

## Manipal Academy of Higher Education Showcases Academic Plans, Research & Innovation Defence Minister of India, will be the Chief Guest for the 30th Convocation of MAHE.

Chennai, Nov 17 2022: Manipal Academy of Higher Education (MAHE)—one of India's prominent educational establishments and research centres and an Institution of Eminence—hosted a conference addressing various aspects of its intentions towards academic approaches in line with the National Education Policy 2020. The discussion was helmed by Dr H.S. Ballal, Pro Chancellor, MAHE, Lt Gen (Dr) M.D. Venkatesh, VSM (Retd.), Vice Chancellor, MAHE, and Dr Narayana Sabhahit, Registrar, MAHE. MAHE Leadership shared the framework for the institution's operations, & academic planning going ahead. Mr. S.P. Kar, Director of PR & Media, MAHE, who was the convener of the meeting, moderated the conference.

MAHE Leadership announced the plans for MAHE's 30th convocation, which will be held over three days, on the 18th, 19th, and 20th of November. The event will facilitate around 5000 students in the presence of several distinguished guests. Shri Rajnath Singh Honorable Raksha Mantri, GoI, will be the Chief Guest and Lt Gen(Dr) Madhuri Kanitkar, PVSM, AVSM, VSM (Retd.), Vice Chancellor, MUHS, Nashik, will be the Guest of

Honour on the 18th; for the first day of convocation. Dr G Sathesh Reddy, Scientific Adviser, Raksha Mantri, GoI, will be the Chief Guest on the 19th; for the second day, and Mr Amitabh Chaudhry, MD & Chief Executive Officer, Axis Bank, will be the Chief Guest on the 20th; for the third day.

MAHE Leadership announced the plans during the press conference held on the institution's premises shed light on MAHE's plans to revolutionize research and the institution's internationalization efforts to focus on changing the paradigm of higher education globally. MAHE has plans of innovation and entrepreneurship on a wider canvas. Additionally, MAHE's implementation of the National Education Policy 2020—and its expected outcomes—was deliberated in the well-attended event. MAHE has been accredited by NAAC with an A++ Grade and its technical programs are also accredited by NBA. MAHE's quest for excellence is best exemplified in national and international recognitions. As per the National Institutional Rankings Framework (NIRF)-2022 of the Ministry of Education, Government of India, MAHE has ranked 7th in the 'Universities' Category. MAHE has been



making significant progress in the international rankings.

Speaking at the Press Conference Dr H.S. Ballal, Pro Chancellor, MAHE, said, "Our founder Dr TMA Pai—was a visionary. He was 3 in 1. Medical Doctor, Banker and Educationist. He established Academy of General Education in 1942 as a Society registered under the Societies Registration Act XXI of 1860 to make available technical and commercial education to anyone interested. He started with the intention of providing skill to students who have failed in SSLC – like Carpentry, plumbing,

Electricians, Masonary. The Academy established professional colleges for imparting training in medicine, started the first self-financing private Medical Colleges in the country in 1953 against having opposition including his own friends. Simultaneously started engineering dentistry, pharmacy, Architecture, Law, Education, Management Colleges.

Kasturba Medical College is the flagship Institution of MAHE. It is the first self-financing Medical College to be started by our Founder the late Dr TMA Pai in 1953. Our medical college was the 29th medical college to

be started in this county. Today, we have more than 600 medical colleges in this country and I am very happy and proud to say that we are consistently ranked within the top 10 medical colleges in the country for more than 2 decades.

The dream of Dr TMA Pai to establish a University could not come through during his life time, his beloved son, Dr Ramdas M Pai, present Chancellor of MAHE, took over the reins in the year 1979 and established Manipal Academy of Higher Education (MAHE) in 1993 with the conferment of deemed university status by the

Government of India under Section 3 of the UGC Act 1956. Dr Ramdas M Pai made Manipal an international University township and also took Indian Higher Education overseas for the first time. His unwavering practice of "Integrity at any cost" has been the bedrock on which today's Manipal has been built.

During the Press Conference Lt Gen (Dr) M.D. Venkatesh, VSM (Retd), Vice Chancellor, MAHE, said "Our institution's legacy is built on pioneering efforts of visionary academicians, professors, thinkers, and perhaps, most importantly people who have dared to

demand change. MAHE always benchmarks itself against global standards and sets time-bound action plans to achieve its stated goals and objectives. We are counted among the best academic institutions and our strong focus on internalization follows years of building relations with some of the best universities in the world to exchange ideas, cultures and best practices. We are looking into redefining our expertise for further connecting people and thoughts across an international network for the benefit of all our stakeholders".

Dr Narayana Sabhahit, Registrar of MAHE, spoke of the forthcoming academic shift, saying, "We envision MAHE to progress and adapt innovative ideas that accommodate a wide-spanning range of academic hurdles and provide solutions to overcoming them. Education is at a transformative crossroads: Methodologies are changing, and teaching systems are moving from classroom concepts to more practical, hands-on experiences. The job market demands more of its habitants today—and with our commitment solely towards our students, we have spruced up our efforts and freshened our academic evaluations to lean

increasingly on innovation and entrepreneurship. It's the age where innovators are prized—MAHE aims to provide an environment where students don't just learn syllabuses but develop an enterprising mindset. We trust this will define our legacy in the years to come and leave a mark on the country's educational landscape. We are also seeing a good placement and admission season and are hopeful that things will further pick up. The implementation of NEP policy is a welcome change and will definitely help in building a stronger and value based higher education system."

Mr S.P. Kar, Director of PR, media and social media at MAHE, moderated the conference and share the MAHE ranking details and said "MAHE is accelerating its plans to provide students with a university experience that integrates modern teaching philosophies with tools to keep up with the fast-paced, innovation-heavy nature of the real world. With access to the most up-to-date curriculum and a holistic and refreshing outlook on student management, we hope to revitalise the academic perspective and put a new spin on how higher learning is delivered to thousands of students."

## Apollo Children's Hospitals launched India's first Paediatric Liaison Psychiatry Department

Chennai, Nov 17 2022: Apollo Children's Hospital, a part of Apollo Hospitals Group, one of Asia's largest integrated healthcare providers, launched the Apollo Paediatric Psychiatry Liaison & Education department (APPLE), India's first Paediatric Liaison Psychiatry Department in Chennai. The department was inaugurated by B.Priyanka Pankajam IAS., Executive Director Tamil Nadu Corporation for Development of Women in the presence of Ms. Preetha Reddy, Vice Chairperson, Apollo Hospitals Group, Ms. Suneeta Reddy, Managing Director, Apollo Hospitals Group and Ms. Gouri G Kishan, Popular Cine Artist. As a part of the event Master AR Illamparuthi, Under 14 world Youth Chess Champion was honoured and felicitated for his achievements.

