

PM distributes about 71,000 appointment letters to newly inducted recruits under Rozgar Mela

Chennai, Nov 22 2022: The Prime Minister, Shri Narendra Modi distributed about 71,000 appointment letters to newly inducted recruits under Rozgar Mela via video conferencing today. The Rozgar Mela is expected to act as a catalyst in furthering employment generation and providing meaningful opportunities to the youth for their empowerment as well as direct participation in national development. Earlier in October, 75,000 appointment letters were handed over to newly inducted appointees under Rozgar Mela.

Addressing the gathering, the Prime Minister said that more than 71,000 youth are being given appointment letters in more than 45 cities in India which will result in a new era of happiness for so many families. He recalled that on the day of Dhanteras, the central government had distributed 75,000 appointment letters to the youth. "The Rozgar Mela of today is proof that the central government is working in mission mode to provide employment

opportunities to the youth of the country", the Prime Minister said.

Recalling the initiation of the Rozgar Mela a month ago, the Prime Minister remarked that several Union Territories and states will keep on organising such Rozgar Melas from time to time. He expressed delight that thousands of youth were provided appointment letters in Maharashtra, Gujarat, Uttar Pradesh, Jammu & Kashmir, Ladakh, Andaman and Nicobar, Lakshadweep, Daman and Diu, Dadra and Nagar Haveli and Chandigarh by the respective governments. He further added that Goa and Tripura are also organising similar Rozgar Melas in a few days' time. The Prime Minister credited the double-engine government for this tremendous feat and assured that such employment fairs will be organised from time to time to empower the youth of India.

The Prime Minister said that the youth is the biggest strength of the



nation. The central government is according the highest priority to utilise their talent and energy for nation-building. He welcomed and complimented the new public servants. He reminded them that they are assuming this important responsibility in a very special time period, i.e. Amrit Kaal. He highlighted their role in the country's resolve to be a developed nation in the Amrit Kaal. He asked them, as representatives of the central government, that they should understand their role and duties

comprehensively and should constantly focus on capacity-building to perform their duties.

Throwing light on the Karmayogi Bharat technology platform that is launched today, the Prime Minister informed the availability of many online courses for government employees called Karmayogi Prarambh and urged the new appointees to make the most out of it. Citing its benefits, the Prime Minister said that it will be a great source for their skill

development as well as benefit them in the days to come.

The Prime Minister touched upon the crisis created for the youth at the global level due to the pandemic and the war. He said in this difficult time also experts around the world are optimistic about India's growth trajectory. The Prime Minister said, as per the experts, India has become a major force in the service sector and soon it will be the manufacturing hub of the world too. While initiatives like PLI, the Prime Minister said, will

play a huge role in this, the main foundation will be the youth and the skilled manpower of the country. The PLI scheme is likely to create 60 lakh jobs, the Prime Minister informed. Campaigns, like Make in India, Vocal for local, and taking local, global, are creating new opportunities for employment and self-employment, he added. "Possibility of new jobs in both the government and private sector is continuously increasing. More, importantly, these opportunities are emerging for the youth in their own cities and villages. This has

reduced the compulsion of migration for the youth and they are able to play their role in the development of their area", he said.

The Prime Minister highlighted the new opportunities created by measures in sectors ranging from startup to self-employment and space to drone. 80,000 startups are providing the youth opportunity to showcase their talent. Drones are being increasingly used in medicine, pesticide, and mapping in the Svamitva scheme and in the defence sector. This is creating new jobs for the youth, he said. Remembering the launch of India's first space rocket by the private sector in India a few days ago, the Prime Minister lauded the decision to open up the space sector thereby creating employment opportunities for India's youth. He also gave the example of 35 crores plus Mudra loans that have been sanctioned. The Prime Minister credited the forward push towards research and innovation

and pointed out that it resulted in increased employment opportunities in the country.

The Prime Minister urged the appointees to make the most of the new opportunities that are presented to them. He highlighted that these appointment letters are only the entry point that opens up a world of growth for them and urged them to become deserving candidates by learning from experience and from their seniors. The Prime Minister concluded by sharing his experience of learning and said that one should never let the student within the soul perish. Shri Modi remarked that he never lets go of a chance to learn something new. The Prime Minister asked the appointees to share their experience of online training and provide constructive feedback to improve the Karmayogi Bharat platform. "We are already on our way to turning India into a developed country. Let's take the resolve to move forward with this vision", the Prime Minister concluded.

Ministry of Railways showcasing its achievements and progress with the theme of 'Ayodhya Railway Station' at IITF pavilion



Chennai, Nov 22 2022: The Ministry of Railways is participating in the 41st India International Trade Fair (IITF) - 2022 being organised from 14th to 27th November 2022 at Pragati Maidan, New Delhi. The Ministry has set up a pavilion in Hall no. 5 with the theme of 'Ayodhya Railway Station'.

Many facets of Indian Railways have been highlighted, where various themes have been displayed with their technological & structural advances through photos, translights, models, etc.

The Railway pavilion boasts the grandeur of the new look of Ayodhya Railway Station in Uttar Pradesh, a sports gallery exhibiting various

awards triumphed by the Railway sportspersons, the outer fascia depicting the journey from steam engine era to Vande Bharat and heading towards bullet train, side walls based on theme of 'Azadi Ki Rail Gadi aur Stations' showcasing the connect between Freedom Struggle & Indian Railways, along with many models including:

- Redeveloped Ayodhya Railway Station, with the design inspired by Shri Ram Janmabhoomi Temple
- Sabarmati Multimodal Passenger Hub & Casting Yard of India's first Bullet Train Project, Mumbai-Ahmedabad High-Speed Rail Corridor
- World's highest

Railway Arch Bridge, the iconic Chenab Bridge, part of the national project Udhampur-Srinagar-Baramulla Rail Link

• Bina Solar Power Plant, a first-of-its-kind solar project that generates & supplies solar power directly at 25 kV OverHead Electrical Equipment to haul trains

• India's first Underwater (Subaqueous Tunnel) rail system part of the East-West Metro corridor of Metro Railway, Kolkata

• Vande Bharat Express, India's first indigenous Semi High-Speed Train

In the Railway pavilion, one can find something of interest for

every age group. Interactive console based screens displaying Station Redevelopment videos, Flipbook to learn more about Indian Railways and an interactive quiz with attractive prizes aimed to be educational, informative and fun will keep children entertained.

