

**Kollam Junction Redevelopment works progressing at a brisk pace with Soil exploration, Shifting of facilities and other preliminary work**  
**Redeveloped Kollam Junction will be placed on the map of world-class stations soon Rs.361 Crore EPC Contract awarded for redevelopment Rs.7.94 Crore for Project Management Services work**

Chennai, Dec 25 2022: Kollam Junction railway station is one of the busiest railheads in Kerala. Categorized under "NSG-3" stations, Kollam Junction is the second busiest railway station in Kerala in terms of trains handled per day. Kollam Junction witnesses an average footfall of 1.6 crore per annum which corresponds nearly 47000 footfalls daily. In order to handle the ever increasing passenger volumes, Southern Railway has taken up the redevelopment project of Kollam Junction. The revamped station will sport state-of-the-art facilities and infrastructure on par with international standards.

The subject work was awarded to M/s LEA Associates South Asia Pvt Ltd, New Delhi for Rs.7.94 Cr. The completion period of the project is 39 months. The PMS consultant is responsible for monitoring the project.

**Road map to Redevelopment**

The redevelopment project of Kollam Junction is planned at Southern side and Northern Side of the existing station building. The existing station building at Southern side will be demolished in 3 stages by duly shifting the offices in phases and starting with the construction of New service building on Northern side.

**Southern Terminal With Air Concourse**

The revamped 3-storey Southern Terminal structure, with a built up area of 22655 sq.m, built to world class standards will be provided with ample space for passenger circulation along with



facilities like booking, baggage scanning, waiting halls, information Centre, helpline booths, restaurants, GRP & RPF outposts. The air concourse will be equipped with sufficient escalators, lifts and staircase for passengers to access platforms and other floors. The air concourse is an integral part of the building and it acts as connecting corridor between Northern

and Southern Side of the Station buildings and it is approximated 120 m apart, thus facilitating seamless movement of passengers. The concourse will be designed in such a way that passengers would have better visibility of platforms.

**Northern Terminal**

The North terminal building is a G+1 structure with an area of 918 sq.m with Ground floor mainly

accommodating functions such as the ticket counter, booking office, retail kiosk, arrival and departure lobby for passengers entering from the Northern side. The Northern side also has dedicated drop-off and pick up points with lanes dedicated for easy taxi and four-wheeler movement. The proposed north terminal building is in close proximity to NH 744

providing an easy access to the terminal building.

These meticulously designed Southern and Northern Terminal buildings will help in segregation of operation related administrative and commercial activities from the passenger movement.

**Escalators & Lifts**

As against 2 Escalators in 3 Platforms presently, it is proposed to provide a

total 14 nos. of Escalators, out of which 10 nos. will interlink platforms to concourse and the remaining 4 nos. for the Southern Terminal. As against 2 lifts in 2 platforms presently, it is proposed to provide total 18 nos. of lifts out of which 8 nos. in platforms, 6 nos in South terminal and 2 nos. in Northern Terminal.

**Multi-level Car Parking**

It is proposed to construct Multi-Level Car Parking (MLCP), which will be a G+4 structure having a total built-up area of 11445 sqm with EV charging facility. There will be a parking facility for 292 cars and 160 Two-wheelers. The circulating area at South Terminal will be having wide road with access to Multi level car parking. The entry and exit roads are planned with drop off, drop-in, pick-up points etc for free movement of vehicles, pedestrians etc. A separate Bus bay is also planned

Works-in-progress & executed so far

The following works have been executed so far:

Ø All the mandatory clearances have been taken

Ø To facilitate necessary construction works, shifting of Materials and facilities from the Southern Terminal building site has been completed.

Ø Soil Exploration and topographical survey works have been completed as part of preliminary work for construction of various buildings.

Ø Demolition of offices completed for facilitating the construction of Terminals

Ø Demolition of staff quarters done and alternate accommodation has been provided for residents.

Ø The construction of site office for Project Management Consultancy is in progress

Southern Railway accords top priority for completion of all infrastructure projects and passenger amenities work.

**Chennai Egmore Redevelopment works move at swift pace**

**Preliminary works like geo-technical investigation, topographical survey, setting up of batching plant and shifting of utilities gain momentum**

**Tender awarded for Redevelopment work at a cost of Rs. 734.91 Crore- 36 months' time-frame for completion.**

**Redeveloped Chennai Egmore will offer superior infrastructure & novel facilities for passengers**

Chennai, Dec 25 2022: Chennai Egmore Railway station is one of the endearing structures of Chennai city sporting the Gothic style of architecture with imposing domes and corridors. The 114 year old station, the second major terminal of Southern Railway, is proposed for redevelopment to cope up with the ever increasing passenger volumes and also satisfying the aspirations and demands of a modern commuter. This NSG-1 category railhead handles more than 562 scheduled trains (442 Suburban Trains and 120 Mail/Express) daily, with an average peak hour footfall of 24,600.

work of Project Management services (PMS). The PMS consultant is responsible for monitoring the project.