The unique aspect of the department of 'APPLE' – Apollo Paediatric Psychiatry Liaison & Education is the presence of a Liaison Psychiatrist in the entire treatment process of paediatric patients, who would focus on the various



mind-related issues while the body of a child heals. Moreover, it also focusses on many conditions which do not have a physiological or pathological reasoning which could be attributed to mental well-being.

Speaking during the inauguration, Ms. Suneeta Reddy, Managing Director, Apollo Hospitals Group said, "Good health and wellbeing are holistic in nature involving the mind and the body. When it comes to treating illnesses, we often focus on the body and underestimate the importance of mental wellbeing in the process of healing. Conventionally, this aspect is left to the family to deal with, which is extremely hard especially when the child is going through an illness. It's for this reason, Apollo Children's Hospitals is launching a one-of-its-kind Paediatric Liaison

Psychiatry Department. We are extremely happy to launch this novel department on Children's Day"

With the launch of this department, a Liaison Psychiatrist would interact and assess the patients along with the primary paediatrician and super specialists. The result of this assessment is that, the treatment plan would be amended to include the mental well-being of the child. The Psychiatrist would thereby be the bridge between the patient and the primary physician.

The Liaison Psychiatrist would also counsel the parents and help them deal with their child's illnesses better. This is especially crucial in long term illnesses, highly critical illnesses which require intensive care etc. Examples of these issues could be children dealing

with missed classes / schooling, how parents would need to deal with their official responsibilities, personal commitments and treatment of their child etc.

The Liaison Psychiatrist would also be training nurses and other staff members to interact with patients with empathy and sensitivity depending on their illness. This would reduce friction during their interaction with the child and their parents and would aid in improving their experience during their hospital stay. This new perspective to healing would benefit patients, parents and staff members thereby accelerating healing and result in managing long term and critical illnesses better.

The event also featured cultural and entertainment activities including an act where children were dressed up as doctors, nurses and admin staff and walked around the hospital. The children got a feel of running the hospital on their special day. Children who fought back to life after being critically ill were also part of the event. The CSR activities done by Apollo Children's Hospitals were also on display during the event.

## Tickle your taste buds with choicest cuisines during rail journey Ministry of Railways gives IRCTC flexibility to customize the menu of food items served in trains IRCTC delegated with powers to decide the menu for traveling passengers in train

Chennai, Nov 17 2022: Now, a passenger travelling from Chennai to Delhi by Rajdhani Express, keen on having South Indian food onboard, will be surprised to find his/her favourite cuisine arriving on the platter. Ministry of Railways has delegated additional powers for IRCTC (Indian Railway Catering & Tourism Corporation) to decide the menu of a-la-carte meals served in Rajdhani/Shatabdi type premium trains in which catering charges are pre-paid. IRCTC will offer a variety of cuisines to choose from including North Indian, South Indian and Continental. Apart

from these options, regional foods will also be available on the menu, so that passengers can be served with home delicacies while travelling. The menu shall be decided by IRCTC within the tariff already notified.

In other Mail/Express trains, where catering charges are not pre-paid, menu of standard meals can be decided by IRCTC within the fixed tariff already notified. However, in Mail/Express trains, the menu and tariff of Janata meals shall remain unchanged.

For prepaid trains in which catering charges are included in the passenger fare, the menu shall be

decided by IRCTC within the tariff already notified. In addition, sale of a-la-carte meals and branded food items on MRP will also be permitted in these prepaid trains. Menu and tariff of such a-la-carte meals will be decided by IRCTC.

a) For other Mail/Express trains, menu of budget segment items like standard meals shall be decided by IRCTC within the fixed tariff already notified. Menu and Tariff of Janta Meals shall remain unchanged.

b) Sale of a-la-carte meals and branded food items on MRP will be permitted on Mail/Express trains. Menu and tariff of

such a-la-carte meals will be decided by IRCTC.

3) While deciding the menu, IRCTC shall ensure that:

a) Upgradation in quality and standards of food and service is maintained and safeguards are built in to avoid frequent and undue changes such as curtailment in quantity and quality, use of inferior brands, etc to avoid passenger grievances.

b) The menu should be commensurate with the tariff and menus are pre-notified for information of passengers and advised to Railways before introduction.

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## ICICI Prudential Life Insurance launches new long-term savings product - 'ICICI Pru Sukh Samruddhi'

Chennai, Nov 17 2022: ICICI Prudential Life Insurance has launched a new participating savings product, 'ICICI Pru Sukh Samruddhi,' which provides customers with dual benefits of guaranteed benefits and growth potential in the form of bonuses. Besides, the life cover continues for the entire duration of the policy, including the income period, providing financial security to the family.

This product also provides a higher maturity benefit to women customers to encourage them to embark on their saving journey and achieve financial independence. To address the varied financial needs of customers, this long-term saving product has been made available in two variants - Income and Lumpsum.

ICICI Pru Sukh Samruddhi - Income: Provides an excellent route to create a supplementary source of tax-free guaranteed income to meet financial goals, such as child's education, annual

vacations, or any other interim income requirement. This option provides customers with a guaranteed regular income for the specified time-period selected at the time of purchase. Additionally, customers also receive a lump sum maturity benefit.

The innovative feature of 'Savings Wallet' allows customers to accumulate and grow the income, instead of taking it as payment. This accumulated corpus can be withdrawn from the 'Savings Wallet' in part or in full at any time during the policy term. This feature can enable customers to meet their changing financial needs as per their lifecycle.

Furthermore, the unique 'Save the Date' feature enables customers to start receiving income on a date of their choice. Customers can choose to receive income on special dates such as marriage anniversary, spouse's birthday, etc., thereby making them memorable.

ICICI Pru Sukh

Samruddhi - Lump sum: This variant is ideal for customers looking to build a corpus over the long term and utilise the lump sum maturity amount to achieve big-ticket financial goals such as purchasing a house, financing children's higher education, or legacy planning, to name a few.

Mr. Amit Palta, Chief Distribution Officer, ICICI Prudential Life Insurance, said, "We believe that achieving financial goals such as child's education or buying a house, requires astute planning. ICICI Pru Sukh Samruddhi has been specifically designed to enable the fruition of the customers' financial goals.

