

# COP inaugurated roadEase App for know the status traffic in streets in Chennai

Chennai, Oct 21 2022: Greater Chennai Traffic Police is taking maximum efforts to ensure road safety and facilitating comfortable journeys for the road users. While all efforts are made through deployment of traffic strength, Wrecker vehicles, Patrols & Marshals and various traffic improvements are planned and implemented, GCTP has been in the forefront for using technology wherever possible.

doing the permanent traffic improvement, civil works like CMRL and Storm Water Drain or to deal with a particular temporary situation like an agitation. Whenever this road closure and diversions are made, a press note is given and announced on Social Media. While doing so, following difficulties are noticed in the google map:

1. The Google map does not show the closed road immediately and the road users using Google

2. Some times in view of a sudden development like agitation, a vehicle breakdown or major accident, a road needs to be closed immediately and there is no time to give a press note and even if it is put on social media, road users might not notice it.

In view of the above difficulties various options were explored. GCTP in association with M/s. Lepton have come up with an arrangement in which GCTP will inform M/s.

duration. M/s. Lepton will be able to deploy the information on Google map within 15 minutes and the closed road will be shown with the dotted red line. Simultaneously, the map will also show the best available route after the closure.

The trial of the arrangements have been successfully completed for last 4 days and today 20.10.2022 Tr. Shankar Jiwal, IPS, Commissioner of Police, Greater Chennai



Many a time, we have to close the particular road one way or both ways for

map are not aware of the closure or diversions on the map immediately.

Lepton through a app called 'road Ease' about the closure of the road and its

Police has inaugurated the system.

This new arrangement

will go a long way in keeping the road users of Chennai informed of any

road closure and diversion on a real time basis and estimate the journey time

and available route options. GCTP reiterates its promise of continuing

its efforts for the safe and speedy journey of its road users.

# Biggest-ever defence exhibition – DefExpo – 2022 witnesses 451 MoUs, ToT agreements & product launches during Bandhan ceremony

Chennai, Oct 21 2022: Four hundred and fifty-one (451) Memoranda of Understanding, Transfer of Technology agreements and product launches took place during the Bandhan ceremony of 12th DefExpo in Gandhinagar, Gujarat on October 20, 2022. Of the 451, there were 345 MoUs, 42 Major Announcements, 46 Product Launches and 18 ToTs. The contribution of Gujarat was 28 MoUs and one Product Launch. It envisages investment worth Rs 1.5 lakh crore. Indian Air Force and Hindustan Aeronautics Limited concluded a contract for 70 HTT-40 indigenous trainer aircraft worth Rs 6,800 crore.

In his address at the ceremony, which culminated with three business days of DefExpo, the Raksha Mantri asserted that the 12th edition of the event has written a new chapter on the growth & prowess of the Indian defence sector. He termed it as the beginning of a new era of self-reliance, in which a strong and prosperous 'New India' is fully ready to stand shoulder-to-shoulder with major world powers. The grand success of the event is proof that India is well on course to become a global defence manufacturing hub in the times to come.

Shri Rajnath Singh pointed out that India's stature has grown on the

world stage in the last few years due to the visionary leadership and policies of Prime Minister Shri Narendra Modi, exuding confidence that the vision of 'Aatmanirbhar' in defence and increased exports will soon become a reality.

The Raksha Mantri thanked the Defence Ministers & senior officials from many countries as well as a large number of business leaders from across the global making for making the 12th DefExpo a grand and successful event. He said that all the delegates were witness to the zeal and enthusiasm of a 'New India' which is fast emerging as a hub of manufacturing in the defence and aerospace sector. The successful conduct of DefExpo 2022, despite the challenges posed by the COVID-19 pandemic, reflects the vibrant energy and indomitable spirit of a 'New India'.

Shri Rajnath Singh emphasised that DefExpo 2022 served as a platform to enhance India's defence cooperation with different countries and discuss issues of mutual interest. He shed light on his fruitful discussions with Defence Ministers of various countries, who actively participated in DefExpo, as also the successful conduct of Indian Ocean Region



plus (IOR+) conclave. He termed IOR as an area of strategic importance for India and reiterated the Prime Minister's vision of Security and Growth for All in the Region (SAGAR) to maintain peace, security and prosperity in IOR.

The Raksha Mantri asserted that the resounding success of DefExpo 2022 is evident from the participation of high-level delegations from many countries and a large number of exhibitors, besides companies and nation which joined virtually. Shri Rajnath Singh termed the large number of MoUs, Product Launches, Major Announcements, Transfer

of Technology Agreements of DRDO with business entities as a testimony to the emerging robust defence ecosystem in the country and be a big step towards strengthening the defence industrial base and achieving the goal of 'Make in India, Made for World'.

Shri Rajnath Singh said, India is progressing rapidly on path to complete self-reliance, with many sectors becoming 'Aatmanirbhar' and global suppliers. He added that the government is committed towards the growth of the public and private sector to fulfil the twin objectives of promoting self-reliance and increased defence

exports. He expressed confidence that the country will achieve the defence export target of Rs 35,000

crore by 2025. He hoped that the enthusiasm of DefExpo 2022 will be carried forward in new areas through more collaborations, which will help in advancing India as a leading defence manufacturer and exporter and realising the Government's vision of 2047.

