

CBIC celebrates completion of 60 years of Customs Act, 1962

Union Finance Minister Nirmala Sitharaman correlates 60 years of Customs Act to shashtipurti - an important event in Indian tradition

Chennai, Dec 13 2022: The Central Board of Indirect Taxes and Customs (CBIC), Government of India, celebrated the completion of 60 years of Customs Act, '62 on here today to mark the enactment of the Act.

Union Minister for Finance & Corporate Affairs, Smt. Nirmala Sitharaman presided over as the Chief Guest of the event and Union Minister of State for Finance, Shri Pankaj Chaudhary was the Guest of Honour. Chairman, CBIC, Members of the Board of Indirect and Direct Taxes and Customs and senior officials from the Ministry of Finance were present on the occasion.

Speaking on the occasion, Union Finance Minister Smt. Nirmala Sitharaman remarked that shashtipurti is an important event in Indian tradition which is marked with solemn ceremonies at home, pondering over the achievements of last 60 years and taking care for the journey of next 60 years. Robustness of the Customs Act was on display when during the difficult times of Covid-19 all the consignments,

whether of big or small companies or individuals, were facilitated.

The Finance Minister said that Customs officers have to be ready for newer technological challenges and should act as leaders to show the world how they have been able to overcome modern and newer challenges.

Smt. Sitharaman also exhorted Customs officers to write about Customs – challenges and how they have handled the same. She also urged the officers to be alert towards smuggling of drugs which affects the future generations and smuggling of the gold, which hurts the economy.

MoS Finance Shri Pankaj Chaudhary traced the history of Customs to Kautilya's Arthashastra, which mentioned charging of Customs duty. Shri Chaudhary highlighted the role played by Turant Customs which is faceless, paperless and contactless, in the facilitation of trade. He hoped that the Customs officers would be in a position to check the



smuggling and leakage of revenue harnessing the rapid advancement in technology.

Revenue Secretary Shri Sanjay Malhotra acknowledged that celebrations as 60 years of Customs Act are not only events to celebrate achievements but also to introspect. He wished that Customs officers will keep on performing duties to the best of their abilities.

In his address on the occasion, Chairman CBIC, Shri Vivek Johri, said that Indian Customs has reengineered and automated various business processes. The Indian Customs has been able to manage all three

tiers with aplomb that is revenue collection, border control and trade facilitation. The electronic clearance process has helped in expeditious clearance with effective enforcement. He expressed faith that Customs Act will enable officers to deal with future challenges of Trade based money laundering, e-commerce, 3D printing, Cryptocurrency etc.

Earlier, Member, Customs, Shri Rajiv Talwar, in his welcome address, mentioned that Customs Act has enabled new innovations, such as creation of dry ports (ICDs) so as to make

available requisite goods for manufacturing activities in the hinterland. He further remarked that the Customs Act was resilient as well as adaptive.

This occasion saw the release of Mascot for India Customs. This mascot (Officer Hans) is the majestic blue Swan which symbolises purity and knowledge of Customs. The ability of the bird to extract milk from a mixture of milk and water represents the ability of Customs to differentiate between good and evil and to identify and prevent illicit activities of smuggling, narcotics,

duty evasion etc.

A Medallion for Customs was also released. All modes of transport whether sea, air or land are represented in the medallion along with tricolour to depict the dedication of Customs to nation building and facilitation of all EXIM trade.

The occasion also saw presentations by members of the trade and industry who shared their experience with Customs in various facets be it import or export.

Mr Sunil Singhal, President and Chairman-M/s Chemical Systems Technologies, mentioned about the initiatives

taken by Customs such as e-sanchit, faster clearance through risk based interventions and faster disbursement of refunds including drawback.

Mr. Shubhankar Bhattacharya, Vice President -Tax and Mr Kannan K Deputy General Manager- Customs & FTP- M/s Bosch mentioned about the benefits of reduced time and cost that the AEO programme has provided to their business operations. This internationally recognized certification helps them to be considered as a reliable and secure global trading partner, with attendant advantages.

Mr. Shankar Shinde and Mr. Dushyant Mulani from Federation of Freight Forwarders' Associations in India chronicled the benefits of landmark change brought about through implementation of Faceless assessment. It has substantially reduced dwell time of import clearance by bringing about anonymity and uniformity in sectoral assessment.

On the occasion,

short movie was also showcased that displayed the work done by the Customs in securing economic integrity of the country and depicted the wide reach of Indian Customs.

The Compendium on Ease of Doing Business Reforms undertaken by CBIC was also released. This is an initiative to put in one place the details of various trade facilitation initiatives. The Compendium is a handy guide that traces the reforms journey that Customs laws and procedures have made over the last few years.

The collage of various activities was also displayed to showcase the vibrancy with which the Customs field formations had commemorated the occasion during the week starting from 5th December till today.

Ms. Aruna N Gupta, Chief Commissioner, Delhi Customs Zone delivered the vote of thanks and acknowledged the partnership with taxpayers and the efforts of everyone in making today's event a successful one.