A visit to the Railway Pavilion at IITF 2022 would be informative and will make visitors aware of the new initiatives being undertaken and also bring into focus the progress of Indian Railways.

Each visit can be made memorable by clicking pictures at the special selfie booth 'I am at Railway Pavilion'.



Puducherry Governor Dr. Tamilisai Soundararajan Participated in Puducherry Day Celebrations at India International Trade Fair in #NewDelhi organised by Dept. of Industries & Commerce (DIC) and Dept of Art & Culture #Puducherry. The theme of the trade fair is "Vocal for Local, Local to Global" to realize the vision of our Honb @PMOIndia #atmanirbharbharat.

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Vikas Lifecare Limited to issue Equity Shares to QIB's

Coimbatore, Nov 22 2022: BSE & NSE listed Vikas Lifecare Ltd., engaged in the business of manufacturing Polymer and Rubber compounds and specialty additives for plastics, synthetic and natural rubbers has approved QIB placement of equity shares of face value of ₹ 1 to Qualified institutions at a floor price of ₹ 4.88 per Equity Share based on the pricing formula as prescribed under the SEBI ICDR Regulations.

The approved size of present trench (being 3rd Tranche of QIBs Issue amounting upto ₹2000 Million as approved by the members through postal ballot earlier, of the QIBs Issue upto ₹ 500 million; (the remaining amount of ₹1000 million will be raised by the Company through subsequent tranches, if any). The Issue opened on 15 November 2022.

Recently the company has announced collaboration with three world class institutions to share the research inputs

and work on developing various viable materials like cellulose, lignin and silica from rice husk. In this agro-circle project, the New Delhi based company has joined hands with Indian Institute of Technology (IIT) Varanasi and Sweden's Stockholm University. Other than this, the company has also partnered with renowned Swedish companies namely- Lignflow Technologies AB and Lixea Computer for the same purpose. This collaboration aims to



develop a circular economy and achieve sustainability through production, recovery, reuse, and ultimately send back the product to its original form at the end of life, resulting in zero or negligible waste".

Actor Sasikumar starrer "Kaari" Pre-Release Event

Chennai, Nov 22 2022: Prince Pictures Producer S Lakshman Kumar's upcoming movie 'Kaari' starring Sasikumar in the lead character is scheduled for the worldwide theatrical release on November 25, 2022. Malayalam actress Parvathy Arun is playing the female lead role in this movie, which marks her debut in Kollywood. Debut filmmaker Hemanth is directing this movie, which has musical score by D Imman. Bollywood actor JD Chakravarthy is playing the negative role in this movie. The others in the star-cast includes Aadukalam Naren, Naagi Needu, Redin Kingsley, Ammu Abhirami, Prem and many more prominent actors are a part of this star cast. With the film hitting screens this Friday (November 25, 2022), the entire cast and crew were present for the Pre-Release event. Producer Lakshman Kumar, Prince Pictures Quote: "Director Hemanth narrated this script of Kaari to me, when there was an interim ban of Jallikattu. I was intrigued by the impressive narration and the elements that it owned, which propelled me to materialize it by all means. It was more exhilarating to see that the united power of Youth paved way for the justice, which furthermore instilled in me the urge to produce this movie. I strongly felt that Sasikumar sir would befittingly look perfect for this character. We have shot film amidst heavy challenges including the filming of scenes with bulls and horses. Besides, the scenes involving horses were shot with the ones involved in races in Mysore. Recently, we are facing some upheavals, and this movie will brim us with more hopes and confidence." Actor Prem Quote: "When I was delineated about my character, I was initially hesitant to perform it. However, I wanted to give a try and decided to go with it. Riding race horses isn't an easy deal. It was really challenging to shoot the scenes with race horses in Mysore." Cinematographer Ganesh Chandra Quote: "Producer S Lakshman Kumar wanted to deliver the final output with the right package, and hence, he kept providing us with essential requirements that we kept asking him. I am seeing Hemanth as the next one to director Vasantha Balan to narrate the films visually. D Imman has given more life to the movie with his background score. Actress Parvathy Arun has delivered fabulous performance,



especially during the pre-interval scene. The real participants in the Jallikattu sports helped us a lot in filming the movie in perfect terms." Editor Sivanandeeswaran Quote: "After Theeran Adhigaaram Ondru, I am very impressed with the film Kaari. A film's major success is contributed by the interval and climax point, which was evident with this movie. Sometimes, the reality becomes more powerful when uttered by apt actors, and Sasikumar owns that charisma and stature. Kaari will not disappoint anyone in the theaters." Actor Nagineedu Quote: "The film's shooting was done consistently day and night. I had a habit of eating at the right time. Actor Sasikumar understanding this situation, kept supporting me. I would say 'Redin Kingsley' is an atom bomb. The main reason is that when we are seriously conversing, he would throw up throw up an uncalled-for statement. Later, when I asked the crewmembers, I got to know that this is USP, which has worked wonders in many movies." Actress Ammu Abhirami Quote: "It's not just Sasikumar sir movies, but he himself is so simple and natural in all ways. I feel excited to be a part of this movie. Kaari will be a delightful entertainer for everyone in the theaters." Aadukalam Naren Quote: "I am sharing the screen with Sasikumar after Sundarapandian. Usually, I don't listen to the entire script from any filmmaker, but Hemanth made sure that I get to know about the complete story. He narrated the script for 3 hours as he wanted to make sure that every actor in the movie should know about the film's plot and play." *Actor Redin Kingsley Quote: "I don't know to ride bike myself, but the team made me ride an auto rickshaw. It was really challenging to perform those scenes of driving it with Sasikumar and Parvathy sitting behind me. Kaari will be a big blockbuster hit like Love Today." Actress Parvathy Arun Quote: "Initially, I was nervous to work with Sasikumar sir, but he made me feel comfortable