The Raksha Mantri reiterated that the Government's efforts to strengthen the defence sector are not aimed at establishing the country's supremacy. "India has always considered the whole world as its family and has moved ahead with the spirit of welfare and world peace for all. We believe in safeguarding the

individual as well the collective interests of the world together. Our self-reliance efforts are to ensure that the nation and its people remain protected from future threats," he said.

Gujarat Governor Shri Acharya Devvrat, Raksha Rajya Mantri Shri Ajay Bhatt, Chief of Defence Staff General Anil Chauhan, Chief of the Air Staff Air Chief Marshal VR Chaudhari, Chief of the Naval Staff Admiral R Hari Kumar and Chief of the Army Staff General Manoj Pande, Defence Secretary Dr Ajay Kumar and OSD, Department of Defence Shri Giridhar Aramane were among those who attended the ceremony.

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## Jio Studios and Dinesh Vijan brings you trailer of India's biggest creature comedy 'Bhediya' out now

Chennai, Oct 21 2022: If the trailer announcement saw the whole world go gaga, Bhediya's official trailer is about to take the buzz to another level! On the occasion of Varun Dhawan's 10th year in Bollywood, Jio Studios and Dinesh Vijan have unveiled Bhediya's much awaited trailer in Tamil, Telugu and Hindi. Set in the mesmerising forests of Arunachal, the Varun Dhawan-Kriti Sanon starrer tells the story of Bhaskar, a man who gets bitten by a mythical wolf, and begins to transform into the creature himself. As Bhaskar and his ragtag buddies try to find answers, a bunch of twists, turns and laughs ensue. The trailer shows an exciting sneak peek of Varun turning into the Bhediya, and other stunning glimpses of the wolf in action. A key standout is also the principal cast's sparkling comic chemistry. May it be Varun and Kriti, or Deepak Dobriyal and Abhishek Banerjee, each



showcases laugh out loud comic timing. The Dinesh Vijan production has been making waves for its intriguing premise and breathtaking VFX. MPC, the award winning Hollywood studio behind 'Top Gun: Maverick', 'Mortal Kombat', 'Godzilla vs. Kong' and 'Ad Astra' has helmed the creature comedy's visual effects. Talking about the trailer, director Amar Kaushik says, "Our trailer gives a small taste of the enthralling adventure

grand cinematic experience for all generations. It has phenomenal talent like Amar Kaushik at the helm; he has masterfully combined comedy and thrills to give you India's first creature comedy". Bhediya marks Varun and Dinesh Vijan's creative reunion after the universally acclaimed Badlapur. It is also Amar Kaushik's third directorial venture with Jio Studios and Maddock Films following the success of Stree and Bala. Well, if the trailer is anything to go by... epic laughs, epic thrills and an epic ride awaits audiences this November. Jio Studios & Dinesh Vijan present, 'Bhediya'. A Maddock Films production, directed by Amar Kaushik, produced by Dinesh Vijan and starring Varun Dhawan, Kriti Sanon, Deepak Dobriyal and Abhishek Banerjee among others, is releasing in cinemas Pan-India in Tamil, Telugu and Hindi in 2D and 3D on 25th November 2022.

audiences are in for. Bhediya is crafted to be enjoyed in cinemas. It will fill you with a sense of awe and wonder, and tickle your funny bone with laughs galore. We are glad that it arrives in all its big screen glory soon". Elaborating on the journey, producer Dinesh Vijan says, "Bhediya is Maddock's attempt to deliver a world class spectacle in record time. A complete family entertainer with spectacular VFX, this is a

## Launch of Toyota's first of its kind pilot project on Flexi-Fuel Strong Hybrid Electric Vehicles (FFV-SHEV) in India

Chennai, Oct 21 2022: We, at Toyota, are fully committed towards sustainability and protecting the environment in line with our principle of 'Respect for the Planet'. Towards this, in 2015, Toyota announced its global environmental challenge 2050, which seeks to contribute towards establishing a 'future-proofed' sustainable society that is in harmony with nature. Under this ambition, Toyota has set for itself six challenges, the first three of which includes goals towards achieving carbon neutrality by 2050 throughout the entire lifecycle of our products. Thereby, we not only aim to address the impact of the vehicles that we sell, but also to cover our entire value-chain including manufacturing activities. In that sense, we aspire to go beyond the tailpipe emissions, and take a more holistic and society focused approach in our sustainable interventions.



ethanol holds tremendous potential for India as it is an indigenous and clean energy source, that can significantly reduce fossil fuel consumption, the energy import bill and carbon emissions. Being agriculture based, higher use of ethanol as fuel will also increase farmer incomes and create new jobs, thereby boosting the rural economy besides increasing revenue for the Government from surplus sugar and food grains. The Government has recently launched second-generation technologies for producing ethanol from agricultural residues like parali, which is currently otherwise burnt. This possibility will not only prevent severe air pollution but also help generate wealth from waste.

There are many green energy pathways in electrification and alternate fuels that can help the transportation sector lower its dependence on fossil fuels, along with reducing its carbon footprint. Toyota has developed all clean technologies and believes in introducing these based on each country's unique requirements and context, so as to minimize fossil fuel usage and achieve carbon reduction in the fastest possible time. Towards this direction, given India's energy mix, its unique consumer profile and needs, infrastructure readiness, and the Government's diversified efforts towards becoming 'Atma Nirbhar' in energy by 2047, we are advancing solutions with greater agility, thereby introducing and supporting multiple clean technology pathways.