Last contingent of 216 delegates leave for Kashi Tamil Sangamam

A total of 2592 delegates have been facilitated for Kashi Tamil Sangamam in 12 trips from Tamil Nadu

Chennai, Dec 13 2022: The month-long Kashi Tamil Sangamam events is being organized by the Ministry of Education in partnership with IIT Madras and Banaras Hindu University. The programme aims to create an understanding of shared heritage and deepen the bond

between the people of Tamil Nadu and Varanasi. Today, on 13th December 2022, the last contingent of 216 delegates from Tamil Nadu left for Kashi Tamil Sangamam. The delegates boarded Train No.12390 (Gaya weekly Superfast Express) at 09:15 hrs. today from Dr. MGR

Chennai Central. Facilitation by Railways

The maiden journey of the first contingent of 216 delegates for Kashi Tamil Sangamam was flagged off by Shri R.N. Ravi, Hon'ble Governor of Tamil Nadu, on 17th of November from

Chennai Egmore railway station in the august presence of Dr L. Murugan, Hon'ble Union Minister of State for Information and Broadcasting, Fisheries and Animal Husbandry. And, the the last contingent of 216 delegates from Tamil Nadu left for Kashi Tamil Sangamam today,

13th December 2022 by Train No.12390 (Gaya weekly Superfast Express) at 09:15 hrs. from Dr. MGR Chennai Central.

A total of 2592 delegates have been facilitated by various trains from Southern Railway of which, a total of 2376 participants excluding the last group have traveled and participated in the Kashi Tamil Sangamam

festival at Kashi till date. After participating in the events held in Varanasi, a total of 2160 delegates have returned back to Tamil Nadu till date.

Southern Railway provided 36 coaches in 12 Mail/Express services (3 coaches in each train) earmarked for delegates bound for Varanasi from Tamil Nadu. The trains that ferried the delegates for Kashi Tamil Sangamam were Train No. 22535 Rameswaram

– Banaras Express (4 trips), Train No.22669 Ernakulam – Patna Express (4 trips) and Train No.12390 Dr MGR Chennai Central – Gaya Weekly Superfast Express (4 trips). The delegates boarded these trains from Rameswaram, Coimbatore Junction, Tiruchchirappalli and Chennai (Dr MGR Chennai Central/Chennai Egmore/Perambur).

The delegates were accorded a grand reception at all the boarding stations and facilitated through help desks. The participants expressed satisfaction with the services provided by Railways. The delegates were chosen from different walks of life such as students, artisans, entrepreneurs, scholars, among others.



E-Sevai Maiyam
Star Rainbow Services
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
8148231942 / 8144337349
PATTA | LEGAL HEIR | PAN | PASSPORT | AADHAAR
ALL ONLINE SERVICES

India's Most Sought After Singing Talent Hunt 'Radio City Super Singer' is back with Season 14

Chennai, Dec 13 2022: Radio City, India's leading radio network is stoked to announce the launch of Season 14 of its pioneering property, 'Radio City Super Singer'. Marking 2022 as the 14th year of the largest singing talent hunt that has captivated millions of Indians for a decade, Radio City Super Singer is known to provide one of the biggest podiums for aspiring singers across the country. Radio City is hailed as the forerunner of the 'Singing Talent Hunt' in the radio industry and remains committed to maintaining its legacy with this year's tagline, 'Agar Hai Music Se Pyaar, Toh Bano City ke Agle Singing Star.'

Padma Shri Kailash Kher also recognized as India's Soulful Sufi Maestro returns as the mentor for the third consecutive year to discover the finest singers and prepare them for stardom through the show. After 13 successful seasons of presenting singing talent across the country, season 14 of Radio City Super Singer will augment its presence across major digital platforms in addition to on-air and on-ground activations. The auditions will be conducted starting December 6th and the target demographic of this show consists of males and females over the age of 18 or any adult who has an innate desire to sing and showcase their talent. The voting lines will be open from December 18th to 20th and the finale of Radio City Super Singer is scheduled from December 21st to 23rd.



The top 5 singers from each market will be shortlisted and a winner & a runner-up will be announced from each market.

Speaking about the commencement of Season 14 of Radio City Super Singer, Ashit Kukian, Chief Executive Officer, Radio City said, "It gives us immense pleasure to announce the launch of Season 14 of Radio City Super Singer as it showcases our commitment to continue providing a platform to all the budding singers across the country to come forward and utilize this platform to showcase their inherent singing talent. Radio City Super Singer has been our flagship property and it has changed added value to the lives of so many individuals over the last 13 seasons. Reputed as the 'pioneers of the singing talent hunt in the radio industry,' we have consistently provided our audience this platform with the greatest realm of

opportunity.

We are absolutely elated to also share that Suron Ke Sartaj Padma Shri Kailash Kher is back again this season to mentor the singers. Our tagline for this year, 'Agar Hai Music Se Pyaar, Toh Bano City ke Agle Singing Star,' resonates with the belief that your passion for music will make you the city's next singing superstar. With this endeavor, Radio City continues to uphold the legacy of bringing the city's finest talents to the forefront by utilizing a variety of creative approaches and reaching out to distinct cultures."