throughout the shooting. When director Hemanth asked me if I like bulls, I gave a nod and then I had more scenes to shoot with it. Like everyone said, there was a crucial scene with the creature during the interval point, and it has shaped up really well." Music Director D Imman Quote: "I am now stepping into 20th year of musical journey in the industry. Director Hemanth narrated the script for three hours. He materialized the entire movie exactly as he narrated me. The song 'Saanjikkava' has turned out to be a good hit. The song is written by late lyricist Lalith Anand. Actor Sasikumar sir is looking more handsome and charismatic in this movie after many movies." Director Hemanth Quote: "Producer Lakshman sir is a man of action and Sasikumar is a man of few words. When I narrated the script, he told that it will be good if I can materialize the script exactly as I narrated. The word 'Local' has become an offensive term, which is untrue. Local means nativity. The more, we are inclined to nativity, the more we have reputation. In the recent times, we are coming across many elements that is trying to hamper and curtail it down. One among them is Jallikattu, where we came across many incidents that were purely done to put an end to our culture and identity. Whatever might be the situation, none can impose an end to this sports of our culture. Across the entire India, the youngsters in Tamil Nadu alone are inclined to the cultural esthetics including the sports like Jallikattu. Few groups and organizations are attempting to bring an end to this, thereby diverting the attention of youngsters into a different arena. The film 'Kaari' will speak about the human emotions, hope and beautiful relationships. On the whole, the entire movie will be an emotional action drama that will savour the tastes of all audiences."

Actor Sasikumar Quote: "There are lots of criticisms about my consistent projects on rural based movies. I would like

to clarify that I come from rural backdrops. I have lived my life. This is my identity, my culture and nativity. If I am successful today in what I am doing, it's because of the village that has nurtured me. So it's my duty to give back something and I will continue to act in more rural movies irrespective of the criticisms. Producer S Lakshman Kumar has fulfilled my desire that I had as a producer. He made sure that everyone in the crew had good food, and it was maintained throughout the shooting. I was deeply inspired by the gesture of Captain Vijayakanth sir and Producer Ibrahim Rawther. I couldn't continue my production venture, but am happy to see that Lakshman sir continues to do this wholeheartedly. Ammu Abhirami has done a beautiful role in this movie. She has to continue doing such roles in the near future. Tamil cinema is desperately in need of character artistes, and she has to take up such roles that will escalate her stature. The film's villain role is played by actor JD Chakravarthy, who has been extremely supportive and caring for me. He would also ensure that I am safe. He is a versatile actor. This is the 9th movie that I am working with a debut filmmaker. The reason why I didn't openly appreciate Hemanth for this movie is because I wanted the audiences to do it. The success of this film shouldn't be marked by producer Lakshman gifting him a car, but sign him up for his next project with actor Karthi in the lead character. There were many real Jallikattu players, who were so supportive and helpful throughout the shooting. Even then, there were few occasions, where the Jallikattu bulls would almost attack me, and I have had narrow escapes. I had promised them that I would watch the First Day First Show along with them, and will keep up the word without fail. How much ever legal suits come up, no one can ban Jallikattu. We have never tortured any Jallikattu bulls. The organizations that are trying to ban the Jallikattu game have a hidden agenda behind it. We have delineated 18 varieties of cows in this movie. Kaari is the first-ever big budgeted movie in my career. Kaari is a movie for audiences from all walks of life. It's a film about Jallikattu. Everyone should watch this movie in the theaters. I will officially announce my next directorial venture during the success meet of this movie."

Cultural Performances enthrall audience at Kashi Tamil Sangamam, Kokalikattai artists get standing ovation

Varanasi, Nov 22 2022: Kashi Tamil Samagam is a unique initiative to explore and celebrate the shared values and culture of North and South. It is an opportunity to take forward the interaction and dialogue and further strengthen the connect among people through literature, philosophy, music, dance, drama, art and handicraft among others.

The cultural evening during the sangamam on 22.11.2022 saw several presentations by Tamil and local artists. The Chief Guest of the program Dr. Jayanthi S. Ravi, I.A.S and Secretary, Auroville Foundation, Pudducherry, said that Kashi Tamil Samagam is acting as a bridge for bringing the North and South closer. She hailed the role and contribution of Banaras Hindu University for hosting such a grand event which is showcasing the



unity in diversity in a fabulous manner.

The performances included Kajari song "Piya Mehndi Manga The Motijheel Se" and other folk songs by the students of Nivedita School, Varanasi, under the direction of Mrs. Sujata Gupta. Kajari is one of the forms of folk songs in Uttar Pradesh. Artists from the Toda tribal society, Nilgiri

hills, Tamil Nadu, performed tribal songs. They concluded their presentation by singing Vande Mataram.

The Kokalikattai artists performed the Siva Parvathi Leela under the direction of R. Sudhakar. The performance left the audience enthralled who gave a standing ovation to the performing troupe. Natya Manjari

under the direction of Shri Balagurunathan performed Bharatanatyam, followed by Pambaivadyam by G. Manikandan and team. The program concluded with folk songs by Karunkuli Shri R. Ganesan from Thanjavur, who presented folk songs praising Lord Siva.