The last couple of years has been very challenging for individuals resulting in customers' preference to opt for savings products which enable the fruition of financial goals with guaranteed benefits. Early visibility of the maturity corpus equips customers to plan their lives better. ICICI Pru Sukh Samruddhi not only offers customers a

guaranteed maturity benefit, the annual bonuses (as and when declared) can go a long way in further beefing up their accumulated corpus. This multipurpose savings product with features such as 'Savings Wallet' and 'Save the Date' enables customers to celebrate the milestones in their lives while aiding them to remain financially secure (through life cover) amidst changing needs and lifestyles.

We recognise that customers depend on us to achieve their long-term financial goals and we have declared bonuses consecutively for the last 16 years for our participating policyholders. Strong fund management capabilities, coupled with robust risk management practices, have enabled us to consistently reward our participating policyholders with higher bonus than what was communicated at the time of purchase. This is a testament to our endeavour to deliver on the promises made to our policyholders."

## THE SUPREME COURT ONCE AGAIN AFFIRMS FANTASY SPORTS OFFERED BY DREAM11 AS A GAME OF SKILL - DISMISSES PETITION FOR THE 7th TIME

Chennai, Nov 17 2022: In a major development for the Indian fantasy sports industry, a review bench of the Supreme Court, comprising Justice Sanjay Kishan Kaul and Justice Dinesh Maheshwari, once again upheld the fantasy sports format offered by Dream11 as a game of skill. The bench summarily dismissed a review petition filed by Varun Gumber who sought the reopening and review of the dismissal order of the Supreme Court that relates to the 2017 Punjab & Haryana High Court judgment ruling fantasy sports to be a game of skill.

In total seven petitions have been dismissed by the Supreme Court. Three of these petitions pertained to the issue of applicability of GST premised on deciding whether fantasy sports amounts to betting and gambling. In one order,

the Supreme Court ruled that legality of fantasy sports as a legitimate business and game of skill can't be questioned and only the issue of applicability of GST can be considered by courts.

Further, in July 2021, a bench comprising Justice Nariman and Justice Gavai, while dismissing the petition on legality, held that the issue of fantasy sports being a game of skill and not gambling/betting is no longer res integra i.e. the question of law has been examined conclusively. This was followed by an order in September 2022 by Justice Gavai and Justice CT Ravi Kumar, which relied on the 2021 order to dismiss another SLP on the matter.

The review petition by Varun Gumber claimed that there was an error apparent in the judgment of the High Court of Punjab and Haryana. Upon careful review, the

petition was dismissed on merits as well as on account of delay with the bench noting that there is no error apparent on the face of the judgments. Accordingly, the order reads that the matter does not warrant any reconsideration.

Commenting on the development, Senior Advocate Gopal Jain said, "It is important to note that the Supreme Court of India has dismissed this review petition on merits and categorically observed that there was no error apparent in the judgment of the Hon'ble High Court of Punjab and Haryana. A total of 9 Supreme Court judges have now evaluated the legality of the fantasy sports format offered by Dream11 in the country and have consistently held that it is a game of skill and a legitimate business activity protected under Article 19(1)(g) of the Constitution. It is also to

be noted that the issue pertaining to treating fantasy sports as not amounting to betting in the context of levy of tax is also settled and the only open question before the court is on the applicability of GST to Fantasy Sports as a legitimate business activity. Hence any attempt to treat Fantasy Sports as 'betting' in the eyes of law is no longer in debate since it has been adjudicated both on facts and law and has attained finality."

Joy Bhattacharjya, Director General, FIFS added "We are pleased that the Supreme Court has once again reaffirmed that formats of fantasy sports that are in line with the FIFS charter are games of skill and not akin to betting or gambling. We continue to repose our faith in the judiciary and will keep working towards promoting responsible gaming in the country."

## This Children's Day, SBI Life releases an inspiring digital video showcasing the importance of education in nurturing children to dream big

Chennai, Nov 17 2022: Children represent the future of a nation. SBI Life believes that nurturing every child to dream big despite their socio-economic background, thus fuels the aspirations of our country. This Children's Day, SBI Life Insurance releases a heart-warming video of Mishti; an underprivileged child aspiring to be an astronaut, highlighting the importance of education in fueling such aspirations. Mishti, represents the millions of children whose dreams need to be nurtured through the foundation of education to fuel the growth of our nation. SBI Life has joined hands with Udayan, a non-profit organisation, to support education and holistic development of children belonging to leprosy affected families.

The company's heart-warming digital video showcases a day in life of Mishti; a young girl who resides in Udayan. The digital video opens up with a teacher entering the class and taking roll call. Mishti, who is dressed in an astronaut attire, inspires an awe from all other students, who wonder why she is dressed differently. The video then covers to show her day at school and light-hearted situations that occur on a regular basis in the school premises. Then a

voice is heard asking her, "Badey hokar kya banoge?" She smiles and instantly replies, "Astronaut", the voice again asks her, "Astronaut bankar school jaana chahoge?" to which she responds excitedly. The video ends spotlighting the fact that although she belongs to leprosy affected family, which is also associated with a social stigma, the holistic education is a pillar that gives her the confidence to believe in the dream that she has thought for herself and her future.

Speaking about the campaign, Mr. Ravindra Sharma, Chief of Brand, Corporate Communication & CSR, SBI Life Insurance said "While there have been advances in all spheres of medical sciences, leprosy continues to be a public health challenge across the country. This apart, individuals affected with leprosy and their families are subjected to societal discrimination as leprosy is still associated with a social stigma. It is heart-wrenching to see the families of the affected suffer, especially the children who are not accepted in mainstream society. We believe education is a tool which can give the children an equal chance to live a normal life in mainstream society.

Through our children's day digital property, #DilBacchaTohSabAcha, we aim to highlight the importance of education in nurturing the young minds and our collaboration with Udayan, a non-profit organisation, to promote holistic development amongst the children belonging to leprosy affected families. The digital video through the story of Mishti; aims to emphasize on how education can help overcome social mind blocks, to help children dream big and spread their wings."

He further added, "Being a socially responsible organisation, we believe that we have an important role to play in aiding education and empowering the children as well as their families by taking a step towards their holistic development. We hope that SBI Life's 'DilBacchaTohSabAcha' campaign will help de-rooting the social stigma's associated with leprosy and rally the cause of holistic education for all children regardless of their socio-economic background."