Expressing excitement to be a part of yet another season of Radio City Super Singer, Kailash Kher said, "Radio City has become a part of my musical journey and I feel very enthused to mentor upcoming singers through 'Radio City Super Singer' for yet another season as it truly celebrates the talent of budding singers from

across the country. Radio City is the only radio platform in the country that has provided a platform to recognize singing talent and being a part of this legacy is a great honour. I have been associated with Radio City Super Singer for the past two seasons and this year too, we will look for the best vocalists from all over India to audition. To continue its heritage of shining a spotlight on some of India's brightest singing stars, Radio City has structured this initiative to explore the cities' extraordinary voices and talent pool. The opportunity to scout the finest singers and prepare them for stardom with Radio City is a significant accomplishment in itself and I look forward to some great real-time participation and a city-centric finale of season 14 of Radio City Super Singer."

Over the past 13 seasons, Radio City Super Singer has served as a major hub for several singing superstars, and this successful property has won prestigious national and international accolades. The most promising aspect of this property is that it is the only singing talent hunt conducted at this scale across 39 cities, where every city gets its own Super Singer. Interestingly, Ather Energy is the title sponsor of this year's Radio City Super Singer. The 14th season of Radio City Super Singer will also be widely promoted across radio, digital and on-ground activations. Participants can register by visiting <https://www.radiocity.in/radiocitysupersinger>.

Toyota Kirloskar Motor Launches the All New Innova HyCross

Chennai, Dec 13 2022: Toyota Kirloskar Motor (TKM) today ushered a new era in Innova's journey by unveiling the Innova HyCross, a Self-Charging Strong Hybrid Electric Vehicle (SHEV). Based on Toyota New Global Architecture (TNGA), the latest Innova celebrates Toyota's globally recognized Quality, Durability and Reliability backed by advanced technology, to appeal to the Indian customers.

The new Innova HyCross is powered by 5th Generation Self-Charging Strong Hybrid Electric System with TNGA 2.0 Litre 4-cylinder gasoline engine and a monocoque frame with an e-drive sequential shift delivering a max power output of 137 kW (186 PS), providing rapid acceleration and best in segment fuel economy. The vehicle also comes with the option of a TNGA 2.0 Litre 4-cylinder gasoline engine mated to a direct shift CVT in select grades delivering an output of 128 kW (174 PS).

Designed for family needs, the feature laden new Innova HyCross is a vehicle for every occasion delivering glamor, toughness, comfort, safety, and advanced technology. Drawing inspiration from Toyota's rich global SUV heritage, the new Innova HyCross features a muscular and tough design with ample space that provides flexible and comfortable seating for all. This versatile vehicle is aimed at families wanting a vehicle that can handle rough roads and provide a seamless, fatigue-free drive.

Present at the launch in Mumbai, Mr. Hideki Mizuma, Chief Engineer, Innova, Toyota said, "Innova has become an iconic vehicle in India's mobility journey and is a household name. Today we are happy to launch the all new Innova HyCross for our Indian customers. The Self-charging Strong Hybrid Electric vehicle, with the spaciousness of an MPV and proportions and poise of an SUV, is loaded with features to meet the aspirations of Indian customers. This feature packed vehicle is intended for those who seek safety and comfort while travelling and would love to be a part of the new Innova HyCross family. The latest 5th Generation Self-Charging Strong Hybrid Electric System, built on the Toyota New Global



Architecture (TNGA) 2.0 Litre Gasoline Engine, provides exceptional fuel efficiency, performance, and quick acceleration, is sure to be a game-changer in this segment."

Speaking on the occasion Mr. Vikram Kirloskar, Vice Chairman, Toyota Kirloskar Motor, said, "It has been an amazing year as we celebrate 25 glorious years of Toyota in India. At TKM, sustainability continues to be at the core of our business and with an unprecedented increase in carbon emissions globally, we firmly believe that its HY time to shift gears for a greener future. In this direction we have adopted clean and green solutions across all our operations and value chain, so that the green products that we offer to our customers are also manufactured in green factories. Additionally, we are relentlessly working towards creating a local manufacturing ecosystem for green technologies not only for India but also for the world. With the launch of the new Innova HyCross, we are redefining the paradigm and redrawing boundaries of technological and product excellence, while taking customer experience to a new HY like never before."

Also present at the event, an elated Mr Masakazu Yoshimura, Managing Director & Chief Executive Officer, Toyota Kirloskar Motor said "Ever since our inception, TKM has focussed on complete peace of mind for our customers. One of our biggest success stories here has been the iconic Innova, that keeps finding continued appreciation and love, across the country. Being the undisputed leader of the MPV segment the Innova has found its home in more than a million households in India reflecting our core DNA of Quality, Durability & Reliability, made possible through highly skilled global competitive manpower. Our customers' trust in the brand has motivated us to make ever better

unmatchable luxurious experience. The unique Flat Floor Design, wheelbase of 285cm (longest in the segment) and Platform Width Enhancement further ensure a spaciousness for extended family and friends to travel together. Indian customers believe in no compromises; therefore, the Power Back Door and Tilt-down Seats ensure maximum space utilization and enhanced luggage space.

Safety is a high priority for Toyota, and this vehicle has a host of safety features. The new Innova HyCross brings the TOYOTA SAFETY SENSE™ (TSS)** which is introduced first time in India for Toyota vehicles to further enhance safety and provide peace of mind to all customers. The safety package features Dynamic Radar Cruise Control (DRCC), Lane Trace Assist (LTA), Auto High Beam (AHB), Blind Spot Monitor (BSM) systems, Pre-Collision System and Rear Cross Traffic Alert systems. Other features include six SRS airbags, Electronic Parking Brakes, Rear Disc Brakes, Vehicle Stability Control, Hill-start Assist, a Panoramic View Monitor with a Dynamic Back Guide, and Front & Rear Parking Sensors.