Shriram Life's Premier Assured Benefit Rides on Guaranteed Benefits, Superior Returns & Comprehensive Life Cover Options

Chennai, Nov 22 2022: Shriram Life Insurance has launched a new plan called Shriram Life Premier Assured Benefit. The plan is aimed at helping individuals aged 30 days to 50 years meet their recurring needs and achieve their major financial goals in life. This is a non-participating life insurance savings plan that offers attractive guaranteed returns.

The plan comes with Income and Settlement payout options. The unique feature of the plan lies with the 'Life Plus' coverage, wherein survival benefits are paid to the family as scheduled even after the life assured's death. These benefits are paid over and above the Death Sum Assured. This signature cover provides selected pay out benefits without any burden of premium payment on the beneficiaries if the life assured dies during the

premium paying term.

Speaking at the launch of the Premier Assured Benefit plan, Casparus Kromhout, MD & CEO of Shriram Life Insurance said, "We are thrilled to add this one-of-a-kind Guaranteed Savings Insurance Plan to our ever-expanding product bouquet. This new plan offers tax-free benefits and assists employees, professionals, business persons and entrepreneurs in achieving their long-term objectives with guaranteed and attractive returns. Given the true purpose of life insurance, this plan provides Life Plus coverage for the entire duration of the policy and ensures the insured family's financial security even after unexpected and unfortunate events."

The policyholders can receive payouts in one of three ways: Income, Settlement in a lump sum, or Settlement in

instalments. They cover a wide range of customers' needs such as consistent cash flow to meet various recurring financial needs, fulfilling major long-term goals and for those who want their loved ones to achieve their planned goals even in their absence.

To accommodate the ever-changing life needs, the plan also offers the flexibility to switch the applicable payout options anytime as needed. Customers who want to save a large sum of money for major financial goals in life, such as starting a dream home or saving for financial security or hedging their investments can choose the Settlement options.

For the decision-making to be simple and need-based, the premium rates have been kept the same for both the Life Cover options - Life & Life Plus. In the event of the

policyholder's untimely death during the policy term, the Death Benefit is paid to the beneficiaries or nominees with the opted Rider benefits, if any as per the Life cover option chosen.

Premier Assured Benefit starts with a minimum premium of INR 60000*, a minimum payment term of 6 years and a minimum policy term of 10 years. The policy is also available with a Single premium and under PoS channels. Policyholders can avail of the loan facility with just 9% interest per annum for a maximum loan of up to 80% of the surrender value. Tax benefit, as applicable under extant laws is available.

As a highly flexible policy, with three benefit payouts and two life cover options, the Premier Assured Benefit Plan is likely to be a best-seller among customers.

SUPERSTAR RAJINIKANTH'S BABA GEARS UP FOR RE-RELEASE IN A NEW AVATAR! DIGITALLY ENHANCED 'BABA' COMING SOON

Chennai, Nov 22 2022: 'Baba' is a 2002 film starring Superstar Rajinikanth. The actor not only produced the film, but also wrote the story and screenplay for this film. After the consecutive success of 'Annamalai', 'Veera' and 'Baashaa', director Suresh Krissna directed Rajinikanth for the fourth time in 'Baba'.

Manisha Koirala played the female lead, while Goundamani, Delhi Ganesh, Sujatha, MN Nambiar Ashish Vidyarthi, Sayaji Shinde, Sangavi, Karunaas and others were the supporting cast. Riyaz



Khan played a pivotal role.

A R R a h m a n composed the music for this film.

Brinda, Prabhu Deva and Lawrence choreographed songs.

'Baba', centered on

Mahaavatar Babaji, created vibes. Especially the Baba Mudra, which is the signature style of Superstar Rajinikanth in this film, captivated even children at the time of its release, and is still considered a special symbol for him.

Meanwhile, the film is now gearing up for a new screening again, with a refreshing re-edit & new look. Every frame has been digitally enhanced with state of the art color grading.

The scintillating songs of the film, 'Maya Maya', 'Shakti Kodu', 'Kichu Kichu' has been remixed and re-mastered to Dolby Mix sound, giving the fans a new experience, without a doubt. The sound effects & the re-recording has also been re-touched to enrich the dynamics.

The release date of the film will be announced soon.

GARNIER OPENS ITS FIRST PLASTIC WASTE COLLECTION CENTER IN CHENNAI, INDIA, TO INTEGRATE MORE OCEAN-BOUND PLASTIC INTO BEAUTY PACKAGING

Chennai, Nov 22 2022: Garnier, one of the world's largest mass-market beauty brands, strengthens its commitment to protecting the environment with the funding of a dedicated plastic waste collection center in Chennai, India, in partnership with Plastics for Change, a social enterprise launched with a mission to use plastic waste as a resource for addressing social issues. With the aim of collecting 2,000 tons of ocean-bound plastic [1]. In its first year, this center will empower the lives of 2000 people from the local communities. The plastic collected has been integrated into the packaging of Garnier's iconic haircare Ultra Doux range, in European markets. For the first time, Ultra Doux bottles are made with 100% recycled plastic [2], of which 30% will be ocean-bound plastic [3].

To make collection services accessible to all, Garnier will set up plastic collection kiosks across 20 prominent locations in Mumbai, Chennai, and Delhi, encouraging



consumers to take their #OneGreenStep. Garnier has also partnered with eCommerce partners Amazon and Myntra, as part of which Garnier will recycle two plastic bottles, through Plastics for Change, for every Garnier product bought on these platforms.

Adrien Koskas, Global Brand President Garnier, L'Oréal, said, "As one of the world's leading mass beauty brands, Garnier has the unique opportunity to help create a positive impact on the planet by leading the way towards sustainable beauty that is accessible to all. With Garnier Green Beauty we want to shift the way the beauty industry operates, creating beauty that is good for you and the

planet. We are committed to working hand in hand with organizations like Plastics For Change to impact the planet in a more positive way. I'm so excited to unveil our next big milestone in partnership with Plastics For Change a dedicated Collection Centre here in Chennai. With this new Centre, we hope to make a bigger impact, not only in the environment but also on the local community."