Commenting on the campaign, Mr. Sahil Shah, Managing Partner, WATConsult, said, "Dentsu has always worked on

campaigns that bring about a positive change, and this year's SBI Life's Children's Day campaign does just that. It has been planned to address the social stigma which is attached to people who are a part of the leprosy community. SBI Life's #DilBacchaTohSabAcha campaign throws light on how every child's dream needs utmost support from our end. In support of the big and small dreams of all these little powerhouses, it asks one simple question "Bade hokar kya banoge?". And to bring out the true essence of our thought, we have tried to show the regular life and dreams of the kids from Udayan, who have larger-than-life dreams, and we reaffirm their faith with our belief."

SBI Life provides education and holistic development to 270 children belonging to leprosy affected families. The company also works towards enhancing employability of 45 young adults who were previously beneficiaries of Udayan, thus ensuring social upliftment through education and employment. Further, to program also creates awareness so that gradually the cycle of leprosy-related stigma & discrimination is unshackled.

## Ashok Leyland launches the new ICV Platform - Partner Super

Chennai, Nov 17 2022: Ashok Leyland, the flagship Company of the Hinduja Group and India's leading commercial vehicle manufacturer, today, launched a new ICV Platform, "Partner Super" with 914, 1014 & 1114 models in the 9.15T, 10.25T and 11.28T GVW category respectively.

The newly launched platform is designed with a contemporary tilt-able day cabin to provide superior driver comfort and has the best-in-class payload capacity. The Partner Super will address customer needs in rated load applications, like e-commerce, beverage, FMCG, whitegoods, Parcel, Fruits etc., which seek better mileage. It is agile and



ensures better manoeuvrability in narrow/congested roads.

Speaking on the occasion, Mr. Sanjeev Kumar, Head- MHC, Ashok Leyland, said, "Ashok Leyland has a legacy of introducing best-in-class products that cater to the needs of customers

and improves customers' total cost of ownership. In an endeavour to expand our product offerings in the ICV segment to strengthen the portfolio, and meet the ever-growing demands of the customers, we have introduced Partner Super. We wish to keep this momentum on to realise our vision of being amongst the

top 10 CV players globally by offering differentiated products."

Key features and advantages of the Partner Super platform:

- Contemporary tilt-able Day cabin
- Best-in-class payload
- Best-in-class mileage
- Best-in-class power (104 kW (140 hp))
- Loading span options - 4.3m (14 ft), 5.2m (17 ft), 6.2m (20 ft) and 6.8m (22 ft)
- First year free i-alert subscription
- 4Y and 4lacs km driveline warranty

## Vi Expands Rural Retail Footprint in Tamil Nadu with 50 New Vi Shops

Chennai, Nov 17 2022: Rapid broadband penetration has led to increased digitalization in the country over the last few years. Further catalyzing digital growth by connecting the next 500 mn digitally unconnected population of the country, India's leading telecom operator, Vodafone Idea Limited (Vi) has planned its largest retail expansion since its brand launch.

To ramp up its retail footprint at the sub district level, Vi has rolled out 50 new format 'Vi Shops' across many towns in Tamil Nadu. Small towns like Usilampatti, Illuppur, Nagapattinam, Palani, Thiruvallur, Arakkonam, Ariyalur and others will now get access to quick, efficient, face-to-face service from Vi, along with a range of differentiated products and offerings for the new age mobile users in the region.

Starting with 5 circles to deepen its retail presence, Vi has rolled out 300 new format 'Vi Shops' across multiple towns in Tamil Nadu, Kerala, West Bengal, Maharashtra, and UP West.

Vi plans to further strengthen its local presence and enhance engagement with mobile users by expanding its retail footprint to cover more rural markets in the coming few months.

The Vi Shops concept for Tier 3 towns is intended to deliver a uniform Vi experience to local customers, enabling quick support and handholding. The modern design of the new format store is in line with signature elements that define existing Vi Stores in urban locations. Vi Shops will offer the entire bouquet of Vi prepaid products and services and enable the less tech savvy users to avail Vi's service across the table, leading to improved customer experience and closer engagement.

Through this format, Vi also intends to deepen engagement with rural consumers with the wide bouquet of Telco++ offerings, curated as a result of partnerships with domain experts in areas such as Jobs & Skilling, Govt. Exam preparation, English language skills amongst

others.

Speaking on the new retail initiative, Abhijit Kishore, COO, Vodafone Idea Limited, said "Vi has been at the forefront to introduce innovative concepts, products and services that cater to the fast changing environment as well as customer needs and preferences. There is still a large segment of customers in Rural India, who prefer the comfort and familiarity of face-to-face service through the physical Retail format. Further, rural has been driving the growth of mobile internet usage in India. To cater to this demand, we are taking a renewed approach to our rural retail strategy, through our Vi Shop concept, which will enable millions of Indians to digitally connect for a better future. Vi customers in several Tier 3 towns across 5 circles including West Bengal, can now walk into the neighbourhood Vi shop with assured ease and simplicity in accessing service through trained personnel in welcoming surroundings."

One of the earliest to introduce the concept of one-stop shop Retail outlets in global design format, Vi has planned the new rural prepaid stores by consistently adapting and reinventing to provide a live and engaging experience in line with changing customer needs. The look and feel of the Vi store is designed to address customer aspirations while capturing Vi's core brand attitude.

Vi is a strong market player in the 5 circles of Maharashtra, Tamil Nadu, Kerala, West Bengal and UP West. To offer 5G for a Better Tomorrow, Vi has acquired 5G spectrum across all these markets to offer services in the future. It has developed a wide range of 5G use cases for consumers and enterprises in areas such as SmartAgri, Healthcare, Education, Immersive Cloud Gaming, Public Safety, Worker Safety and other Industry 4.0 applications which were demonstrated on its Live 5G network at India Mobile Congress in New Delhi recently.

