With Less'

Chennai, Oct 17 2022: Microsoft CEO Satya Nadella painted a future where businesses and people could do more with less as AI helped to unlock benefits that freed people for more productive work at its flagship Ignite 2022 event on Wednesday.

"When it comes to doing more with less, AI is the ultimate amplifier," Nadella said during his presentation that was attended by 200,000 people virtually and 7,500 people from satellite locations globally.

For those who have always dreamt of a future where machines did most of their work, the slew of launches that Microsoft announced -- some slated for this year and some for later -- gave a glimpse into what that future could look like. There is no going back, Nadella said in his address.

AI is now in newer areas like creative design, content, making coding and automation more accessible, and Nadella extended the vision of 'low code, no code' and making programming accessible to a wider audience through intelligent automation.

During the event, Satya walked through five key imperatives for every organization:

Be data-driven and optimize with Azure

Deliver efficiency



with automation and AI

Innovate with a cloud developer platform

Reenergizing your workforce

Protect everything, everyone, everywhere

Here are some key announcements from the event:

Infrastructure that works for every customer.

Helping customers embrace cloud technologies as the path toward digital and business resilience, Azure Cosmos DB has added support for PostgreSQL, so developers can leverage the speed, scale, and performance of Azure Cosmos DB; while new functionality supports AKS on-premises or at the edge with Azure Arc, and Azure public multi-access edge compute available November 2022 will help operators like AT&T deliver 5G in U.S. cities. Supporting quick iteration and faster go-to-market, we're introducing Visual Studio

images for Microsoft Dev Box in preview to give developers with cloud-based, ready-to-code workstations.

Harnessing the power of AI.

New enterprise AI capabilities designed to empower people and save time and money include DALL-E 2 in Azure OpenAI Service, available by invitation only, for creating images from text and bringing visual concepts to life in a responsible way; new flow tools in Power Platform for automating repetitive business processes; and content AI by Microsoft Syntex in Microsoft 365 for extracting action-driven insights from documents. We're also making conversation intelligence free for Dynamics 365 Sales Enterprise and the newly released Viva Sales and end-to-end document processing with no code required powered by AI Builder and Power Automate.

Helping organizations

thrive in the new world of work.

Using intelligence to optimize where work happens, we're introducing Microsoft Places to help address the unique challenges of hybrid work, as well as AI-powered features to automate meeting tasks, including intelligent recap in Teams. Cisco is now a Teams Rooms Certified Devices partner, and we're introducing Edge Workspaces in the Edge browser, so everyone working together on a project can view the same websites and files in one place as a shared set of browser tabs.

Comprehensive security means helping protect everyone wherever they choose to work.

Helping to build a safer world together and enabling customers to maximize security investments, the new Defender for DevOps allows organizations to secure applications as they are being built, while Power Platform Managed Environments lets IT admins maintain governance and security capabilities over low-code implementations, and Microsoft Entra introduces identity and access management solutions designed to securely work across multiple clouds.

Max Life strengthens retirement portfolio; enhances its 'Guaranteed Lifetime Income Plan'

Chennai, Oct 17 2022: Max Life Insurance Company Ltd. ("Max Life" / "Company"), has launched an enhanced variant of 'Max Life Guaranteed Lifetime Income Plan' (UIN: 104N076V14 - a Non-Linked, Non-Participating Individual General Annuity Savings Plan) designed to ensure a steady post-retirement income stream. With this plan, customers will now have the option of regular systematic investment to plan early for retirement and lock the annuity amount for life at the time of purchase.

The Max Life Guaranteed Lifetime Income Plan offers customers the option to choose between immediate and deferred annuity. They also have the option of selecting a joint life option to ensure the same amount of lifelong annuity to their loved ones even after one's death. Under deferred annuity, the customer can lock the

annuity amount at the time of purchase only either by paying a lump sum amount in one go or investing regularly in a systematic way as per his/her convenience. This plan provides the flexibility to choose the annuity amount one wants to receive post-retirement with the option to invest for different premium payment terms.

The minimum purchase price of the Plan is subject to a minimum annuity payout being at least Rs. 1,000 per month or Rs. 12,000 per annum, while there is no maximum premium limit.

Prashant Tripathy, MD & CEO, Max Life said, "Retirement planning is a key concern for young Indians today. In fact, as per our recent 'India Retirement Index Study' 2.0, 1 in 3 Indians believes their savings will exhaust within five years of retirement. As we focus on retirement, we are committed to protecting India from

financial risks, including uncertainties of life. The Max Life Guaranteed Lifetime Income Plan in its enhanced format is one of the many competitive products we will offer in this segment."