Andrew Almack, CEO & Founder, Plastics For Change, said, "Plastics For Change was launched with a mission to use plastic waste as a resource for creating dignified livelihoods and alleviating poverty. The waste collectors at the base of the recycling supply chains are

the backbone of the circular economy and by empowering them we're creating both a social and environmental impact. Our goal is to connect a million waste collectors through fair-trade supply chains by 2030. This collection center is a major milestone for Plastics for Change and Garnier, in its Green Beauty journey."

Since 2020, Garnier has been partnering with Plastics for Change to collect and recycle plastic, while enabling informal waste collectors, waste entrepreneurs, and their families to earn a stable income and improve their overall livelihood. Since 2020, Garnier has helped collect the equivalent of 539+ tons of plastic and support more than 3,200 beneficiaries.

[1] Abandoned plastic waste located within a range of 50km from shore that would eventually end up discharged in the ocean.

[2] Except dyes, additives and caps.

[3] In a selection of bottles, including Honey Treasures and Marvelous Oils Shampoos.

Axis Bank and Flipkart partner to launch 'Flipkart Axis Bank Super Elite' Credit Card

Chennai, Nov 22 2022: Axis Bank, India's third largest private sector bank, and Flipkart, India's homegrown e-commerce marketplace have partnered to launch the 'Super Elite Credit Card'. In an effort to scale the Flipkart SuperCoins reward programme and enhance the customer shopping experience, this card will serve extensive value to shoppers. Following the three million milestone recently achieved for the existing Flipkart Axis Bank Credit Card, this partnership enables yet another avenue for customers on the platform to unlock and enjoy unique rewards. The Super Elite Credit Card will offer an activation benefit of 500 Flipkart SuperCoins with 4X SuperCoins earned for every transaction and rewards up to Rs 20,000 across Flipkart, Myntra, Flipkart Health+, Cleartrip, and Flipkart Hotels.

SuperCoins are rewards that customers can earn on each purchase across the Flipkart, Myntra and Cleartrip. This loyalty program was created with a vision to nurture customer relationships, enhance the digital shopping experience and deliver increased value. Building on the growing momentum and customer support received towards the Flipkart and Axis Bank partnership since



2019, the launch of the Super Elite Credit Card is a rewarding addition to the family of credit cards offered on the platform. The unique rewards portfolio will serve the nuanced needs of Flipkart's registered and burgeoning customer base of over 450 million across the country. The launch of the Super Elite Credit Card is a true testament of the successful launch of Flipkart Axis Bank Credit Card in 2019. This launch is a step towards Flipkart's consistent efforts in providing affordable, convenient and value-driven offerings.

With the Flipkart Axis Bank Super Elite Credit Card, customers on Flipkart can earn a total of 8 SuperCoins for every Rs 100 spent and a maximum of 200 SuperCoins can be earned on every successful transaction. Flipkart Plus customers earn a total of 16 SuperCoins for every Rs 100 spent and they can earn a maximum of 400 SuperCoins on every successful transaction on Flipkart. For all other transactions outside of Flipkart, customers will

earn two SuperCoins with no upper limit for every Rs 100 spent on all eligible spends. The Flipkart Axis Bank Super Elite Credit Card brings all of these benefits to the customers at an annual fee of Rs 500, which is waived off on an annual expense of Rs 2 lakhs on the card.

Commenting on the launch, Sanjeev Moghe, President & Head, Cards & Payments, Axis Bank, said: "We have been continuously working on innovation-led partnership models to offer customers a value proposition specifically designed to cater to their changing needs, while delivering greater convenience and more benefits.

"We are delighted to take our existing partnership with Flipkart to the next level by launching a new variant of credit card, 'Flipkart Axis Bank Super Elite Credit Card'. We believe that this co-branded credit card will certainly appeal to customers across India, seeking benefits in the form of SuperCoins, as it offers benefits and easy

redemption opportunity on every transaction."

Commenting on the launch, Dheeraj Aneja, Senior Vice President - Fintech and Payments Group at Flipkart, said, "At Flipkart, it is our constant endeavor to provide a convenient and affordable shopping experience for the 450+ million customers on our platform. With the launch of the 'Super Elite Card' in partnership with Axis Bank, we are reiterating our commitment to driving access to formal credit in India. We are happy to continue playing a role in making shopping affordable and convenient for our customers on Flipkart."

"Today over 100 million Flipkart customers enjoy the benefits of SuperCoins, and we stay committed to providing our loyal customers greater value and rewards across Flipkart, Myntra, Cleartrip and 100+ participating brands on the reward store. The Flipkart Axis Bank Super Elite Credit Card, being launched with Axis Bank, customers can access their favorite products on Flipkart at great price points with 4X the SuperCoins. We are excited for this upgrade to our reward programme and are positive of its response", said Arief Mohamed, Vice President, Customer, Growth and Loyalty at Flipkart.

30 Years of ASEAN-India Friendship Celebrated by Hosting 3-Day Music Festival

Chennai, Nov 22 2022: The Ministry of External Affairs (MEA), in association with Seher concluded the 3-day ASEAN-India music festival, on Sunday at the Purana Qila. This music festival celebrated 30 years of diplomatic relationship between ASEAN and India, marking 2022 as the ASEAN-India Friendship Year. The MEA hosted several ASEAN countries for the music festival, including Indonesia, Malaysia, Vietnam and Singapore among others.