## Prince Pictures S Lakshman presents Sasikumar starrer KAARI to hit screens worldwide on November 25

Chennai, Nov 17 2022: Actor Sasikumar has garnered unconditional appreciation and support across universal audiences for delivering movies that have been an amalgamation of humour, sentiment, action, family values, and decent entertainment. He is now gearing up for yet another wholesome entertainer titled 'Kaari'. Kaari will have the commercial ingredient of Sasikumar movies laced with engrossing action elements. Producer S



Lakshman Kumar of Prince Pictures, whose recent release 'Sardar' has become a box office blockbuster is producing 'Kaari', which will have its worldwide release on

November 25, 2022. Debutant Hemanth has directed this film, which features newcomer Parvathy Arun in the female lead opposite Sasikumar. JD

Chakravarthy plays a powerful antagonist in this film. Redin Kingsley, Aadukalam Narain, director Balaji Sakthivel, Naagi Needu, Prem Kumar, Bigg Boss fame Samyuktha, Ammu Abhirami, Ram Kumar, Theni Murugan, and many prominent actors are a part of this star-cast. The film 'Kaari' has its title inspired by the holy deity with the same name worshipped as God. The Kaari trailer that was released earlier has gained a tremendous response.

## Apollo Hospitals hosts special event for kids to celebrate Children's Day

Madurai, Nov 17 2022: Children's Day is celebrated across the country to honor children and promote awareness of their education and welfare. This Children's Day, Apollo Hospitals, one of Asia's largest and most trusted healthcare group, put the focus on a child's right to health by hosting a special event for children at select Apollo Hospitals across India. Welcoming children who have been part of the Apollo family as patients to a specially decorated area in the hospital, the paediatricians, nurses and staff showed their fun side as they participated with the kids in various fun-filled activities and games.

The children accompanied by their parents saw a different side of the hospital, decorated with a new look for Children's Day. The event comprised games that not



only engaged the children, but also informed them about their health. 'Know Your Organs' had the children play a variation of the popular Four Corners kids party game and answer questions about a particular organs such as Heart, Lungs, Bones, Muscles, Eyes, Nose, Brain. The paediatricians also spoke to the parents with tips on ensuring a healthy child.

In a unique gesture to motivate the children to take care of their health and that of their family, they

had a special sticker with 'Future Healer' writing on it put on their clothes. The parents and the children all expressed their happiness at attending an event that was fun but also gave them a lot of knowledge on important aspects of a child's health. The children expressed their joy by writing creative messages on sticky notes pasted on a special board. After the fun events, the children and their parents were treated to delicious healthy snacks and they left with a gift hamper that delighted the

kids. But not before a group picture with the doctors and staff to save the memory of the happy occasion for eternity!

Mr. Neelakannan Chief Operating Officer (COO), Apollo Hospitals, Madurai Division said, 'Our children represent our future. It is our responsibility to ensure that they are given all opportunities to bloom and grow in to happy adults who can make a positive contribution to society. We are glad that we could take care of these children. The event is a small token of thanks to the parents and children putting their trust in us. The uninhibited joy and laughter of these innocent children are our reward. At Apollo, we believe that every child deserves the best of healthcare in addition to the basic needs of food, shelter and education.'

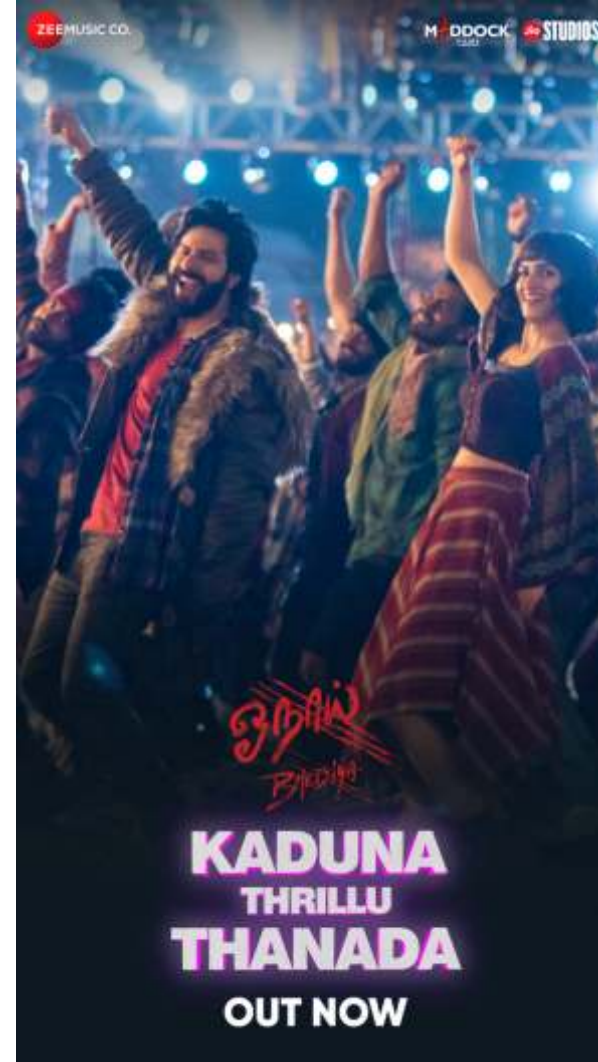
## The wildest... wackiest song of the year! Bhediya's latest track gives you a crazy bout of jungle fever

Chennai, Nov 17 2022: Can a movie song drag you to the dance floor, make you want to celebrate and shake a leg or two? Well, Bhediya's latest track is about to answer that question in style.

Featuring Varun Dhawan and his wolfpack in stellar dancing form; 'Jungle Mein Kaand' is all about having mad fun in the woods.

The perfect mix of snazzy beats and funky music, the song sees Varun unleash his wild swag with boy gang Abhishek Banerjee and Paalin Kabak for company. As leading lady Kriti Sanon also joins the party, Varun, Abhishek and Paalin show off some masala moves.

Talking about the song, composers Sachin-Jigar say, "With Jungle main Kaand, we have tried to bring the essence of tribal dance music in a fun way. With Vishal Dadlani and Sukhwinder Singh bringing in all the desi energy, we can hopefully get the



audience dancing to this one too after Thumkeshwari".

The Hindi version of the song has been sung by Vishal Dadlani, Sukhwinder Singh, Siddharth Basrur and Sachin-Jigar. Lyrics are by Amitabh

Bhattacharya. Tamil version has been crooned by Benny Dayal, while lyrics are by Amitabh Bhattacharya and S Sunandhan. Telugu version has been sung by Benny Dayal, while lyrics are by Amitabh Bhattacharya and

Yanamandra Ramakrishna.

'Jungle Mein Kaand' has been composed by Sachin-Jigar, sung by Benny Dayal, and penned by Amitabh Bhattacharya.

The tune's jungle vibe and super catchy steps make for quite the winning combo... add to that the infectious energy of Varun Dhawan and you get a dance track like no other.