Key features of 'Max Life Guaranteed Lifetime Income Plan':

Guaranteed income for life* with Joint Life option to provide same income for life to the Spouse after one's death.

Easy to plan retirement - One can start planning retirement early to lock in the guaranteed annuity amount for tomorrow.

Option to choose premium payment term and deferral period - One can choose for how long he/she wants to pay the premium and when he/she wants to start receiving a guaranteed income stream for life.

Option to receive the return of premium on death - After the death of the annuitant(s)

Premium paid (less applicable taxes) is returned to the claimant in case of immediate annuity for life (with death benefit) option,

Minimum 105% of premiums paid is returned to the nominee. In case of deferred annuity (with death benefit) option

Option to choose the mode of payout - One can choose to receive income payout on a yearly, half-yearly, quarterly, or monthly basis.

Recently, Max Life had announced the receipt of the Commencement of Business (COB) Certificate for its wholly owned subsidiary, Max Life Pension Fund Management Limited that will work towards financially protecting Indians in their retirement years. The subsidiary of Max Life will manage the pension assets with investment choices under the National Pension Scheme.

Apollo Institute of Orthopaedics completes 370 Robotic Knee Replacements

Chennai, Oct 17 2022: Apollo Institute of Orthopaedics, a dedicated Centre for joint replacements successfully completed 370 robotic orthopaedics procedures over ten months since the launch. The Apollo Institute of orthopaedics began offering cutting-edge minimally invasive robotic surgical techniques and technology, since January 2022.

India is estimated to emerge as osteoarthritis (OA) capital of the world with 60 million patients by 2025. Osteoarthritis is growing global concern and knee arthritis contributes the most to the overall burden. Technological advancements such as robotic arm-assisted technology is revolutionizing knee and hip replacement surgeries enabling higher accuracy and significantly improved patient outcome versus the conventional technique.

A robotic knee replacement is just like a traditional knee



replacement. The surgeon removes damaged tissue in the knee and replaces it with an artificial joint. The highlight is that robotic knee replacement surgery is done with the assistance of a robotic arm or handheld robotic device. Robotic technology helps the surgeon to achieve accuracy, alignment, and balance during the actual surgery, with the help of a robotic arm the surgeon will shape the surrounding bone before placing the knee implant and will be able to see the knee and position the implant properly. This enables the surgeon to map out incisions and there will be no instrument slipping or injury to other tissues. This procedure is has

revolutionized the knee replacement concept.

Dr. Madan Mohan Reddy, Joint Replacement Surgeon, Apollo Hospitals said "With the robotic arm, reproduction of precise bone cuts for patients can be done, every single time, first on a virtual 3D model and then in the operation theatre. Several studies prove that patients who underwent robotic arm-assisted surgery experienced improved early function, lower post-op pain, less need for analgesics, faster recovery and higher patient satisfaction compared to manual surgery. The success rate in conventional knee replacement surgery is about 90% to 95% but with robotic-assisted

surgeries, the accuracy is recover per cent. Patients recover faster and relief is long-lasting"

Ms. Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals Group said, "At Apollo, we are bringing in cutting edge medical technology, representing the next era of healthcare innovation to treat patients. Robotic Orthopaedic procedures were introduced at Apollo in the ---- year), this has helped us in helping patients recover from joint and knee ailments with ease enabling them with quicker recovery. This centre has become the busiest centre by already completing 370 robotic knee replacement procedures since January 2022. Dr. Madan Mohan Reddy and his team, now holds the distinction of completing the maximum robotic knee replacements in the state of Tamil Nadu."

Apollo Hospitals is excited to bring this world class technology and treatment for patients requiring knee and hip replacement.

Indian Association of Surgical Oncology collaborates with Madurai Medical College and Intuitive; conducts national conference on surgical oncology

Madurai, Oct 17 2022: Indian association of surgical oncology, together with the department of surgical oncology-Madurai Medical College, Tamilnadu Association of Surgical Oncologists (TASO) and Intuitive India conducted a three day long national conference on surgical oncology in Madurai. The conference named IASO NATCON 2022, 35th annual conference of Indian Association of Surgical Oncology, was inaugurated by Dr Ashok Mehta, founder secretary & former President-IASO, in the presence of Guest of Honour, Dr Anil D'cruz, president- union for international cancer control. Other dignitaries including Dr. M. Ramesh - Organising Secretary, NATCON 2022, Dr.T.Subramnyesh Rao-Director, Indo-American Cancer Centre, Dr. SP Somasekhar, Senior RAS surgeon, Aster Hospitals, Dr. Prashanth Penumadu, JIPMER, Dr Saravana Raja Manickam, Thangam Cancer Centre, were also present at the inaugural ceremony.