India has already achieved 10% ethanol blending five months ahead of schedule. The implementation of 20% ethanol blending in petrol by 2025-26 is expected to substitute 86 million barrels of Gasoline, thereby leading to forex savings of Rs. 30,000 crores for India, as well as reducing 10 Million tons of carbon emissions. Given the huge potential of ethanol production that exists up to and beyond E20, these benefits can increase multi-fold with the introduction of Flexi Fuel Vehicle (FFV) technology, that can flexibly use higher ethanol blends from 20% to 85%.

As one of the most appropriate solutions,

Globally, many countries like Brazil have hugely benefited from

large scale introduction of FFVs. In fact, in Brazil an innovative Flexi fuel-strong Hybrid electric vehicle technology (FFV-SHEV) has been introduced by Toyota Brazil, which has the lowest Well-to-Wheel (W2W) carbon emissions for any technology in the country. An FFV SHEV has a Flexi Fuel engine and an electric powertrain, thus providing dual benefit of higher ethanol use and greater fuel efficiency, as it can run for significant time periods on its EV mode, wherein the engine is shut off. The FFV-SHEV has much higher economic multiplier benefits, as it can hasten local manufacturing of electric and flexi-fuel powertrain parts, thus providing a disruption free & low risk industry and energy transition. As this technology provides the opportunity to benefit from both electrification and bio-fuel energy pathways, it enables a faster reduction of fossil fuel consumption, CO2 emissions, as well as boosting the agrarian economy.

In this background, Toyota today launched the pilot project on Flexi-Fuel Strong Hybrid Electric Vehicle Technology in Delhi. The Company was highly motivated and truly grateful for the gracious presence and strong support of Hon'ble Shri. Nitin Jairam Gadkari, Union Minister of Road Transport and Highways, Hon'ble Dr. Mahendra Nath Pandey, Union Minister of Heavy Industries, Hon'ble Shri. Bhupinder Yadav, Union

Minister of Environment, Forest, and Climate Change and Hon'ble Shri. Rameswar Teli, Minister of State for Petroleum & Natural Gas - Government of Delhi, at this important occasion, which was also witnessed by other key government dignitaries, high-ranking diplomats, industry leaders, academia along with senior executives of Toyota Kirloskar Motor, Mr Masakazu Yoshimura, Managing Director & Chief Executive Officer, Mr. Vikram S Kirloskar - Vice Chairman, Mr. Vikram Gulati - Executive Vice President and Mr. Sudeep S. Dalvi - Senior Vice President and Chief Communication Officer.

During the launch, the Toyota Corolla Altis FFV-SHEV, that has been imported from Toyota Brazil for the pilot project was unveiled. This initiative marks Toyota's first step to promote and create awareness on Ethanol as an important indigenous, carbon neutral energy pathway, along with the advanced Strong Hybrid Electric Vehicle technology of Toyota that can help India achieve true self-reliance, and contribute towards the national target of Carbon Net-Zero by 2070. Further, as a part of this project, collected data will be shared with the prestigious Indian Institute of Science, for conducting a deeper study about the well-to-wheel carbon emissions of FFV / FFV-SHEV in the Indian context. In this regard, a Memorandum of Understanding was also signed between Toyota Kirloskar Motor (TKM) and the Indian Institute of Science, Bangalore.

Being a pioneer in electrified technology and as a responsible corporate citizen, TKM will continue its relentless efforts and contribute to future innovations by sharing sustainable technological advancements in the green mobility space.

## Prince Pictures S Lakshman presents Karthi starrer "Sardar" takes front position in Diwali race

Chennai, Oct 21 2022: Producer Lakshman Kumar of Prince Pictures is illustrious for his consistency in gifting back-to-back commercial entertainers with unique story contents in the Tamil film industry for audiences from all walks of life. Commercial entertainers have always received bouquets from audiences, but only when the content is delivered by the audience pulse. Their upcoming movie 'Sardar' all set for the worldwide theatrical release tomorrow (October 21) for the festive occasion of Diwali will be a 100% entertainment package for the audiences. Filmmaker P.S. Mithran, director of this film, says that the dual acts of Karthi and the colourful combination of gorgeous



actresses Raashi Khanna and Rajeesha Vijayan will draw audiences into

scintillating cinematography, and the gripping screenplay will add more engrossing value to the movie. Sardar has kept the bars of expectations on high notes from the moment of its announcement, which has resonated very well with the business aspects as well. In particular, more screens have been allotted to the movie, thereby Sardar taking a front position in the Diwali race now. Producer S Lakshman Kumar affirms that Prince Pictures will be collaborating with leading top-league filmmakers and actors for its upcoming projects that will have good quality entertainment packages. The official announcement about these projects will be made soon.

the story. Besides, the musical magic of GV Prakash Kumar,

## CCI approves acquisition of certain businesses of Shubhalakshmi Polyesters and Shubhlaxmi Polytex by Reliance Polyester

Chennai, Oct 21 2022: The Competition Commission of India (CCI) approves acquisition of certain businesses of Shubhalakshmi Polyesters Limited and Shubhlaxmi Polytex Limited by Reliance Polyester Limited.