Looks like Bhediya's album has one more winner on its hands with 'Jungle Mein Kaand'.

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. The film will be released in Tamil Nadu by Studio Green in a grand manner.

## Director Sathyashivaa's 'Naan Mirugamaai Maara' starring Sasikumar, Haripriya, Vikranth in the lead roles to hit the screens this Friday

Chennai, Nov 17 2022: Naan Mirugamaai Maara' is an upcoming film starring Sasikumar, Haripriya, Vikranth in the lead roles.

Produced by Chendur Films International and directed by Sathyashivaa, this film is all geared up to hit the screens this Friday (18.11.2022).

The team met the press yesterday (15.11.2022) and had an interaction with them, followed by the special screening of a 'Single shot action sequence' from the film.

Speaking first, Sound Engineer Udhayakumar of KNACK Studios said:

I was very happy to know that the film is based on sound. Initially, I was doubtful whether Sasikumar would fit the role. However, he surprised me by portraying the life of a sound engineer quite naturally and impressed everyone on sets with his realistic performance. Ghibran's background score has added strength to the film.

Editor NP Srikanth said:

We have tried out a new style of editing for this film. Hope everyone likes it. I have seen Sasikumar from a distance when I was in college. I am very happy that I am working with him right now.

Ghibran, the film's music composer, said:

I really liked director Sathya Shivaa self-confidence. He intended to craft a novelty in the background score of this film. He insisted that a new flavour of music should be made and it has to be from the sounds we hear on a daily basis, rather than the sound of musical instruments. Though it was initially difficult to understand, later I comprehended and composed the music as



per his requirements.

The editor has adopted a different method in the film which will be a talk of the town. Also, there will be a momentum in the film right from the beginning.

Sasikumar and I are now coming together after 'Kutti Puli'. I am very excited for the release of the film.

Sathyashivaa, the director of the film, said:

We have followed something new in this film. When you look at it as a film, you will definitely like it. For example, there is a pattern in this film. In the initial phases, I felt it difficult to convey this to the cast and crew. But I am very happy with the way the film has evolved right now. I hope people like and support the film, despite the violence which is much needed.

When I narrated the story of the film to Sasikumar over the phone during the Covid-19 lockdown, he readily agreed as it was very different from his style. I have to say that he has lived in this film as an actor, forgetting the director within him.

Ghibran was very happy when I told that there were no songs in the film. We all know that he is a master of background music! Ghibran has proved it yet again.

Cinematographer Raja should be praised. Three-fourths of the film's scenes were shot either at night or

in the rain. He worked in this film with full dedication without frowning even for a second.

Haripriya, the female lead was approached with her character-arc, where she plays the mother of a six-year old child. Surprisingly, unlike many other heroines, she did not hesitate, but realised the depth of the story and the importance of her character and immediately agreed upon. The beauty of her character is that she will be seen not as a heroine but only as Sasikumar's wife.

All the artists who have worked have brought out what I expected very well.

After this film gets released, I am very sure that Vikranth, Sharad Ambani and Shankar will frighten you. There is a scene in the film where a red paint is poured on Sasikumar! Since it would be very difficult for him, we planned to shoot the entire scene in a single take. Hence, we rehearsed for the same for eight to ten days. This is how the epic fight scene was created.

The film's heroine Haripriya said:

I was last seen in 'Vallakottai' in 2010 under the production of Chendur Films International. Since then, I have acted in many Kannada films. I was waiting for a perfect script and crew to act in Tamil again. That's when director Sathyashivaa saw

my Kannada film 'Bell Bottom' and approached me for this film. I liked the story very much and agreed with it. The film has a lot of expectations not only in Tamil Nadu but also in Karnataka. I play the role of Anandhi - a girl next door who is Sasikumar's wife and a dotting mother to a six year old. When they first approached me, they told me about the child in the film. I readily agreed since my intention is to always try something new and this script has a scope for the same.

Lastly speaking, Sasikumar said:

It has been a year since I acted in the film. The film was originally titled 'Common Man'. Then that title was changed to 'Naan Mirugamaai Maara'.

There will be a lot of violent scenes in the film. However, the emotions of an average man are used correctly in the story with the usual family sentiments. I'd also like to add that Ghibran's background score has added strength to the film. This is the first time I have worked in a film without a song. I was very happy that there was no dance in the film. The role of a sound engineer was very different for me, who had always roamed around in the field with a dhoti as a village hero. I watched sound engineers Lakshmi Narayanan and Udhayakumar closely before undertaking this role. Everything in the film will be new. We have all worked hard for this. The entire team has realised their importance and has contributed well. I'm not saying that the film is like this, it's like that, you just look at it and tell me how the film is.

Concluding in his usual style, he also revealed that another film of his titled 'Kari' is releasing next week.

## Fortis Malar performs successful 'SWAP' living donor kidney transplant

Solution-based approach for families who face donor-recipient blood group mismatch

Chennai, Nov 17 2022: Fortis Malar, a leading hospital with a 30-year legacy in organ transplant, successfully performed a living donor kidney "SWAP transplant" - a procedure where a living kidney donor, if incompatible with a recipient in his/her own family, exchanges kidneys with another donor-recipient pair. These live donor transplants occur simultaneously, as it is essentially an exchange of organs between two families, who cannot donate to their own family member because of blood group mismatch.

This case is about two courageous women. First, a 56-year-old mother, who wanted to donate a kidney to her 30-year-old son, who had suffered kidney failure and was on dialysis. Second about a 58-year-old wife, who wanted to give a kidney to her 65-year-old husband as one of his kidneys had failed. However, there was a mismatch with their respective recipient family members, due to blood group incompatibility. The Fortis Malar team assessed the case and found that the organs could be swapped between the two families as the blood



groups matched that way. Hence, the "swap transplant procedure" was recommended and both the families agreed and gave their consent. The team from Fortis Malar was led by Dr. Prabhu Kanchi, Lead Transplant Nephrologist, Dr. Kapali Neelamegam, Head of GI and organ transplant, Dr. Rajkumar, Urologist, Dr. Vidhya, Anaesthetist and Vaseekaran, Surgery Associate - who successfully performed the swap transplant. Following the procedure, the condition of both patients is stable.