Commenting on this initiative, Dr. M Ramesh, Organizing Secretary, NATCON said, "This is our humble effort to disseminate knowledge, share views and novel ideas, network, and collaborate for the common objective to advance oncology surgery. We have created this national platform to bring oncology surgeons together with the goal of improving holistic patient care in the field of oncology surgery. We hope to familiarise our surgeons with the most recent medical advancements such as robotic-assisted surgery through this special platform, and enable them to provide cancer patients with better

The three-day-long conference was aimed at familiarising surgeons with the clinical application of the latest techniques in treating cancer. The conference organised at a hotel in Madurai provided a

unique opportunity for oncology surgeons and residents to interact with eminent international and Indian faculty to get insights into making the new technologies clinically relevant to their practice. During the sessions, the experts discussed and showcased the importance of cutting-edge technology in surgery, focusing on areas like Head & Neck Oncology, Breast Oncology, Thoracic Oncology, Musculoskeletal Oncology, Gastrointestinal Oncology and Gynec Oncology, HPB and Uro Oncology etc.

Commenting on this joint initiative, Dr. SP Somashekhar, a leading RAS surgeon said "In India, surgical oncology has become a significant surgical subspecialty, and the use of RAS in this field has a number of well-known benefits. Today, more and more healthcare professionals are using advanced surgical technologies like RAS for better patient outcomes, particularly in cancer care. It's no surprise that robotic surgery allows surgeons to perform many types of complex procedures with more precision, flexibility, and control than is possible with conventional

clinical outcomes. Robotic-assisted systems like da Vinci allow the surgeon to take a minimal access approach to disorders requiring surgery, with a much lesser learning curve. This will not only help cancer patients, but also people who have benign conditions."

To ensure an extensive knowledge-sharing experience for the attendees, live operative workshop, case-based discussions, panel discussions, and presentations covering many aspects of malignancies are arranged during the conference. All these topics are well-curated and presented by renowned national and international Faculty.

Commenting on this joint initiative, Dr. SP Somashekhar added.

More than 400 postgraduates and trainees in surgical oncology across the country are presenting their research works in nine subspecialties, while 800 delegates including trainees are attending this event. The organizing committee is planning conduct this conference in the coming years as well.

techniques. One of the most important benefits of the latest RAS systems like da Vinci Xi is that, our surgeons will be able to perform complex surgeries using computer-guided, magnified, 3-D visualisation, which results in better patient outcomes. Additionally, the system improves our dexterity and ensures we gain better access to difficult parts in the body."

"It is very important to familiarize our medical fraternity about such tech advancements in oncology surgery, and we thank the Indian Association of Surgical Oncology and Intuitive for bringing us all together under such an innovative platform for that cause. The surgeons' participation on this platform, in our view, will undoubtedly show how valuable such programmes are for their own professional development as oncology surgeons," Dr. SPSomashekhar added.

Apollo Hospitals Organizes Management of Aortic Aneurysm & Dissection Surgery conclave

Chennai, Oct 17 2022: Management of Aortic Aneurysm & Dissection Surgery conclave 2022 was organised today in Chennai aimed at bringing national and international experts from across the India and the globe to deliver their thoughts, applications, and advances in aortic and vascular surgery. The Institute of Aortic Surgery and dissection surgery was inaugurated during this conclave by Ms. Preetha Reddy, Vice Chairperson, Apollo Hospitals Group. This institute would focus on prevention and treatment of major aortic disease in the community by creating awareness in high risk population.



management of aortic aneurysms.

The program was organized into ---- sessions by experts. There were discussions on a wide range of topics related to thoracic and abdominal aortic aneurysms, aortic dissections, genetics pertaining to the aorta, interventional radiology, endovascular therapy, intensive care, and anesthesiology and spinal cord protection. The symposium was organized to provide an opportunity to highlight the advances of aortic surgery and to discuss the future of aortic aneurysm management.