The proposed combination contemplates acquisition by the Reliance Polyester Limited (Acquirer) of the business undertakings of Shubhalakshmi Polyesters Limited (SPL) and Shubhlaxmi Polytex Limited (SPTex) pertaining to the manufacture of polyester products / yarn as a going concern on a slump sale consideration

engaged in any business activity at present. However, post-closing of the Proposed Transaction, it will primarily be engaged in the production and supply of certain petrochemical products such as polyester staple fibre (PSF), polyethylene terephthalate chips (Chips) as well as different types of polyester yarns. The Acquirer belongs to the RIL group (which is one of the producers of polyester

fibre and polyester yarns in India). The RIL group is engaged in the following business activities either by itself or through its group entities in India / the rest of the world: (i) refining and marketing; (ii) petrochemicals; (iii) exploration and production of oil and gas; (iv) retail; (v) telecommunication and digital services; and (vi) media and entertainment.

SPL is engaged in the production and supply of,

inter alia, the following polyester products in India: (i) PSF; (ii) partially oriented yarn (POY); (iii) drawn textured yarn / polyester textured yarn (DTY or PTY); (iv) fully drawn yarn (FDY); and (e) Chips. SPL also exports polyester products to over 35 countries including to the United States of America, Canada, Australia, Ethiopia, Peru, Chile, Colombia, Korea, Vietnam and Russia.

SPTex is engaged in the production and supply of DTY in India. SPTex also exports DTY to other countries including to the United States of America, Canada, Australia, Ethiopia, Peru, Chile, Colombia, Korea, Vietnam and Russia.

Chennai, Oct 21 2022: Government of India under the guidance of DARPg has taken up Special Campaign 2.0 covering all ministries, government departments, Subordinate bodies and their field offices all over India.

The Department of Agriculture & Farmers Welfare has also made elaborate plans to cover all Subordinate Offices, autonomous bodies and all field units under its administrative control. A total of 263 sites were selected where various activities are being conducted with full enthusiasm by participation of employees, Public and all stake holders. The various activities covered are cleaning up exercises both within and outside office premises, removal of scrap and freeing the area for useful purposes,



disposal of all files and reducing pendency, State references, Grievances and other pending issues.

DA&FW has made excellent progress so far in terms of disposal of public Grievances and PMO references, Number of physical file reviewed and weeded out, Number of cleanliness campaign conducted at various sites, Revenue generated through scrap disposal, space freed etc.

During Monitoring Phase, 370 Public Grievances were

disposed of, 38249 files were reviewed and 25445 files are weeded out and Outdoor cleanliness campaigns were conducted at 105 sites which covers all the field offices of DA&FW in remotest parts of the country. This is creating a good awareness among the public about the swachhta campaign. In addition Rs. 95650/- were generated as revenue receipt and 6102 sq. ft. space was freed.

The beautification of office spaces are being done by removing all

furniture, unused electronic items etc. from office gallery as well as from the rooms to create the space & improved the lightings inside the offices to create a better working condition for staffs. The Madhubani-painting are being carried on the walls of the office of Department of Agriculture & Farmers Welfare.

Madhubani painting depicting various themes of agriculture in the corridor of Krishi Bhawan created during Special campaign 2.0.

## Australia enhances commitment to regional civil maritime security

Chennai, Oct 21 2022: Australia's resolute commitment to civil maritime security has been on display once again, with a visit to India by Commander Maritime Border Command/Commander Joint Agency Task Force (COMMBC/CJATF), Operation Sovereign Borders, Justin Jones, CSC, Rear Admiral, RAN.

During the visit, from 14 - 20 October, Rear Admiral Jones participated in the Heads of Asian Coast Guard Agencies Meeting (HACGAM) in Delhi, working with regional partners on civil maritime security.

Meetings with Australia's strategic partners highlighted the strength of such relationships and the capacity for ongoing dialogue and information sharing.

"At HACGAM, Australia engaged with all major coast guard agencies in the Asian region to reinforce long standing relationships and



cooperation on civil maritime security matters," Rear Admiral Jones said.

"This visit further demonstrates how Australia values the relationships that enable facilitation of legitimate trade and travel, and cooperation on stamping out maritime crime."

"Australia is committed to working closely with all partners in the region to combat crimes committed at sea,

especially the scourge of people smuggling which exploits vulnerable people, having no regard for life or welfare."

Australia has recently been working in lockstep with Sri Lanka on civil maritime security, where the Sri Lankan Navy has worked tirelessly to disrupt maritime people smuggling ventures this year. Australia has safely returned 183 people from six irregular maritime ventures

attempting to reach Australia.

While Australia's Government has recently changed, Australia's commitment to strong counter-people smuggling policies has not.

"We will stop any maritime people smuggling vessel seeking to reach Australia, and safely return those on board to their point of departure or country of origin, or if required, transfer them to a regional processing country," Rear Admiral Jones said.

"We are aware that a number of people were recently detained in Kerala for attempting to migrate illegally by boat. I commend the relevant authorities for their swift action, a vital step towards dismantling the criminal people smuggling trade."

"I am committed to deepening cooperation with our counterparts on these types of maritime security challenges facing the region."