Commenting on the success of the swap transplant, Dr. Prabhu Kanchi, Lead Nephrologist, Fortis Malar, Chennai, said, "The benefits of live donor swap transplant is that both the recipients

are able to lead normal lives instead of living through a long, tedious dialysis procedure, while also waiting for a matched kidney from a deceased donor. Many a time, we are unable to proceed ahead with a transplant, due to a good match not being available. The costs and time involved can be reduced significantly if there is a swap option. To ensure benefit to both the patients, it is mandatory to have age matched donors with similar kidney function and overall health".

Dr. Kapali Neelamegam, Head of organ transplant and GI surgery added, "Patients wait for 3 to 5 years for a deceased donor organ if there is no compatible donor in the family. Swap transplant is a boon to these patients if the transplant teams help

them find a suitable pair. It minimizes the shortfall of kidneys and enables the increase of transplant numbers legally".

Mr. Chandrasekar, Facility Director, Fortis Malar said "Fortis Healthcare has introduced state-of-the-art infrastructure to facilitate better clinical outcomes for organ transplants. We are trying to facilitate

the process if a donor-recipient does not have a compatible match. Fortis is looking to encourage Swap transplant in these patients both intrastate and interstate, by maintaining an inhouse registry. This will promote more compatible transplants, improve availability of organs and therefore lead to improved outcomes."

## Taare Zameen Par - a painting competition for 3000 deserving children Nawabzada Mohammed Asif Ali inaugurated the occasion handed over the certificate and prizes organised by RTI & LCI

Chennai, Nov 17 2022: Round Table India (RTI) & Ladies Circle India (LCI) organized Taare Zameen Par - a painting competition for deserving children. These children are studying in the schools developed and maintained by RTI. To date, RTI has constructed over 5736 classrooms and over 2000 schools impacting 6.3 million children across India. About 3000 children from own Round table supported schools were picked from their respective schools this early morning in buses and brought to Gurudwara, T.Nagar for Childrens day special RTI & LCI week event.

The children were provided with food, stationaries and other materials which was sponsored. The little



artists were given 40 minutes time to complete their Art and essay writing. Top artists in the batch were given with first, second and third Star Medals and their painting was short listed for the final round. Children were also excited to see number of artists present at the venue to motivate them. All Children were given a participation Certificate upon completing the art work and essays. Our Chief guest for the day Nawabzada mohammed asif ali, the famous Deewan to the Prince of

Arcot inaugurated the occasion and judged the top 3 paintings and handed over the certificate and prizes for the first round, he was really happy to be part of such huge event. Also, Area 2 Chairman Vijaya Raghavendra & Chairperson Divya Chetan, Sreedhar awarded the winners with medals and certificates. The children were so excited to see Celebrities, Government authorities and important VIP's to be part of this event.

Judges from Global

art Trainer Brinda, varnajalam Trainer Siva, famous young poet Eshikaa, Young Artist Shreyas, Budding artist Reema, Digital Artist Sneha were also happy to be part of the event and proud to judge these wonderful arts and essays by these beautiful kids

Area 2 Chairman Vijaya Raghavendra & Chairperson Divya Chetan shared their happiness to have initiated and organised such a huge event from their supported schools for the year. They thank everyone from their bottom of the heart to all the sponsors, Special guests for the day, celebrities, judges, their fellow tablers, circlers and friends for the complete support for making this event a grand success and bringing smiles to these beautiful kids.

## The importance of Diabetes coverage in a health insurance plan Priya Deshmukh Gilbile, Chief Operating Officer, Manipal Cigna Health insurance

Chennai, Nov 17 2022: Diabetes is known to be one of the most common chronic disease, which overtime if not managed can cause serious health problems, such as heart disease, vision loss, and kidney disease. Alarmingly, India has the second-largest adult diabetes population in the world. Nearly, every sixth person with diabetes in the world is an Indian as per Indian Council of Media Research (ICMR).

One cannot know for sure if they are susceptible to diabetes as it relies on various factors including age, weight, family history, genetic composition, and most importantly, lifestyle habits. This chronic disease can even turn into a life-threatening one, thus, people should opt for a health insurance plan that covers diabetes. By doing so, they can keep both - their finances as well as health in check. Additionally, a health insurance plan acts as an investment against unforeseen circumstances that might arise at any time and plunge a person's family into a terrible financial crisis.

On World Diabetes Day, let's explore a few of the crucial benefits of a health insurance plan that covers diabetes.

Advantages of health insurance plan with Diabetes coverage

**Financial Coverage:** The costs of hospitalization, today for getting treated for a major disease or chronic disease can cause a major dent in your savings. Thus, in the face of sudden hospitalization, a health insurance plan with adequate coverage ensures that all your healthcare expenses are taken care of even while prices of both hospitalization and medicines are skyrocketing every year. A sufficient health cover secures from unwarranted stress, safeguards your long-term financial goals thus, helping you to remain in good health and ensures financial security in the long run.

**Condition Management Program:** Diabetes or other chronic disease may restrict one from leading a normal lifestyle. Hence there are some insurers who offer built-in Condition Management Program under their specialized healthcare insurance plan, which allows you to track your current health status and rewards you for bringing about positive improvements in your health and well-being. At the end of the program, 'Health

Scores' are calculated based on the improvement in your health parameters, and you also get to earn valuable reward points that can be utilized as discount in the renewal premium, which help make it easier and more affordable for you to manage your diabetes. And that means you have less to worry about on your journey towards better health.

**Shorter Waiting Period:** If one is diagnosed with diabetes before purchasing the insurance coverage, it is considered a pre-existing condition, wherein there is a waiting period of two to four years, depending on the insurance provider. Also, there are very limited insurance options for the customers suffering from the chronic conditions. However, if you do a good research, you will come across some specialized healthcare insurance plans in the market that also covers conditions like diabetes, hypertension, asthma, obesity and dyslipidaemia, and what's more it has a shorter waiting period of only 90 days. This plan is good for people with diabetes, as it provides you not just insurance but a complete world of care.

Unlimited Tele-

Consultation including specialists: Some specialized healthcare insurance plans offers unlimited tele consultations in major Indian languages with Doctors, including specialists to help take better care of health and to ensure complete all round protection. Tele-consultation benefit helps in keeping a tab on one's health, ensuring 24X7 immediate care.

**Annual Health Check-up:** The majority of health insurance plans in the market provide free of charge Annual Health Check-up each policy year (including the first year), for all Adult insured persons who have completed 18 years of Age. This package is complementary for you and mostly offered on cashless basis only. Thus, it's important to look for insurance that offers Annual Health Check-up, as a proactive approach to the health.