Aortic aneurysm disease is a complex condition that requires a multidisciplinary approach in management. The innovation and collaboration among vascular surgery, cardiothoracic surgery, interventional radiology, and other related specialties is essential for progress in the

Speaking about aortic aneurysm Dr. MM. Yusuf, Dr M M Yusuf,

consultant cardiothoracic surgeon, Apollo Hospitals, said, "These conditions commonly occur in middle age and in the elderly population. Aortic aneurysm is the term used to describe bulging of the major blood vessel (Aorta) which if not treated can lead to complete tear of the aorta. Aortic dissection is a condition where there is a tear within the layers of the aorta and is impending rupture. Aortic dissection is an emergency warranting immediate surgery to save the patient's life. Management Aortic Aneurysm & Dissection is an advanced specialty in cardiovascular surgery where Multidisciplinary team approach is vital to

provide good outcome."

Apollo Hospitals have formed a core team with cardiac surgeon, Interventional Cardiologist, Vascular surgeon, Radiologist and Emergency room doctors to deal with major Aortic pathologies and provide 24/7 emergency treatment with good patient outcome.

Reutable National & International Faculty including Dr Khamin Chinsakahi, Associate Professor in Vascular Surgery, Siriraj Hospital - Mahidol University, Bangkok - Thailand,

Dr Shiv Chaudary, Professor & Head of the Department of Cradiothoracic Surgery, All India Institute of Medical Sciences, New Delhi, Dr Anil Bhan, Senior Consultant Cardiothoracic Surgeon, Medanta Hospital, New Delhi and Dr George Joseph, Senior Interventional Cardiologist, Christian Medical College, Vellore were an integral part of this one day conclave.

YOUTUBE INTRODUCES 2022 CLASS OF NEXTUP

Chennai, Oct 17 2022: Today, YouTube announced the launch of the NextupClass of 2022, an initiative to help the next generation of YouTube creators convert their passions into viable businesses on YouTube. This year, Nextup will feature 20 creative individuals from across the country who create content in diverse languages including Hindi, Tamil, Marathi, Kannada, Tamil and even Santhali, in genres ranging from Art & Craft, Automotive, DIY, Entertainment, Farming, Fashion & Beauty, Finance, Gaming, Learning, Lifestyle, Tech and Travel.



training in multiformat content creation, scripting, content planning, production design, editing, building community, branding and monetization. They will also have the opportunity to network and build community with each other and Nextup alumni and other creators.

Ajay Vidyasagar, Regional Director, APAC, YouTube Partnerships, said, "We are committed to promoting this diversity and giving everyone an opportunity to find their voice and build a community on YouTube. In India, YouTube is helping lower the barriers for creators across regions, languages, genders and genres to launch their channels and grow their communities.

And, we are proud that the 2022 class of Nextup represents a diverse range of creators who are passionate about expressing themselves and are unafraid to try new formats, tell new stories."

Marc Lefkowitz, Director of YouTube Partner Development and Management, APAC said, "Today's landscape is a competitive and dynamic one, with viewers eager to watch a diverse range of the content they love across different screens and times. This means that creators must be increasingly multiformat, strategic, and agile. We recognise that for creators to build a sustained career, they require more intentional content strategies and

engagement. Nextup is one of the many ways in which we invest in nurturing the next generation of creators to learn these strategies and create the content they love, while earning a living revenue. We are proud that this program has helped YouTube creators like Garden Up, Gollappa Girl, and Himadri Patel build successful ventures and careers. And, we are really excited to see the latest creativity and innovation coming from the next class and what they will share with the world as we partner with them on their journey!"

Since its beginnings in 2016, Nextup has supported more than 120 developing creators and artists in India by giving them an opportunity to be mentored by experts and learn new production techniques to further enhance their content. In India, breakout alumni include Mumbiker Nikhil, Sejal Kumar, Be YouNick, CA Rachana Phadke Ranade, Sarah Sarosh, to name a few!

SBI surpasses Rs. 6 Trillion AUM in Residential Home Loans, announces a festive bonanza for Home Loan buyers

Chennai, Oct 17 2022: India's largest home loan provider, the State Bank of India continues to lead the Home Loan segment and has surpassed Rs. 6 Trillion in Assets Under Management. To celebrate this milestone and welcome the festivities, SBI has launched the Festive Bonanza for its home loan buyers. SBI crossed Rs. 5 Trillion mark in January 2021.

waiving off the processing fees on home loans up to 31st Jan 2023. The offers are specially curated keeping in mind the diverse needs of buyers across segments. SBI is consistently striving to make affordable housing conveniently accessible to customers who dream of owning a home.