## Mahindra celebrates 2 lakh sales milestone of its leading SCV brand, JEETO

Mumbai, Oct 21 2022: Mahindra & Mahindra Ltd. (M&M), India's leading Small Commercial Vehicle (SCV) manufacturer, today announced that its leading SCV brand, Jeeto, has sold over 2 lakh units across the country. Jeeto stands out from the competition due to its best-in-class mileage, lowest maintenance, class-leading comfort and styling, simple manoeuvrability, and best value for money which results in higher profits. Jeeto is very popular among captive customers & several e-commerce companies have selected Jeeto as a preferred vehicle for their last-mile delivery.

Jeeto, the game-changing brand in the SCV segment, is powered by Diesel, Petrol, and CNG engines & comes in two deck sizes (6ft and 7.4ft). With its modular range, superlative adaptability, and superior efficiency in hauling goods across different segments,



Jeeto has been unswerving in the last mile distribution and bolstered Mahindra's position as the market leader since its launch. The entire range has been designed for refined performance and offers the best fuel efficiency in this segment.

Mahindra recently added the New Jeeto Plus CNG CharSau to its line-up, which was rolled out from Mahindra's state-of-the-art Zaheerabad plant that boasts an unmatched range of up to 400 kilometres. The vehicle has the best-in-class mileage of 35.1 km/kg and an industry-leading load carrying capacity of 650kg.

Further, with superior product

performance, lower maintenance, best in class mileage and the promise of a higher earning potential, Jeeto has scored high over its nearest competitors in the industry and it registered an all-time high market share of 17% in the SCV segment in Sept, 2022.

Amit Sagar, Business Head, SCV Division, Mahindra & Mahindra Ltd., said, "The Jeeto range has successfully upheld Mahindra's commitment and delivered on the brand's promise of higher mileage and higher profits, bringing prosperity to over 2 lakh customers. We identified the transportation industry's evolving challenges and worked to meet customers' needs for

inter- and intra-city transportation. For more than two decades, Mahindra has been the market leader in the SCV segment. We will continue to bring new offerings to meet the changing needs of our customers, and we are also increasing production to keep up with the massive demand. I am very excited about the brand's future and would like to thank each customer who helped us reach this milestone."

The Jeeto range is supported by Mahindra's extensive service network, which is one of the largest in the country for easy on-ground maintenance and assistance. Along with strong customer validation, the Mahindra Jeeto has also been awarded the Apollo CV of the Year Award. Going beyond the product's performance, Jeeto also features in the Make in Telangana video and has received excellent response from e-commerce and captive customers.

## Rushil's world-class, automated, make in India MDF plant to boost climate protection in the region

Chennai, Oct 21 2022: Rushil Décor (NSE: RUSHIL), a global leader in smarter living solutions, transforming contemporary residential and commercial spaces expanded its global operations with the setting up of a first-of-its-kind, world-class, state-of-the-art, agroforestry-based, sustainable, environment-friendly future boards (medium density fiberboard or MDF) making plant in Achutapuram, Andhra Pradesh, India.

Driven by smart manufacturing, and fully-automated robotic production, the technologically advanced plant is strategically located close to raw material sourcing agroforestry-plantations, creating sustainable livelihood, reducing the transportation impact, and lower emissions.

The investment in the fully-integrated plant is significant and amounts to over Rs.500 crores. The investment illustrates Rushil Décor's long-term vision to boost indigenous production capacity and operational efficiency, expanding the range of value-added solutions and strengthening its commitment to

### WORLD-CLASS, AUTOMATED MDF PLANT IN INDIA

Shaping a Better Planet with Smarter Living Solutions



#### Shaping Circular Economy

- Agroforestry-led future boards
- Boosting climate protection
- Sophisticated, safest and smartest
- Stewarding resources for better
- Creating sustainable livelihood



#### Investing for Growth

- Rs.500 crore plus investments
- Rs.1,000 crore full capacity revenue
- 2,40,000 CBM annual capacity
- 15% to 20% CAGR MDF Category growth
- Robotic, automated production

sustainability of the business and the planet.

Krupesh G Thakkar, CMD, Rushil Décor Ltd, India, says "Rushil Décor's automated, intelligent, integrated, and innovative plant represents a drive to steward resources well and contribute to a better future for the local communities, the nation, and the planet. Strategically located to deliver faster deliveries to global markets, RDL's world-class, make-in-India plant will further boost the nation's existing capacity to produce MDF, reduce costly imports, and save the country's foreign exchange reserves shaping a better planet."

This automated plant with an annual full capacity of about 2,40,000 CBM is amongst the largest, most sophisticated, safest and smartest manufacturing plants in the world entailing

substantial investment in the industry of engineered fiberboards. With the help of this plant RDL has the potential to generate a revenue of Rs. 1000 crore topline in MDF segment on full capacity utilization.

According to industry insights, growing consumer awareness and a wide range of application is driving increased adoption and consumption of MDF in India, as the industry is expected to grow at a CAGR of 15%-20% from an estimated Rs. 3,000 crore in 2021 to Rs. 6,000 crore by 2026.

India is a significant player of MDF, being used as a leading interior infrastructure materials. Discerning consumers and modern offices who look for responsible products that reduces carbon footprint, rapid urbanization, rebound in realty and rising nuclear

families will boost MDF growth. Driving this growth will be Indian work from home (WFH) furniture market which is expected to be US\$ 3.49 billion by FY2026. About 60% of the consumption of MDF is for commercial use, though the residential segment is gaining momentum. Compared to 70% market share in developed nations, MDF has just 30% market share in India reflecting high potential for MDF.