Among Indian performers, the music festival saw performances from Papon, Jonita Gandhi, Amar Jalal, Raghav



Meattle and the famous duo of Vishal & Shekhar. From ASEAN countries, a total of 10 bands performed, including, Vietnam's Tri Minh's Quartet, Malaysia's Instamuzika, Brunei's Empty Wallet, Singapore's Linying Band and Indonesia's Riau Rhythm.

After the conclusion of this music festival, Minister of State for

External Affairs, Meenakshi Lekhi tweeted, "Enhancing ASEAN-India Cultural Connect. Witnessed the scintillating performance by bands from @ASEAN & India at the finale of #ASEAN-India Music Festival at Purana Qila. Celebrating 30 years of ASEAN-India relations and our deep cultural connect. #ASEANIndiaFriendshipYear"

The second edition of this music festival is a prime example of cultural connectivity between India and the different ASEAN countries. While music is one medium of cultural connect, even the existence of shared cultural history between India and ASEAN countries such as Vietnam and Thailand, where Hindu mythological remains are prevalent, become a close connection between India and the Southeast Asian region. Thus, the future partnership between India and ASEAN will continue to build further as time progresses.

Sunstone's advantages are now available at Thangavelu Engineering College

Chennai, Nov 22 2022: Sunstone, India's leading higher education startup with presence across 35 cities in 45+ institutions, now offers its benefits to Thangavelu Engineering College, in Chennai. Affiliated with Anna University, Thangavelu Engineering College offers a wide range of programmes across disciplines at undergraduate and postgraduate levels.

With this addition, Sunstone's advantages would now be available with offered by Thangavelu Engineering College. Sunstone's advantages enable access to industry-oriented education and skilling programs making students job-ready while in college. Additionally, with Sunstone's robust network of 1000+ recruiters, this inclusion will create a large pool of placement opportunities for students in top companies.



Chennai attracts higher - education aspirants from across the state. With continuous focus and efforts by the government, Tamil Nadu's education system is reforming itself to cater to the needs of the students and provide quality education. In recent times, the government has come up with innovative schemes to enable higher -education for its young population.

Commenting on the announcement, Mr. Piyush Nangru, Co-Founder and COO, Sunstone, said "We are pleased to add Thangavelu Engineering College to our network of campuses and offer Sunstone's benefits in Chennai. India has an untapped talent pool of engineers with immense potential. With this collaboration, we aim to

provide the youth with industry-oriented skill sets that will certainly increase their employability. At Sunstone, we are inclined to instil future readiness amongst our students and make higher education more accessible for the new aspirants."

When enrolled at campuses with Sunstone, students can make the most of an industry-oriented curriculum by availing advanced certifications, enrolling themselves in immersive industry-integrated internships as well as projects, learning high-demand tech skills, and building a professional portfolio for themselves.

For a more holistic and comprehensive education, Sunstone also provides life skills & soft skills training, admittance to interest-

based clubs, sports meets, cultural fests, student exchange programs, and access to a thriving digital community of Sunstone's student network and much more.

On the announcement, Thangavelu Engineering College said, "India's engineering industry is constantly evolving where the companies require a multi-skilled workforce to stay ahead of the growing competition. We are constantly watching these transformations and aligning our curriculum as per the requirements of the industry. Our collaboration with Sunstone is a testament to our commitment to providing top-notch education to our students."

Acting is my everything, its my life: Nawazuddin Siddiqui at 'In-conversation' session in IFFI 53

Chennai, Nov 22 2022: "If you have to begin from zero, you have to first unlearn what you have learnt," said Nawazuddin Siddiqui. The iconic actor who has appeared in some of Bollywood's major films such as Black Friday, New York, Peepli Live, Kahani, and Gangs of Wasseypur, addressed the 'In-conversation' session on topic- 'Journey as an Actor' today. The session was organised on sidelines of 53rd International Film festival of India (IFFI), being held in Goa from 20 to 28 November, 2022.

Speaking about his journey of becoming an actor, he said that after

graduating from a local college, he worked as a chemist in a petrochemical company for a short while. However, to fulfil the dream of becoming an actor, he got associated with theatre. Eventually, he got admitted to the National School of Drama (NSD), Delhi.

When asked about his struggles and challenges that he faced in early days of his career, Nawazuddin told that he was offered small roles which he had to accept as he had no other alternative and he had to survive. "It is the difficult time that makes you strong," he said.

Responding to a

question on how Gangs of Wasseypur turned out to be a turning point in his acting career, he said that the movie made him believe in himself. "I was confident that my struggles will get over after this and people will appreciate this movie", he said.

Nawazuddin Siddiqui also shared his experience of working in web-series on Netflix and other OTT platforms. He said that initially he was hesitant to work in series on OTT platforms as he had no idea about them. However, Anurag Kashyap convinced him for working on these platform. It is to be noted that Sacred Games web-series turned out to be

a big hit on Netflix.

Nawazuddin also shared his words of wisdom on playing versatile roles in biopics Manto, where he played role of prominent Urdu author Saadat Hasan Manto, and Thackeray, in which he played as Indian politician Bal Thackeray.

When asked from where he gets the drive and motivation to work everyday, Nawazuddin said that acting is my hobby and I don't get tired of it. "Acting is my everything, its my life. Even one life is not enough to satiate my thirst for acting", he added further.

Give your laundry a better experience with the new premium range of Godrej Eon - Velvet Series Washing Machines

Chennai, Nov 22 2022: Godrej Appliances, business unit of Godrej & Boyce, the flagship company of the Godrej Group, has expanded its premium range of fully automatic top-load washing machines with the 5-Star rated Eon Velvet range. With cutting edge technologies, advanced health and hygiene features and clutter breaking aesthetics, it is an ideal choice for contemporary customers, who want differentiated products with trending features.