SBI aims to make home loans affordable for all prospective buyers amidst the ongoing festive season. As a part of the Festive Bonanza, SBI will offer a concession of up to 0.25% on Home Loans, 0.15% on Top Up Loans, and 0.30% on Loan Against Property. Bank has further sweetened the deal, by

Commenting on the milestone of Rs. 6 Trillion AUM, Shri Dinesh Khara, Chairman, said, "SBI being the leader in home finance, takes ownership to enable the housing dream of every Indian. We are extremely grateful to our customers comprising more than 28+ lakh families, who have trusted us and chosen us, to be their partner in the home-ownership journey. A

series of process and digital initiatives undertaken over the past few years played a crucial role in our journey to the Rs. 6 Trillion mark. We are committed to being partners in Nation Building and are striving to realize the dream of our Hon'ble Prime Minister towards - Housing for All."

Commenting on the Festive Bonanza, Shri Alok Kumar Choudhary, Managing Director, Retail Banking & Operations, said, "SBI has always been at the forefront in boosting consumer sentiments by launching various offers consistently. As we enter the festive season after a long period of muted celebrations due to COVID restrictions, our offers this festive season

are aimed to provide much-needed support for prospective home buyers as they embark on their journey for home ownership. Looking at strong interest for home loans across the country, we are happy to announce a concessional rate of interest and waiver in processing fees for a limited period."

SBI, for the first time, has launched a series of unique offerings across the home loan segment. The interest rate for buyers of New Home Loans as well as Takeovers starts at 8.40% and Top-up loans for furnishings/renovation/home makeover start at 8.80%.

Chennai, Oct 17 2022: BNI (Business Network International), the world's leading business referral organization hosted SYNERGY 22, the biggest networking event in Chennai on 14th October at the Chennai Trade Centre.

This is the 8th edition of SYNERGY, and this edition themed as Metamorphosis signified the beautiful transformation that entrepreneurs and their businesses undergo during the most challenging times.

The event registered a strong attendance of two thousand plus entrepreneurs primarily BNI members from Tamil Nadu and other business owners including industry stalwarts from across the country.

Speaking at the event, Mr. Sunil Sethia, Executive Director BNI Chennai South & Chennai CBDB said,

(The most intelligent need not to be the Richest... The Richest are the men of Faith and Action...they have Faith in their Faith and take action on their Dreams...)

The opportunity to network and collaborate was the principle focus at SYNERGY 22. The business expo had 60 Engagement Booths that helped BNI members and visitors to experience the products and services presented with increased opportunities for referral exchange.

With 10,800 chapters across 76 countries, BNI members generated 19.4 Billion USD in 2021. BNI provides a global business network that

remains unmatched with the members getting increased business through quality referrals. Chennai region with 19 chapters and 850+ members is one of the fastest growing region both in business terms and categories of business.

Regional Director Mr. Ajeeth Nahar, who has been at the forefront of increasing the footprint of BNI in Chennai and beyond, pointed the opportunities and business growth in the suburbs of mega-cities. This has prompted BNI to launch new chapters in the months to come where local business can attain global reach.

The Mission of BNI is to help BNI members increase their business through a structured, positive and referral marketing program that

enables them to develop long term, meaningful relationships with quality business professionals.

The Title sponsor for SYNERGY 22; Learn N Inspire showcased their knowledge platform and how they help build adaptability, learning and growth. The event was strongly supported by Beej Network, Steril-G and WEHEAR with their respective missions to help people.

The evening at SYNERGY 22 showcased the recognition that BNI members received for their outstanding contributions as entrepreneurs and innovative thinkers. There were 150 awards presented across 20 categories that set new benchmarks of innovative thinking and leadership.

ABP News-CVoter opinion poll predicts BJP's victory in both Gujarat and Himachal Pradesh

Chennai, Oct 17 2022: According to the ABP News-CVoter (Centre for Voting Opinion & Trends in Election Research) opinion poll, the ruling BJP (Bharatiya Janata Party) is predicted to win the elections for a record seventh time since 1995, in Gujarat. The BJP is anticipated to win between 135-143 seats, which would represent a significant gain from its 2017 total tally of 99 seats. However, as a result of a strong challenge posed by AAP (Aam Aadmi Party) as a strong third force, the vote shares of the BJP and INC (Indian National Congress) is likely to drop below 2017 levels. According to projections, the BJP will receive 46.8% (down from 49.1% in 2017) of vote share, followed by the INC with

32.3% (down from 41.4% in 2017), and AAP is likely to garner a sizeable vote share of 17.4%. Accordingly, INC is likely to win 36-44 seats. It is predicted that AAP would win 02 seats. Others are likely to receive a vote share of 3.5% and win 03 seats.