The new Innova HyCross features a tough, muscular exterior design and is sure to catch your eye. The raised bonnet line, a large Hexagonal Gunmetal finish grille, Automatic LED Headlamps, super chrome alloy wheels, and a wider bumper further enhance its sophisticated and rugged look. Also complementing the muscular look are the bigger tires with shorter overhangs, along with a more curved rear to augment the SUV stance of the new Innova HyCross.

The interior design expresses seamless luxury and comfort. Keeping in mind the unique needs of Indian customers, the new Innova HyCross prioritizes interior comfort features. The styling ushers improved cabin aesthetics, with dark chestnut quilted leather seats along with soft-touch leather and metallic decorations lining the cabin. The cockpit is modeled in horizontal tones to give a sense of space, while vertical tones are used for the central cluster and door decor to mirror the powerful exterior.

The new Innova HyCross provides unmatched comfort and convenience through a raised eye point and the newly introduced Ventilated Front Seats that take care of the hot Indian summers. For the second row, the 25.65cm (10.1") Connected Display Audio with JBL premium 9 speaker system (including subwoofer), segment-first powered Ottoman 2nd Row Seats and Multi-zone A/C, combine to offer

Bookings are to begin today for Rs 50,000. Customers can make their bookings online at www.toyotabharat.com/online-booking/ or by visiting their nearest Toyota dealership. For more details, customers can simply log on to www.toyotabharat.com.

Piyush Goyal meets UK's Secretary of State, Kemi Badenoch to discuss India-UK FTA negotiations

Chennai, Dec 13 2022: The Minister for Commerce and Industry of India, Shri Piyush Goyal, and UK Secretary of State for International Trade, Ms. Kemi Badenoch, MP, met today in New Delhi to discuss India-UK FTA negotiations.



Discussions were carried out on the India-UK FTA negotiations and the range of bilateral trade and economic relations. Both Ministers reaffirmed their commitment to the ongoing India-UK FTA negotiations which would unlock the full potential of boosting jobs, investments and exports between the two countries. It was noted that the 6th Round of India-UK FTA negotiations is presently underway in New Delhi.

While expressing satisfaction on the state of negotiations it was agreed that the negotiations will continue further with the aim to conclude the same at the earliest. The Ministers urged the negotiating team to work together with an aim to iron out the differences in the spirit of mutual accommodation based on the principle of reciprocity and respect for each other's

sensitivities, for a balanced, mutually beneficial, fair and equitable outcome.

The bilateral meeting was followed by interaction of the two ministers with the India and the UK Businesses. The Minister for Commerce and Industry, Shri Piyush Goyal mentioned that India and UK investment and economic relations are already strong and grown over the years.

India has adopted an export led strategy to spin its growth story which is inclusive and sustainable. The Indian Government has also come out with many policies and reforms including PLI scheme, National Infrastructure Pipeline, Development Finance Institution and privatization of non-strategic sectors PSU. Further, various Ease of Doing Business initiatives have been taken including digitization of processes and clearances, simplification of procedures, weeding out of old and archaic laws, etc. He urged the businesses in India and the UK to take advantages of these initiatives for economic prosperity of both countries.

Rajnandini Metals Ltd will give Bonus of their share holders and Plans Major Expansion of business

Chennai, Dec 13 2022: NSE listed Rajnandini Metals Ltd. a Haryana based Leading producer of Copper Continuous Casting Rods (CCR) and with use of extensive refining procedures and modern machinery having 2 manufacturing plants spread across 2 acres with adjacent land parcels already acquired for expansion has informed the NSE that the company has purchased a land of approximate 55000 Sq. ft. at Bawal IMT, Haryana with the vision of expanding the business. With this the



company estimates that the turnover shall increase by Rs. 400 crore or more (annually) and profitability shall increase by Rs. 20 cr. or more (annually) and that the construction activity on the newly acquired land has already started.

Rajnandini Metal Ltd. has recently received orders totalling to Rs.30.29 cr. from companies including KEI Industries Ltd, Metals India, etc. The company had clocked turnover of over Rs. 1000 crores in FY

2021-22 registering a growth of 63% YoY despite Covid situation. It has Pan India reach and expanding business scope in 15 countries by nourishing the relationships with numerous buyers and suppliers. It has a Range of different drawing machines and annealers for further processing of copper rods.

The company Owns convoy of trucks to eliminate any transportation issue including open bodied and close bodied trucks for meeting any logistic issues.

Millets should find a respectable place in the food plate - Union Agriculture Minister Tomar

Chennai, Dec 13 2022: The Union Minister for Agriculture and Farmers Welfare, Shri Narendra Singh Tomar has said that along with wheat and rice, millets should also find a respectable place again in the food plate. With the aim of promoting nutri-cereals in the country and the world, under the leadership of India, the International Year of Millets, announced by the United Nations, will be celebrated in the year 2023, for which Prime Minister Shri Narendra Modi took the initiative and 72 countries have supported this proposal of India.