The Godrej Eon Velvet range of washing machines are power-packed with various advanced features such as Flexi wash – upto 26 customizable wash programs allowing an optimal combination of pre-soak, wash, rinse, spin time and water level for the best suited wash for all kinds of clothes and stains. ~Zero Pressure (0.02 MPa) Technology that allows the machine to operate even in low pressure conditions and fills the tub 60% faster than other machines (select models) even at close to zero pressure. Roller



Coaster Wash technology with its combination of specially designed gravity drum, a deeper aqua jet plusator that allows for greater wash turbulence and cascade waterfall enables better cleaning. The machine also has Super Dry option- an extra spin cycle for excess moisture removal, quite useful for denims and heavier clothes. The rear control panel prevents water seepages into the controls. Additionally, the Tub clean mode ensures the tub, lint filter, pulsator & balancer ring are thoroughly cleaned to maintain the hygiene of the machine as well as clothes.

Speaking about the new offering, Kamal Nandi, Business Head and Executive Vice-President at Godrej Appliances, a flagship

company of Godrej & Boyce, said, "We have been witnessing growth in premium segments across geographies and channels, and expecting the premium mix in the total contribution to double this year, compared to pre-pandemic years. YTD October data re-establishes the premium trend with Frost Free refrigerators and Fully Automatic Washing Machines continuing to grow much faster. Our new Eon Velvet range of washing machines are apt for consumers looking to upgrade to better performance and more aesthetic machines."

Further, Rajinder Koul, Product Group Head - Washing Machines, Godrej Appliances added, "With the introduction of this range, in the premium segment we

are expecting to achieve 50% growth by this financial year-end. In the coming months, we will be expanding this platform further by adding higher capacities and more technologies."

The aesthetics of this washing machine range is inspired from new age automobiles – offering curved tinted toughened glass, intuitive hidden handle, metallic chrome garnish and a soft close lid with a convenient flip lid detergent drawer. Being a 5-Star rated model, it helps to optimize electricity consumption and gives higher savings. The series is available in 6.5 kg, 7 kg and 7.5 kg capacities in multiple attractive colour options like Metallic black, Autumn Red, Silver Glaze & Graphite Grey and starts at Rs. 31,000 MRP with a 12-year warranty on its motor and a 3-year comprehensive warranty. The Godrej Eon - Velvet series of washing machines will be available across retail stores, and online through the brand's e-store, Amazon and Flipkart.

Max Life launches new TVC; ambassadors Rohit Sharma and Ritika Sajdeh highlight importance of savings plans

Chennai, Nov 22 2022: Max Life Insurance Company Ltd. ("Max Life" / "Company"), launched its new ad campaign featuring its brand ambassadors, captain of men's Indian Cricket Team Rohit Sharma and his wife, Ritika Sajdeh. This is the Company's second ad campaign of the year that evangelizes the importance of guaranteed savings plans. Saving plans are an important part of financial planning and long-term financial stability that can help you build a corpus, create a stable source of income, and secure the future of your family, even in your absence.



Celebrating everyday joys with the family, the film shows Rohit and Ritika, who are seen together on screen for the first time, for the Max Life campaign, bonding over special moments – like preparing their daughter's fancy costume with great enthusiasm! Through its simple yet effective narrative, the ad film encourages consumers to financially equip themselves in the long term with a guaranteed savings plan - an all-in-one solution that offers income benefits, lumpsum payout and life cover among other features; ensuring their financial well-being in

times of uncertainty. Commenting on the TVC launch, Rahul Talwar, Chief Marketing Officer, Max Life Insurance said, "In our endeavor to drive financial awareness and adoption, the TVC underlines the significance of guaranteed savings plan and how it enables consumers to achieve key milestones - children's education, marriage or retirement – while enjoying life's moments today with loved ones. Along with building our protection portfolio, Max Life is focused on long-term savings plans that offer financial stability to families, especially the millennial segment. Reiterating our brand philosophy of 'You are the Difference', Rohit and Ritika deliver the key message of our savings solutions, specifically to the younger audience that is

seeking holistic, new-age financial products that cater to all their requirements." Talking about the campaign launch, Rohit Sharma said, "Being a cricketer; it can be difficult to balance family time with professional commitments, but over the years I have learned that cherishing small, everyday moments with your family is equally fulfilling! The campaign strikes a chord as it highlights the importance of building a strong financial future amid today's challenges and with the benefit of a comprehensive savings plan, you are securing your life goals – today and tomorrow." "The Max Life Savings plan, with its range of benefits helps consumers build a financially secure tomorrow without compromising their happiness today. Rohit

and I look forward to creating awareness about financial solutions that are relevant for the people today," added Ritika Sajdeh. Director Anupam Mishra said, "Max Life's latest ad campaign establishes savings plans as a powerful and reliable source to enable loved ones' future financial security. A typical conversation about their child between the couple serves as the perfect backdrop for the campaign's message on the value of hassle-free investing with Max Life's tailored financial solutions." In addition to the television commercial, the film is being effected via digital and social media. Tapping regional markets, the TVC will also release in six languages i.e., Marathi, Gujarati, Tamil, Telugu, Kannada, and Malayalam.

The leaders of Round Table India, Santhosh and Vijayaragavendra, have said that more than 7,890 classrooms have been built across India through the project 'Freedom Through Education'

Chennai, Nov 22 2022: Round Table India Week is celebrated on 14th November every year.

This year too, various welfare schemes were provided to transgender, differently-abled persons, etc. in order to promote equality.

After this, in a press conference held in Chennai, the head of the organization, Santosh,



said that 7890 classrooms have been built across India through the project called 'Freedom Through Education'.

He also said that this organization, which

around 200 people. Apart from this, it is helping more than 500 beneficiaries in collaboration with financial institutions, he said.