MDF is an engineered product made of wood fibers bonded under high pressure using thermosetting resins and wax, forming beautiful panels by applying high temperature and pressure, for strength. Many MDF qualities make it an ideal replacement for wood, plywood and particle boards.

## New data show Shingrix can provide at least 10 years of protection against shingles in adults aged 50 years and over

Chennai, Oct 21 2022: GSK today announced positive interim results from the ZOSTER-049 extension study showing that overall Shingrix (Zoster Vaccine Recombinant, Adjuvanted) can provide at least a decade of protection against shingles (herpes zoster) after initial vaccination.[i] The interim analysis data will be presented on 20 October 2022 at the IDWeek congress in Washington, DC, USA.

These results come from ZOSTER-049 (ZOE-LTFU), an extension from two phase III clinical trials[1] ZOE-50 and ZOE-70. From those trials, vaccine efficacy was 97%[ii] in adults 50 years and above and 91%[iii] in adults 70 years and above over a follow-up period of approximately four years. The ZOE-LTFU study, which follows participants from the ZOE-50 and ZOE-70 clinical trials for an additional six years, is ongoing and will continue to evaluate the longer-term efficacy, immunogenicity and

safety of the vaccine.

Dr. Hemant Thacker, Consultant Internist and Cardio Metabolic Physician, Breach Candy, Jaslok, Bhatia and Reliance Hospital said: "Shingles is a painful and distressing condition especially for the elderly. Despite treatment, elderly patients can suffer from severe complications and the persistent pain may cause difficulties in performing daily activities. A vaccine to reduce the incidence of this debilitating condition is the key. The results of the study released by GSK are promising. I am confident that a vaccine to prevent shingles, with long-lasting protection, will greatly benefit our growing elderly population and enhance their quality of life."

Sabine Luik, Chief Medical Officer & SVP Global Medical Regulatory & Quality, GSK, said: "We are delighted to see the continuing longevity of protection from our shingles vaccine. The findings from ZOE-LTFU demonstrate that it

can provide a decade of protection against the pain, debilitating impact and potentially severe complications that shingles can cause in people aged 50 and over. These data significantly add to, and complement, the existing body of evidence demonstrating the long-term benefit of the vaccine, and we look forward to seeing additional results from this ongoing study."

Sridhar Venkatesh, Vice President & Managing Director at GSK India said: "Adult immunization is integral to maintain the wellbeing and quality of life of India's growing elderly population, and to ensure healthy ageing accompanies the gains in longevity we have made as a nation. Diseases such as influenza, pneumococcal pneumonia and shingles, can be prevented by safe and effective vaccines. The encouraging results from the ZOE-LTFU trials demonstrate the long-lasting efficacy of Shingrix. Shingrix will be an important addition to our adult vaccination portfolio in India and

help address an unmet preventive health need."

Shingles is caused by the reactivation of the varicella zoster virus (VZV), the same virus that causes chicken pox. Error! Bookmark not defined.,i[iv],[v] As people age, the immune system loses the ability to mount a strong and effective immune response, increasing the risk of developing shingles. Error! Bookmark not defined.,iv,v The disease can cause unbearable pain and, in some cases, intense pain continues after the shingles rash fades, that nerve pain (called post-herpetic neuralgia [PHN]) can last for months or even years. Error! Bookmark not defined.

The Recombinant Zoster Vaccine (RZV) is the first approved shingles vaccine to combine a non-live antigen with GSK's adjuvant and may help overcome the natural age-related decline in immunity that contributes to the challenge of protecting adults aged 50 years and above from this disease.

## SPR Group Wins Prestigious Award from Govt. of India

Chennai, Oct 21 2022: SPR Group, developer of Chennai's largest township won a prestigious award at the India Urban Housing Conclave that was held at Rajkot yesterday. SPR has committed itself to the larger goal of building housing for 60,000 employees of various manufacturing companies based in Sriperumbudur under its new initiative "SAFE" - SPR Accommodation for



Factory Employees.

SAFE has been recognized as largest and fastest contributor by

Government Of India for its speedy development of building Infrastructure, an exclusive employee hostel

and a, ladies employee hostel and was Awarded for same by Shri Hardeep Singh Puri ji at Global Housing Conclave held Rajkot under the auspices of PM Shri Narendra Bhai Modi.

The project is located at Sriperumbudur, and it's first phase for 4000 employees will be operational by March 2023 in partnership with Fortune 500 Companies.

## Croma sparkles your Diwali with Festival of Dreams Campaign: Great Deals on TVs, Washing Machines, Laptops, Smartphones and many more!

Chennai, Oct 21 2022: As India prepares to welcome its most favourite and celebrated festival Diwali, Croma, India's first and most trusted omnichannel electronics retailer from the Tata Group announces amazing, irresistible Diwali offers to add zest to your celebrations and joy with its Festival of Dreams campaign. Consumers can avail of the best deals and discounts on their favourite electronic products till 30th October, 2022. Complete your Diwali celebrations with deals that are irresistible! With guaranteed low prices and the widest selection of electronics, Croma is the ultimate festival destination for buying the perfect Diwali gifts. Customers will also be able to avail 10% instant discounts on various bank cards.