Shri Tomar said this as the chief guest at the Agriculture Leadership and Global Nutrition Conclave in New Delhi today. Shri Tomar said that the Covid pandemic has made all of us realize the importance of health and nutritional security. It is very important to include nutrition in our diet. Celebrating the International Year of Millets will increase domestic and global consumption of millets, which will also increase employment and strengthen the economy. He said that whatever has



been given to us by Indian tradition, culture and practice, the natural products and nature's bounty are surely perfect to keep any human being healthy, but many times time passes and in the name of modernity, due to our hectic lifestyles, many times we forget the good things gradually and in the name of progress we adopt many other things in our life. Progress is necessary, but if progress is in harmony with nature, then it is better for all of us, for humanity and for the country. Today we find many things and buy them at expensive prices, among them there are many such whose seeds are not kept by anyone or farmers do not even sow them, but

even today they are produced naturally, according to the season. Those who have come to know their quality, they use them. God has also taken care of the balance.

Shri Tomar said that millets are not a new commodity in our country. Earlier obviously facilities were less, but the fabric of our agricultural sector, village and society was such that even small farmers used to do farming as per their requirement and used to take the surplus food grains to the market. Gradually, there was competition for more profits while farming, due to which the cultivation of commodities changed and dependence on wheat and

paddy increased. Our farmers are able to provide enough food to the country, while we are also supplying to the world, but gradually the place of Millets in our food plates decreased, in the competition of prestige Millets disappeared from the plate but now when our country is leading in the production of most of the food grains and horticulture, attention is drawn towards the nutritious grains. Today there is a need for nutrition, research is also being done very deeply, it is being analyzed closely. Lectures are being held at various places, scholars are pondering and it is being said that millets are necessary for good health. In this regard, Prime Minister Shri Modi had said that we should work for millets and on his initiative, millets are being promoted in the country and the world like yoga, production and consumption of millets are increasing on the call of the Prime Minister.

Several dignitaries including Mr. William Dar, former Agriculture Minister of Philippines were present on the occasion.

HP Introduces New Smart Tank Printers for Indian Homes and Micro Businesses

Chennai, Dec 13 2022: HP India today unveiled a new range of Smart Tank printers designed for the everyday printing needs of home users, micro and small businesses. In today's hybrid world, home and small businesses in India are embracing technology for their digital transformation and they are looking for affordable, easy-to-use, and smart printing solutions.

To support emerging entrepreneurs and businesses, HP Smart Tank delivers an enhanced user experience with an intuitive and seamless set-up, smart features, and better connectivity[v] – including self-healing Wi-Fi® and mobility with Smart App and Smart Advance. HP's new ink tank printers can also print up to 18,000 black pages or up to 6,000 colour pages [vi] for uninterrupted printing with a pre-filled ink supply.

"Micro, small and



medium enterprises are the growth engine of India's economy, contributing about 30% of the country's GDP. MSMEs are optimistic about the future and looking for smart technology solutions that will give them a competitive advantage," said Sunish Raghavan, Senior Director, Printing Systems, HP India Market. "HP's Smart Tank is designed for small businesses, entrepreneur and people who print a lot at home and need a smarter, more connected printing experience at an affordable cost."

Key benefits and features of the new HP Smart Tank Printer range are:

Smart experience

Best-In-class[vii] HP Smart App offers intuitive smart-guided buttons to guide through everyday print,

scan, copy and fax tasks.

Automatically detects IDs and prints with the ID copy button.

Comes with self-healing Wi-Fi® and better mobility with Smart App and Smart Advance, getting faster and more reliable connections.

HP Wolf Essential Security to protect sensitive information as today's families continue to work and learn from the comfort of their home.

Affordable cost

Engineered for high-volume printing needs, The Smart Tank range delivers cost-effective colour and mono printing.

Capacity of up to 18,000 black or up to 6,000 color pages of ink bottles in the box.

Support offers a six-hour Service call for

resolution, Catch and Dispatch services.

Sustainably designed

Sustainably made using 45% post-consumer recycled content

Boasting EPEAT Silver and Energy Star certifications.

Energy-saving Auto On/Off Technology[viii] – with no extra effort needed from users.

No-waste tank and spill-free[ix], recyclable bottles.

Equipped with convenient ink management, the Smart Tank printers easily monitor and maintain ink levels with ink sensors

Pricing and availability

HP Smart Tank 580 is available at INR: 18848/-

HP Smart Tank 520 is available at INR: 15980/-

HP Smart Tank 210 is available at INR: 13326/-

QUAKER MAKES BREAKFAST UNSKIPPABLE WITH NEW QUAKER OATS MUESLI CAMPAIGN

Chennai, Dec 13 2022: From morning time pressures to imminent traffic delays to early office meetings – cross out all the excuses and beat the real villains that make you miss breakfast. Quaker, one of India's leading brands in breakfast cereal category and world leader in Oatmeal segment, has unveiled a special campaign 'Ab Breakfast Ko Banao Unskippable Breakfast' for its recently introduced ready-to-eat cereals, Quaker Oats Muesli. As part of the campaign, three films have been launched underlining how breakfast can be made an unvarying part of people's daily lives by adding the nutritious, scrumptious and easy-to-make Quaker Oats Muesli.