Additionally, ABP News-CVoter conducted a tracker in October and one of the questions posed to the voters was their preferred choice for the Chief Minister's post. In response to the question 34.6% respondents favoured Bhupendra Bhai Patel (BJP), 15.6% favoured an AAP's candidate, 9.2% favoured Vijay Rupani (BJP), 5.0% favoured Nitin Bhai Patel (BJP), 4.9% favoured Shakti Singh Gohil

(Congress), 4.0% Bharat Singh Solanki (Congress), 3.7% favoured C R Patil (BJP), 2.9% favoured Hardik Patel and 2.8% favoured Arjun Modwadia (Congress) as their choice for the CM's post.

In Himachal Pradesh ABP News-CVoter opinion poll predicts a comfortable victory for the BJP in the upcoming assembly elections. While the party's vote share may decline from its 2017 levels of 48.8% to 45.2%, they are projected to win between 3745 seats and return to power, beating the anti-incumbency. The vote share of INC is likely to fall from 41.7% in 2017 to 33.9% in 2022, and it is expected have a tally of 2129 seats. AAP's much-hyped election campaign in Himachal is not

expected to make any substantial gains as the party is only expected to win 0-1 seats. However, they are likely to garner a sizable chunk of 9.5% of votes, while others are expected to win 0-3 seats and receive a vote share of 11.4%.

ABP News-CVoter conducted a tracker in October and one of the questions posed to the voters was their preferred choice for the Chief Minister's post. 31.7% people favoured Jai Ram Thakur (BJP), 19.5% favoured Anurag Thakur (BJP), 15.0% favoured Pratibha Singh (Congress), 9.5% favoured an Aam Aadmi Party Candidate and 5.0% favoured Mukhesh Agnihotri (Congress) as their choice for the CM's post.

ICICI Prudential Life Insurance posts strong performance for H1-FY2023

Chennai, Oct 17 2022: ICICI Prudential Life Insurance posted strong growth of 25.1% in the Value of New Business (VNB) in H1-FY2023. VNB margin, a key measure of profitability, expanded to 31.0% and absolute VNB, stood at ` 10.92 billion in H1-FY2023.

Annualised Premium Equivalent (APE) grew sequentially by 32% for Q2-FY2023 ending H1-FY2023 with an APE of ` 35.19 billion and New Business Premium of ` 73.59 billion. In H1-FY2023, the Protection business segment APE grew by 29.1% year-on-year, resulting in a protection mix of 20.2% of overall APE. APE from the Annuity business segment, which is a key focus area, grew by

68.8% year-on-year. Due to under-penetration, both these segments offer significant growth opportunities. The diversification of product and distribution mix has enabled the Company to manage the impact of external developments and respond to changing consumer preferences in an agile manner.

The Company's New Business Sum Assured was ` 4.8 trillion in H1-FY2023, a growth of 42.3% year-on-year, enabling it to maintain its private market leadership position with a market share of 15.7%.

Persistency ratios have improved across all cohorts. The 13th month ratio, which is representative of the quality of business, stood at 85.9% for H1-FY2023, an

improvement of 80 bps over H1-FY2022.

Mr. N S Kannan, MD & CEO, ICICI Prudential Life Insurance said, "We achieved a robust year-on-year growth of 25.1% in the Value of New Business (VNB), ending H1-FY2023 at ` 10.92 billion, emphasising our ability to navigate rapidly-evolving situations successfully. This was driven by growth in APE as well as margin expansion to industry leading levels of 31%. On the back of this strong VNB growth and with a favourable premium base for the coming months, we believe we are on track to achieve our objective of doubling our FY2019 VNB by the end of this fiscal year.

Our two focus areas of annuity and protection,

which represent underserved needs of the country, have also done well in the period. The annuity segment has delivered an impressive performance of 69% year-on-year growth in H1-FY2023 and the protection segment contributed to 20% of APE in the period. With a solvency ratio of over 200%, which is well above the regulatory requirement, we are well positioned to capitalise on this opportunity.

The strong performance has also enabled us to maintain our position as the private sector market leader on New Business Sum Assured basis, which grew by 42.3% year-on-year, with a market share of 15.7%."