Three-star frost-free inverter convertible refrigerators starting at INR 23,990. With the October heat setting in, Voltas and Samsung convertible ACs are seen starting at INR 2,999 per month across stores and

Smartphones and TVs have been a consistent bestseller during the festive season for over a decade, underscoring the rapid technological advances in these categories with consumers going in for upgrading their screens as new technologies like LED and OLED screens, better software integration and increasing resolution

fulfill your dreams of upgrading your laptops this festive season with Croma as 11th Gen Intel core i3 laptops are starting at INR 31,990 and Ryzen 3 AMD laptops are starting at INR 26,990.

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online. 6 Kg fully automatic front load washing machines are starting at INR 20,990, while Samsung 8Kg fully automatic washing machines are seen starting at just INR 3,333 per month.

Best in class 5G smartphones from brands like Samsung, Realme and Oneplus starts from INR 13,999. This is not it, on purchase of select smartphones, customers are eligible to get Smartwatches worth INR 4,999 for FREE!

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takes centre place. To cater to the rise in demand to watch web-based content, Samsung QLED TV is seen starting at just INR1,990 per month. Additionally, Croma is also offering up to 5 years Warranty on LED TVs.

To add to your home theatre experience, soundbars are starting at INR 2,799 while Bluetooth speakers are seen starting at INR 499 and party speakers are starting at just INR 2,199.

Croma is also offering exciting festive discounts across its own brand products in various categories! Croma 307L three-star frost free inverter refrigerator is starting at INR 26,990. While, Croma Fire TV is starting at just INR 10,990.

Speaking about the festive season, Mr. Avijit Mitra, MD & CEO, Croma-Infinity Retail Ltd. said "At Croma, we are extremely upbeat about the festive season and expect strong double-digit growth in line with the recent trend in the rest of the country that we enjoyed in the



Independence Day and Onam sales. Clearly, our customers are upgrading to better gadgets in all our stores across the country. We have curated exceptional offers and exciting gadgets, and we will try our utmost to deliver a delightful experience to our customers in the festive Sale."

To welcome the customers, Croma stores are decked up in lights and decorations to mark the festive Diwali season. A selfie zone with a diya backdrop and fun props to entertain customers shopping at Croma. The offers will be applicable across all the Croma stores and on its website - www.croma.com and are subject to Terms & Conditions.

## India's Influencer Marketing Industry to reach Rs 2,200 crore by 2025 with increasing partnerships between brands and creators

Chennai, Oct 21 2022: The Influencer Marketing Report 2022 was released by Influencer.in, an influencer marketing platform and an initiative by Social Beat, to provide insights on how influencer marketing has become one of the most important channels that big brands are leveraging as part of their digital marketing. The report is based on over 500+ survey responses by Indian content creators, and over 60 marketers in the April to June period of this year.

Suneil Chawla, Co-founder, Social Beat, said on the launch of the report, "We were ahead of the curve in launching Influencer.in, and these trends confirm our belief that this industry is integral to digital marketing. For we foresaw that content

across multiple platforms, video content and storytelling in regional languages will gain traction with growth in devices and Internet access. We were confident that influencers across the spectrum, irrespective of their size, would be in demand from brands based on their style, specialty and content. While video content is the preferred form of content due to its story-telling potential, the emergence of new social media tools is something to watch out for."

Speaking about the report, Arushi Gupta, Head - Influencer.in, said, "Instagram, YouTube and Facebook continue to be the preferred platforms for most creators. Short-form videos account for the largest pie of content at 33.8%, carousel

posts/videos account for 25.8% of content, statics account for 24% and long-form videos account for only 15.7% of content. It will be interesting to see how influencers adapt their content to emerging short video platforms. As the market evolves, we will continue to make Influencer.in the most technologically advanced platform for ease of use, verified creator profiles, analytics, and reporting for both brands and creators."

The report also throws up some interesting insights about how both brands and influencers approach collaborations. While brands choose influencers that resonate and amplify the brand's essence, influencers too are increasingly discerning about the collaborations

they do. For established content creators make consistent efforts to build an audience base who trusts them, so they are looking for quality, relevant and meaningful collaborations.

Another interesting insight is how brands and creators are looking at collaborations. While 58% of brands prefer working with an influencer for an average duration of one month doing short term promotions, 91% of influencers are looking for a long-term relationship. Some brands such as SnapDeal, TataCliq, BharatMatrimony, Jupiter, Dhani, Gamezy, have understood the value of long term collaborations, and entered into long-term contracts with influencers.

## Pfizer India, Americares India, Trained Nurses Association of India partner to expand reach of Online Learning Programme on Antimicrobial Resistance, OPEN-AMR for Nurses

Chennai, Oct 21 2022: Pfizer India and Americares India Foundation today announced a partnership with the Trained Nurses Association of India (TNAI) to make TNAI a knowledge, outreach, and certification partner for the OPEN-AMR (Online Platform for Education among Nurses on AMR) programme. This programme is a web-based learning platform to educate nurses on antimicrobial resistance (AMR), which is one of the world's top 10 global public health threats, according to the World Health Organization. OPEN-AMR was launched in June 2022 in partnership with along with Americares India Foundation, a health-focused relief and development organization.