Based on the insight that breakfast is being missed by as many as 44% of millennials (as per a Euromonitor International and Quaker report*), the campaign brings its message to life through three relatable and fun films about the apparent excuses that people make for missing the most important meal of the day. The films quirkily reveal the actual villains – morning hustle to prepare meals, boring breakfast, and lack of nutrition in the first meal of the day – that prevents people from enjoying a



regular breakfast. The campaign aims to inspire consumers to start their day on the right note and make breakfast unskippable with Quaker Oats Muesli.

The first film opens with a family in a race against time and trying to hustle through breakfast and the morning rush as they try to do it all at one go. While the second film features a young man who begins the day uninterested in his breakfast, which eventually triggers him to be irate later when he takes on city traffic. The third film demonstrates the professional struggles of a woman who is feeling low-on-energy due to her not so nutritious breakfast and trying to stay awake during a work meeting.

The films conclude with a cinematic reveal of the goodness of five grains - oats, wheat, corn, barley, and rice, as well as fruit, nuts and seeds, which makes Quaker Oats Muesli an ideal option as part of breakfast for those chasing hectic morning schedules. This oat-a-

licious offering is a good source of protein and fibre that blends a delicious taste with convenience. Developed to provide 'Fuel For The Real Fit', it gives a nutritious start to the day, with a crunchy, multi-textural, and wholesome experience in two flavourful variants – Fruit & Nut and Berries & Seeds.

Commenting on the campaign launch, Sonam Bikram Vij, Associate Director and Category Head - Quaker, PepsiCo India, said, "With consumers now working both from home and office, it's tough managing an active and nutritious morning routine while gearing up for the day ahead. The Quaker Oats Muesli campaign 'Ab Breakfast ko Banao Unskippable Breakfast' builds on this powerful insight in a relatable and fun way to inspire consumers to make their breakfast an unskippable part of their mornings with Quaker Oats Muesli. It's a modern offering that gives consumers a tasty, nutritious, no-cook and ready-to-eat option for

busy morning schedules."

"Breakfast is the most important meal of the day and to reiterate this, our 3-film campaign essays relatable situations on the repercussions of skipping breakfast. Each film, with quirk, depicts everyday struggles we often face and how they can be better dealt with if you have had a good breakfast. Thus, presenting the exciting option of Quaker Oats Muesli to help consumers with the perfect start to their day." said Vikram Pandey (Spiky), National Creative Director, Leo Burnett.

Talking about their experience, Sana Ahmad and Beeswaranjan Pradhan, Film Directors, Dharma 2.0, said "With interesting scripts like these, and complete trust from the agency and client, we were able to make these 20-seconders 'unskippable' films catchy, fun and very relatable for our millennial audience."

Quaker Oats Muesli – Fruit & Nut is available in 700g for INR 440 and Quaker Oats Muesli – Berries & Seeds in 700g for INR 460 in leading retail and e-commerce platforms across key markets in India. The main communication will be followed by a robust surround plan.



Deputy Commissioner of Flower bazaar Albert John IPS, inaugurated the educational and science expo and awareness programme at Chennai sowcarpet Sree B.S.C Jain Vidyalaya School, presidency College Assistant Professor Dr.Jayanthi, School Chancellor Ajay Kumar Chordia, Treasurer Gyan Chordia, Secretary Suresh Chand Chordia and Principal Malini graced this occasion.

'Voyage End Europe' Calendar 2023 featuring Tamil Film & Television Actresses released by photographer M. Ram Vignesh

Chennai, Dec 13 2022: The concept of 'Voyage end Europe' is based on the sunshine and the European regions and has been showcased by M. Ram Vignesh at Clarion Hotel, Mylapore, Chennai.

'Voyage End Europe.' A calendar which will cruise you through the cities and streets of Europe following 12 stunning actors of fame from the Tamil Film & Television Actresses.

The calendar features 12 types of photos featuring Hema Bindhu, Ashwini Chandrasekhar, Mounika, Pavitra, Vaishnavi, Priyanka, Ashika, Payal, Varshini



Venkat, Rhea Ganesh, Amisha, Sri and Rhea Sharma are the models taking the spotlight in this year's calendar.

The team together have brought a piece of Europe – its locale and fashion straight to the heart of Chennai with their impeccable hard-work and dedication.

M. Ram Vignesh has also said that next time he will take a photo calendar with new projects based on another culture in the open air. The event was attended by many Small

Screen Actresses and prominent celebrities featured in the calendar photos.

Starting with the set, a total indoor erection, the set has been designed by the team to take us straight to the rich land of history and culture. A total one-man show the set has been conceptualized and designed with just briefs by the Art Director Mani.

The team said that even though all the photographs were recorded for 12 days, it

took 2 to 3 days to set up each set.

The makeup artists, Naya Saran, Swathi, and Pretty Joshi each have helped our talented models to channel their inner goddess with their perfect makeup making them look as ethereal as one can. Matching their makeup with the model, costume, and concept, they have created a magical connection with the European streets, cafes, and riviera.

It wouldn't be possible for everything to fall in place without the perfect costumes which our models have sported to match the vibe of the calendar theme. This is all thanks to the talented designer Mr. Vicky Kapoor.

Day 1 of G20 Development Working Group Meeting in Mumbai

Chennai, Dec 13 2022: The first meeting of the Development Working Group (DWG) under India's G20 Presidency is currently underway in Mumbai. Members, Guest countries and invited International Organizations are attending the meeting in person.