To conclude: If one already has a health insurance plan in place, it's a good idea to review the coverage. On the other hand, if one does not have health insurance, it is vital to get a specialized healthcare insurance plan as soon as possible in order to preserve one's physical, emotional, and financial health at all times.

## PEPSI®: THE ULTIMATE AHAA! LIVES UP TO ITS PROMISE OF MORE FIZZ, MORE REFRESHING

Chennai, Nov 17 2022: In spirit of being the most iconic challenger brand, Pepsi® launches its new film which continues to elevate its philosophy of 'More Fizz, More Refreshing\*', featuring brand ambassador and superstar Salman Khan. The new film reiterates that Pepsi® is the voice and choice of the swag generation. At its heart, the campaign encourages youngsters to try out Pepsi®, which is now providing consumers with an elevated refreshing experience that has more fizz.

The film opens with a young couple sitting at a diner, where a waitress serves them a bottle of chilled Pepsi®. The guy gets up, walks to



the waitress and asks her to serve them a cola beverage with more fizz, and he is overheard by none other than superstar and swag ambassador Salman Khan who is seated nearby. Salman in his irreverent swag passes on a glass of cola beverage and asks him to try. The boy's thirst is dramatically quenched, and he asks the waitress that he wants the same cola beverage as the one given to him just now. Hearing this, Salman says, that he was given Pepsi® only earlier,

which makes the boy very surprised as he hadn't expected Pepsi® to have so much fizz. The boy then picks up a bottle of Pepsi® and is seen enjoying the more refreshing experience that it has to offer.

Speaking on the film, Saumya Rathor, Category Lead, Pepsi Cola, PepsiCo India, said, "Pepsi's new campaign brings alive the philosophy of swag and refreshment with more fizz. This campaign is pivoted on driving trials while

maintaining the brand's quintessential irreverent challenger spirit. Working with Salman has been an absolute delight and we are sure all Pepsi lovers will enjoy his new swag avatar in the film."

The new Pepsi® TVC will be amplified via robust 360-degree campaign. Pepsi® is available in single serve and multi serve packs across all modern and traditional retail outlets in India, as well as on leading e-commerce platforms.

\*Pepsi®'s "More Refreshing" claim is substantiated by independent research conducted by Nielsen which establishes that Pepsi® is now even more refreshing.

## M&M Results Q2 and half year FY2023 M&M Q2 PAT at Rs 2,090 crores up 46% Q2 Consolidated PAT at Rs 2,773 crores up 44%

Chennai, Nov 17 2022: The Board of Directors of Mahindra & Mahindra Limited today approved the financial results for the quarter and half year ended 30th September 2022 of the Company and the consolidated Mahindra Group.

Commenting on Q2 FY23 performance...

Dr. Anish Shah, Managing Director & CEO, M&M Ltd, said, "Our robust financial results reflect the

progress we have made on our strategic imperatives. While the auto segment has led growth, we have seen steady performance across our group companies. Our journey of creating value and providing growth capital continued through the Susten-OTPP transaction and the BII transaction."

Mr. Rajesh Jejurikar, Executive Director, M&M Ltd, said, "It has been an action-packed

quarter with multiple product launches and new products across segments, in addition to partnership announcements with BII and Volkswagen. We recorded our highest quarterly revenue for Auto and Farm segments. In SUVs, we continue to be the Revenue market share leader. Festive sales have been strong this year across Auto and Farm sectors. With the unveil of the XUV400

and our Born Electric Vision, we enter the Electric SUV segment and aim to establish leadership position in the future."

Mr. Manoj Bhat, Group Chief Financial Officer, M&M Ltd, said, "Our strong revenue growth coupled with the focus on operational metrics and cost management have enabled us to record our highest standalone profits ever."

## Why Cancer Care Infrastructure Matters for India

Chennai, Nov 17 2022: Cancer is fast becoming a public health emergency is India. According to one study[1] that drew upon the National Cancer Statistics Report, there were 1.391 million cancer cases in 2020. In Tamil Nadu, there were 81,814 cases in 2021[2]. The incidence has been rising steadily, both in the state and across the country.

Cancer incidence in India is currently estimated to be 1.9 to 2 million annually; actual incidence is estimated to be 1.5 to 3 times higher than reported cases. Addressing this rising cancer burden is now one of India's major health challenges, and calls for a thorough review of the nation's cancer care infrastructure.

Radiation therapy is a significant part of cancer care and therapy, since half of all cancer patients are treated with it. Radiotherapy is thus a critical part of the cancer care infrastructure; as the most cost-effective form of therapy, access to

radiotherapeutic facilities is crucial. With rapid advances in medical technology, education and skills of staff delivering radiation therapy skills also matters hugely. For students at this university, this should be of great interest.

There is increased requirement for radiotherapy in Tamil Nadu, because of the increased cancer burden. Radiotherapy is a highly technical and rapidly changing field of practice and study, wherein very sophisticated software systems are used to support clinical goals in delivering precision radiation therapy at scale.

World Health Organisation guidelines suggest that for India, there should be 1 radiotherapy machine per million people. That makes it around 1,400 machines for India. We are currently at around 650 making it a little less than 0.5 per million.

This is also reflected in the waiting period for

radiotherapy departments of public hospitals, which sometimes goes up to 1 year improving access to radiation therapy depends on expanding cancer care infrastructure rapidly.

Manpower needs to operate these sophisticated therapy equipment is equally important. The number of registered medical physicists are just over 1000 in India. In addition, given the importance of accuracy in delivering precision radiation therapy, providing adequate training on software usage in advanced technology systems for qualifying medical physicists is paramount. Education therefore plays a critical role.

So there are two things we need to address on an urgent basis - ACCESS to radiotherapy and TRAINING & EDUCATION for the optimal use of these therapy systems.

Several new advancements in the field

of radiation physics, radiation biology, and technical upgradation have led us in to a new era of radiation oncology. Radiotherapy clinicians and medical staff need to upgrade their skills to keep pace with technological change. Training programmes should extend to upskilling practitioners' capacity and abilities.

"Elekta's focus on education and training is driven with the same sense of urgency with which we are looking to create access for care," says Manikandan Bala, Senior Vice President, TIMEA & Asia Pacific & MD India. "Skill development at early stages is critical for success. Technology obsolesce needs to be factored in while looking to create sustainable training partnerships. This partnership is our endeavour in that direction, to benefit the community at large. We are committed to making radiotherapy accessible and will continue to invest in training and education."