Antimicrobial resistance (AMR) occurs when microbes, such as bacteria and viruses, begin to resist the effects of the drugs used against them and become increasingly difficult to treat. AMR poses a significant public health threat. At least 700,000 lives per year worldwide are lost to unsuccessfully treated bacterial

infections, and this number is projected to increase to 10 million per year by 2050. Improper or irrational use of antibiotics is one of the leading causes of AMR, and healthcare professionals can play a significant role in addressing it. The OPEN-AMR courses focus on Infection Prevention and Control (IPC) practices along with Antimicrobial Stewardship Practices (AMSP), which can equip nurses with the knowledge and expertise to help combat AMR.

Speaking on the importance of this partnership, Sharad Goswami, Senior Director, Emerging Markets Policy & Public Affairs, Pfizer India, said, "The OPEN-AMR platform trains, empowers and certifies nurses to take forward good practices on infection prevention and control, playing a vital role in curbing the spread of antimicrobial resistance. The program is available free of cost and in multiple languages and has already seen close to 2000 nurses certified on best practices. Through our partnership with TNAI, the largest national

organization of nurses, our OPEN-AMR platform aims to reach every nurse in the country and help cascade antimicrobial best practices to hospitals nationwide."

Commenting on the partnership, Dr Roy K George, National President from TNAI said, "We are pleased to partner with Pfizer and Americares to make the OPEN-AMR platform available to all our members. This platform will be pivotal in educating nurses on the gravity of AMR, and the crucial role that the nurses need to play in the management of this global public health issue. One of the most important functions of our organization is to provide continued learning and professional development opportunities for member nurses. The OPEN-AMR platform is one such skill development opportunity, and as a joint certification partner, TNAI shall award credit hours to participants for each completed course."

Shripad Desai, Senior Director-Asia and Eurasia Programs, Americares India

Foundation, added, "The partnership with TNAI will help us expand the reach of the OPEN-AMR platform, and the TNAI secretariat will be a joint certification partner for each course. Moreover, TNAI will act as a knowledge partner of Americares towards primary and secondary research efforts, outreach, knowledge, and capacity building among healthcare workers in the area of infectious diseases, as well as other relevant health topics. We are confident that TNAI's expertise can make the courses on this platform more enriching and engaging for nurses."

Since its launch, the OPEN-AMR programme has facilitated easy access to a plethora of courses on Antimicrobial Resistance across hospitals free of cost, in a variety of regional languages including English, Hindi, Malayalam, Tamil, Telugu, Kannada, and Marathi. Across the country, close to 2,000 nurses have been enrolled on the OPEN-AMR platform, and the current partnership with TNAI will expand the scope of this programme to reach a wider audience.

## Schoolnet partners with GUVI to expand the reach of coding skills to students subscribing on their flagship product Geneo



Chennai, Oct 21 2022: Schoolnet India Ltd, a unique, innovative, and leading EdTech company and GUVI Geek Networks Ltd., the vernacular EdTech joined hands to impart coding skills to all students registering on Geneo.

GUVI, an IIT-M & IIM-A incubated EdTech Startup, is India's first vernacular platform that has touched the lives of over 17 Lakh learners. HackerKID is GUVI's specially curated gamified coding platform for kids that adopts unique pedagogies to deliver essential knowledge in cutting-edge technologies to kids from Class 6 and above. HackerKID offers challenging levels of games wrapped up with different levels of programming concepts. The Schoolnet-GUVI collaboration will open up doors of advanced technology & programming education for perusal to all the Schoolnet learners.

On the other hand,

Noida-based Schoolnet India, who has impacted over 100K schools with its unique digital classroom solutions with seamless after-school learning for students, sees this collaboration as a pronounced step towards a better tech future. Schoolnet believes in harnessing technology and leveraging it to democratize education, presenting lifelong learning opportunities for all. The partnership with GUVI is another effort taken by Schoolnet in presenting quality digital learning within everyone's reach. This collaboration would add to their endeavours in offering the right technology to schools and teachers.

With this collaboration both GUVI & Schoolnet expect students to be future-ready with advanced programming knowledge and keep them abreast with cutting-edge technology upgrades.

Commenting on the partnership, Mr RCM

Reddy, MD and CEO, Schoolnet says, "We believe every child learns differently and thus personalisation is very important in every step of the learning journey. Thus Geneo follows a unique subject-wise pedagogical approach to help students learn better. With this partnership students will also get a chance to learn coding through gamification and engage better."

The MOU between Schoolnet and GUVI was signed in the presence of Mr Arun Prakash M, the CEO & Founder of GUVI, Mr Balamurugan S P, the Co-Founder of GUVI, and Mr Praveen Kumar, the Growth Unit Head at GUVI. They were accompanied by Schoolnet's Chief Digital Officer, Mr Shourie Chatterji.

Mr Arun Prakash M, Founder & CEO, GUVI, expressed his views and said, "With this partnership and the integration of HackerKID with Geneo, we aspire to furnish the best of coding and advanced technology

skills to the maximum number of students out there. With this collaboration, we aim to redefine India's future perspective with brighter and progressive education."

Adding to these thoughts, the Growth Unit Head at GUVI, Mr Praveen Kumar, said, "This partnership will bring out something BIG! Programming is a great to have skill, and this endeavour will touch the lives of one and all with a primary reach to kids, the future torchbearers. We foresee a brand: HackerKID, that every parent will look forward to for their child!"

Complementing these thoughts, the Chief Digital Officer at Schoolnet, Mr Shourie Chatterji, said, "As we foresee, coding will be a must-know skill for students across geographies and with this partnership every student on Geneo will learn coding staying aligned to the school curriculum."