The three-day Development Working Group meeting will focus on G20 collective actions for accelerating progress on the SDGs, and support to developing countries in dealing with immediate concerns relating to food, fuel and fertiliser security.

The first day of the meeting witnessed two side events on "Data for Development (D4D): Role of G20 in advancing the 2030 Agenda" and "Infusing new LiFE into Green Development".

The D4D side event was organised in collaboration with the Observer Research Foundation (ORF), Office of the UN Secretary-General's Envoy on Technology (OSET), and United Nations Conference on Trade and Development (UNCTAD). The event was designed as a curtain-raiser for further deliberations on D4D that would take place in the Development Working Group under the Sherpa Track during India's G20 Presidency.

They D4D session began with a welcome address by Shri Amitabh Kant, India's G20 Sherpa. In his address Mr Kant underlined the importance of good quality, real-time and accessible data to being change in the lives of citizens, of developing countries, and even developed countries. He said that data will make every political leader, every government servant accountable to their people."



Shri Nandan Nilekani in his address said that, "the most important Data for Development is one's own data. This is where the unique Indian architecture of data empowerment allows individuals and small businesses to use their own data to get access to various services, which is transformational".

The D4D side event also hosted two breakout sessions on 'Rejuvenating Legacy Systems: From Data to Public Value Intelligence', and 'Models for the Future: Leveraging IoT, Big Data and AI for the SDGs' which were attended by participants from various walks of life, including representatives of governments, intergovernmental organizations, civil society and the private sector.

The post-lunch side event was held under the theme, 'Infusing New LiFE into Green Development'. The event was organised in collaboration with the Council on Energy, Environment and Water (CEEW), United Nations Environment Program (UNEP), the United Nations Industrial Development Organisation (UNIDO) and the 10YFP/One Planet Network.

The side event emphasised on how India's LiFE (Lifestyle for Environment) initiative can catalyse multilateral action for achieving the SDGs, including climate

and development goals. Collective climate action and LiFE are priorities of India's G20 Presidency.

In his opening address at the LiFE session, India's Sherpa Shri Amitabh Kant said "LiFE is critical because a country like India will see rapid urbanisation and individual and collective behaviour will make all the difference."

Her Majesty Queen of Bhutan, Jetsun Pema who delivered a keynote address at this session congratulated India on assuming its G20 Presidency. She remarked that under the leadership of Prime Minister Narendra Modi, the world is confident that India will discharge its important responsibilities of the Presidency with great prudence and success."

The side event also included a video message from Ms Amina J Mohammed, Deputy Secretary General, United Nations, a presentation on LiFE by Shri Parameswaran Iyer, CEO, NITI Aayog, and a keynote by Dr Arunabha Ghosh, CEO, CEEW.

The side event hosted two fireside discussions on boosting SDGs with LiFE and how LiFE could enable sustainable economic transformation. Ms Ligia Noronha, UN Assistant Secretary-General and Head, UNEP (New York), Mr Sonam Wangchuk, Founder and President, Students' Educational and Cultural

Movement of Ladakh (SECMOL), and Dr Shannon B Olsson, Global Director, the echo network, participated as inspirational speakers.

Other speakers at the session included Lord Nicholas Stern, Member of the House of Lords of the United Kingdom and Chair, Grantham Research Institute on Climate Change and the Environment, LSE; Ms Gauri Singh, Deputy Director General, IRENA; Mr Nitin Desai, Chair, The Energy and Resources Institute and former UN Under-Secretary-General for Economic and Social Affairs; Dr Atsushi Watabe, Programme Director, Institute for Global Environmental Strategies (IGES); and Dr Navroz Dubash, Professor, Centre for Policy Research.

The first day of the meeting ended with a cultural program which was graced by the Hon'ble Governor of Maharashtra Shri Bhagat Singh Koshiyari, Hon'ble Chief Minister Shri Eknath Shinde, Hon'ble Deputy Chief Minister Shri Devendra Fadnis and other senior dignitaries.

The cultural program showcased the rich folk dance and musical traditions of Maharashtra. The Abhang, Koli, Sufi, Lavni, Gondhal and Jogva were some of the folk-dance forms that were presented to the delegates. A surprise element of the day was a high-energy percussion performance - Purneri dhol by a 50-member troupe, majority of whom were women. Delegates were also given a guided tour of the Gateway of India which was lit up on the occasion with G20 logo projection.

An excursion to the famous Kanheri Caves in Mumbai has also been planned for the visiting delegates.

Star Health & Salaam Venky team promote "Healthy Life is Happy Life"

Chennai, Dec 13 2022: "Zindagi Lambi Honi Chahiye Badi Nahin Babumoshai" this line from the movie Anand after more than half a century still brings in hope and the zest of life the character that Rajesh Khanna portrayed in the film Anand. Talking a leaf from this, seems to be the new-age, Gen Z Anand aka Venky from the upcoming movie Salaam Venky - who believes in having a zestful life bringing life to people around him despite his terminal illness. However, as we all know, this isn't the case in reality. Patients and their families' world turn upside down when a terminal or critical illness plagues an individual. The pain from the disease is usually accompanied by a feeling of despair among your loved ones and huge medical bills.