Area 2 of Round Table India is an area that includes Chennai, Puducherry and Nellore and various projects are being implemented well in this area Vijay Raghavendra said.

provides services including free heart surgery and ambulance facility for children, has developed specially designed wheel chairs in collaboration with IIT and distributed them to

Mahindra Manulife Mutual Fund launches Small Cap Fund

Chennai, Nov 22 2022: Mahindra Manulife Mutual Fund, a joint venture of Mahindra & Mahindra Financial Services Limited ("Mahindra Finance") and Manulife Investment Management (Singapore) Pte. Ltd. has announced its 'New Fund Offer' (NFO). The Scheme called Mahindra Manulife Small Cap Fund is an open-ended equity scheme predominantly investing in small cap stocks. This product is suitable for investors who are seeking long term capital appreciation and Investment predominantly in equity and equity related securities of small cap companies.

Small cap mutual

funds have potential to create wealth and generate alpha over long term, as they provide exposure to companies which are potential market leaders in the industries they operate in and are likely to become future midcaps as they scale up. They are generally under-researched and under-owned, thus providing an opportunity for stock picking at reasonable valuations.

Anthony Heredia, MD & CEO, Mahindra Manulife Mutual Fund said, "The Indian economy is well poised and have potential to be one of the leading economies in the world over the coming decade. This may throw unprecedented opportunities across sectors and businesses,

with many smaller companies using this possibility to become much larger over time. Small cap funds would be an ideal option for long term investors looking to take advantage of this change and should become a core part of investor portfolios. Given our past track record in looking at these companies across our diversified fund range, we feel this is the right time to bring this product to market, and help our investors realize their longer-term wealth creation aspirations."

Krishna Sanghavi, Chief Investment Officer – Equity, Mahindra Manulife Mutual Fund said: "The investment objective of the fund is to generate

long term capital appreciation by investing in a diversified portfolio of equity & equity related securities of small cap companies. Indian small caps offer a wide range of companies that are likely to participate and grow with Indian economy as India moves from 7th largest to 3rd largest economy in terms of size. The economy offers opportunities for many small cap companies to grow to be mid cap companies in future. Small caps as a segment also allows a wider choice in sector allocation. Valuation-wise, small caps currently offer a good opportunity for investors who want to build a long-term equity portfolio."

Weekly special trains via Perambur, Katpadi and Jolarpettai

Chennai, Nov 22 2022: East Central Railway has notified Weekly fare Special trains via Perambur, Katpadi and Jolarpettai as detailed below.

1. Train No. 05555 / 05556 Darbhanga - Ernakulam Junction - Darbhanga Weekly Special fare specials:

Train No. 05555 Darbhanga - Ernakulam Junction Weekly Special fare special will leave Darbhanga on Mondays at 21.15 hrs on 28th November, 05th & 12th December, 2022 and reach Ernakulam Junction at 06.00 hrs on the fourth day i.e., Tuesday (3 Services)

In the return direction, Train No. 05556 Ernakulam Junction - Darbhanga Weekly Special fare special will leave Ernakulam Junction on Thursdays at 21.00 hrs on 24th November, 01st, 08th & 15th December, 2022 and reach Darbhanga at 06.30 hrs on the fourth day i.e.,

Sunday (4 Services) Coach Composition: One - AC 2-Tier Coach, Three - AC 3-Tier Coaches, Twelve - Sleeper Class Coaches, Six - General Second Class Coaches, & Two - General second Class Cum Luggage & Brake vans (Total: 24)

Stoppages in both directions: Samastipur, Barauni, Kiul, Jhajha, Jasidih, Dhanbad, Bokaro Steel City, Ranchi, Hatia, Rourkela, Sambalpur, Titlagarh, Rayagada, Vizianagaram, Visakhapatnam, Rajahmundry, Vijayawada, Perambur, Katpadi Junction, Jolarpettai Junction, Salem Junction, Erode Junction, Coimbatore Junction, Palakkad Junction and Thrissur.

Advance Reservations for the above weekly Special fare specials

is open from Southern Railway end

2. Train No 03253 / 03254 Danapur - SMVT

Bengaluru - Danapur Special fare specials via Perambur, Katpadi and Jolarpettai Junctions

Train No. 03253 Danapur - SMVT Bengaluru Special fare special will leave Danapur on Mondays at 18.10 hrs on 28th November, 05th & 12th December, 2022 and reach SMVT Bengaluru at 18.20 hrs on the third day i.e., Wednesday (3 services)

Arrival/ Departure Time at Perambur is 11.30 hrs / 11.40 hrs on Wednesday

Arrival/ Departure Time at Katpadi Junction is 13.45 hrs / 14.00 hrs on Wednesday

Arrival/ Departure Time at Jolarpettai Junction is 15.25 hrs / 15.30 hrs on Wednesday

In the return direction, Train No. 03254 SMVT Bengaluru - Danapur Special fare special will leave SMVT Bengaluru on Thursdays at 07.50 hrs on 24th November, 01st, 08th & 15th

December, 2022 and reach Danapur at 08.00 hrs on the third day i.e., Saturday (4 services)

Arrival/ Departure Time at Jolarpettai Junction is 10.13 hrs / 13.15 hrs on Thursday

Arrival/ Departure Time at Katpadi Junction is 11.35 hrs / 11.50 hrs on Thursday

Arrival/ Departure Time at Perambur is 14.10 hrs / 14.15 hrs on Thursday

Coach Composition: One - AC 2-Tier Coach, Three - AC 3-Tier Coaches, Twelve - Sleeper Class Coaches, Six - General Second Class Coaches, & Two - General second Class Cum Luggage & Brake vans (Total: 24)

Stoppages in both directions: Ara, Buxar, Pt. Deen Dayal Upadhyaya, Prayagraj Chheoki, Satna, Jabalpur, Itarsi, Nagpur, Balharshah, Warangal, Vijayawada, Perambur, Katpadi Junction, Jolarpettai Junction and Krishnarajapuram.