Star Health and Allied Insurance, India's Health Insurance Specialist, has partnered with the Kajol Starrer movie, Salaam Venky, to spread the most



significant and transparent truth that 'A healthy life is required to live a happy life' while also stressing that living with any sort of illness should not take a toll on your savings and happiness.

Released on December 2, 2022 across all social media channels of Star Health - YouTube, Twitter, Instagram, Facebook and LinkedIn portals. The post has an overall 5+ Million views & impressions and 10+lakh engagement in the five days of its release.

Elucidating this association, Kotha Kartheek, VP & Head of Digital Marketing and Transformation, Star Health and Allied Insurance, said, "When we heard of Salaam Venky, and saw the trailers we realised it

was exactly in sync with our beliefs of living life to the fullest. Most patients and their families undergo immense pressure mentally, physically, emotionally and financially when a loved one takes ill. Like the mother in this movie strives to support her terminally ill son Venky and nurture him in every possible way, similarly, our aim at Star Health is too is to provide policies that help the insured manage medical expenses easily without compromising on the quality of treatment involved and their peace of mind."

"We are extremely elated to associate with the team of Star Health Insurance. We hope with Salaam Venky and this association we are able to deliver the message and importance of a healthy and happy life,"

said Priyank V Jain, Creative Producer, Salaam Venky.

With the stressful lifestyle these days, it has become common for young individuals too to suffer from critical illnesses such as cancer, diabetes, stroke, heart condition, liver, and kidney ailments etc. The Insurer through their policies wants its customer to live a stress free life. The company has been a pioneer in providing need based insurance including for patients diagnosed with Diabetes, Cardiac related illness, children with autism and many other critical ailments. It also provides health insurance for individuals treated for cancer by covering relapse and other critical illness as well.

The whole idea behind this campaign is to encourage people to be insured, so that they can live life to the fullest while not letting disease and its financial burdens take a toll on their happiness.

'Gokul Grams' under Rashtriya Gokul Mission

Chennai, Dec 13 2022: The Department of Animal Husbandry & Dairying, under Rashtriya Gokul Mission has released funds for setting up of 16 "Gokul Grams" with the aim of conservation and development of indigenous bovine breeds in a scientific and holistic manner.

Setting up of Biogas Plant was also included as one of the component under Gokul Grams and their performance evaluation has not been carried out. They have not been connected with the Gobardhan Yojana as the said scheme was not in



place during the inception of Gokul Gram component under RGM.

Due to implementation of the Rashtriya Gokul Mission and other measures taken by Government of India milk production in the country has increased from 146.31 Million

Tonnes in 2014-15 to 220.78 Million in 2021-22 that is by 6.3% per annum during the last 8 years. Value of output of milk is more than Rs.9.32 lakh crore during 2021-22 which is the highest on all agriculture products and is even more than the combined value of Paddy and Wheat. The scheme is

the playing an important role in enhancing milk production and productivity of bovines to meet the growing demand of milk and making dairying more remunerative to the rural farmers of the country. The scheme is leading to multiplication of elite animals of indigenous breeds and increased availability of indigenous stock.

This information was given by Shri Parshottam Rupala, Union Minister of Fisheries, Animal Husbandry & Dairying in a written reply in Lok Sabha today.

Axis Bank launches the 7th Edition of 'Evolve' for MSMEs

Chennai, Dec 13 2022: Axis Bank, India's third largest private sector bank, hosted the 7th

edition of 'Evolve', an annual knowledge sharing seminar for Micro, Small and Medium Enterprises (MSMEs) in Chennai. The 7th edition of Evolve focused on the broader theme - 'Indian SMEs: Shifting Gears for Next Level Growth' with sub themes 'Digitalization to Building Indian SMEs' and 'Export Opportunities for SMEs in the New World Order'. The seminar was addressed by Sangram Singh, President Commercial Banking Group, Axis Bank said, "We strongly believe that MSMEs are the engines of growth for our nation and as partners in progress, we

The 7th edition of Evolve will delve into how technology and digitalization can help achieve exponential growth from exports, which is a major area of focus for increasing profitability and market presence for MSMEs. Through Evolve, Axis Bank aims to provide a platform for MSMEs to interact and learn from industry thought leaders who have transformed their businesses over the years.

During the launch, Mr. Sangram Singh, President, Commercial Banking Coverage Group, Axis Bank said, "We strongly believe that MSMEs are the engines of growth for our nation and as partners in progress, we

at Axis Bank endeavour to offer both financial and non-financial services to help MSMEs expand their businesses holistically. With an aim to strengthen our commitment and role as a true partner in their journey, we have always extended our support to MSMEs beyond the traditional realm of banking."

The MSME sector has immense potential to bolster its export share. Despite the industry challenges, positive trends such as - government support, digital tools, improved access to finance and technology, trade facilitation and global markets have empowered MSMEs to

leverage tailwinds and propel growth to the next level.

Axis Bank along with its knowledge sharing partner Dun & Bradstreet, will host Evolve across 20 cities such as Mumbai, Indore, Bhubaneswar, Lucknow, Kolkata, Ahmedabad etc. The event has been concluded in cities such as New Delhi, Kochi & Vijayawada. Each session of the knowledge series will encapsulate new-age strategies, case studies, operational expertise, and understanding of the regulatory framework, knowledge, and skills to step-up the growth process.