**Road map to Redevelopment**

The main entrance to Chennai Egmore is situated on the Gandhi Irwin Road and the rear entrance on Poonamallee High Road. The redevelopment project of Chennai Egmore Railway Station is planned at both the sides, i.e., Gandhi Irwin and Poonamallee Road sides of the existing station building for a total built up area of about 1,35,406 sq.m. The redevelopment is intended to provide an iconic structure with modern state-of-the-art facilities while retaining the heritage value of the existing structure.

**Construction of two new station buildings**

The major scope of the Re-development work includes Construction of New Station buildings (G+3 structures) on both sides of the station (Gandhi Irwin side & Poonamallee road side), Arrival/Departure Concourses, Arrival/Parcel FOB, Multi-level car parking (MLCP) on both sides of the station,



External development works, Refurbishment of the existing Station building, Provision of Arrival/Departure plazas, utility shifting etc. with connectivity to all platforms facilitated by escalators and lifts and importantly to Egmore Metro Station. The station will be upgraded to house additional toilets, drinking water coolers, shaded seating, escalators, lifts and differently-abled friendly facilities.

**Dedicated arrival/departure terminals**

The redeveloped station will facilitate efficient handling of trains and hassle free passenger movement besides providing facilities for maintenance

and operations. Arrival and Departure passengers will be segregated at platforms, concourse and circulating areas akin to the system prevalent in airports. Three Foot Over Bridges will be constructed separately to facilitate ease of movement for passengers across the arrival corridor, circulating areas and for handling parcels.

**Intermodal transport facilities**

The project aims at harmonious development of the station with the surrounding Chennai cityscape, which includes design for seamless flow for pedestrians between public/private transport,

boarding/ alighting points minimizing length of walking distances. In order to provide an efficient, convenient and aesthetic solution to connectivity and integration between

various modes of transport the circulating areas are designed for easier and convenient intermodal transfer facilities for passengers.

**Multi-level Car Parking**

Multi-level Car Parking facilities (G+5 structures) will be constructed on both sides of the station. The total built-up area of the Multi-level Car Parking will be 19362 sq.m on the Gandhi-Irwin Road side and 18020 sq.m on the Poonamallee road side of the station. Parking facilities will be provided for various modes of transportation such as cars, taxis, private 2-wheeler and 4-wheeler as well as auto-rickshaws. Separate lanes for drop-offs/ pickups will be provided to enable logical and conflict-free movements. Provision of Multi level car parking will also be given to avoid the congestion in parking space.

Works executed so far

Utility survey & Tree survey completed

Right of way handed for Multi-level Car Parking on Gandhi-Irwin road side and Poonamallee road side, Parcel office, Arrival FOB, Parcel FOB & Arrival Concourse

Topographical survey completed

Borehole for geotechnical investigation in progress (11 boreholes completed)

Site office construction is in progress

Setting up of Batching plant is in progress

Drone survey completed.

**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**

## Land Rover introduces unique travel experiences, Defender Journeys, in India

Chennai, Dec 25 2022: Jaguar Land Rover India has introduced specially curated and unique travel experiences, Defender Journeys, in India. This is a self-drive, multi-day, adventure program, in Defender vehicles, that will include many aspirational and sought-after itineraries across India. Each Defender Journey will include luxury stays and hospitality, lifestyle experiences, cultural immersion and drive across some of the most



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and Managing Director, Jaguar Land Rover India, said: "The Defender clients are active and adventurous. Defender, with its iconic driving capabilities and design, offers the perfect opportunity to engage our discerning clients with a program to explore the cultural diversity of our beautiful country; be it the stunning coastal regions, whitewashed peaks of the Himalayas or the ephemeral dunes of the Thar. Each journey is bound to be a trip of a lifetime."

Rohit Suri, President

## Sabari Special Trains South Central Railway has notified Special Trains to clear extra rush during festive season

Chennai, Dec 25 2022: 1. Train No.07176/07177 Hyderabad - Kottayam - Hyderabad Jn Special Fare Special via Tirupati and Katpadi:

Train No.07176 Hyderabad - Kottayam Jn Special Fare Special via Tirupati and Katpadi will leave Hyderabad Jn at 23.30 hrs on 29th December, 2022 (Thursday) and reach Kottayam at 03.50 hrs, the third day

In return direction Train No. 07177Kottayam - Hyderabad Jn Special Fare Special via Katpadi and Tirupati will leave Kottayam at 10.50 hrs on 31st December, 2022 (Saturday) and reach Hyderabad at 21.15 hrs, the next day.

Coach Composition: 2- AC Two Tier coaches, 10- AC Three Tier Coaches, 5- Sleeper Class Coaches, 3- General Second Class Coaches, 1- General Second Class (Divyangjan Friendly) & 1- Luggage cum Brake Van

Stoppages in both directions: Palakollu, Bhimavaram, Bhimavaram town, Akividu, Kaikaluru, Gudivada, Vijayawada, Krishna Canal, Guntur, Narasaraopet, Vinukonda, Danakonda, Markapur Road, Cumbum, Giddalur, Nandyal, Proddatur, Yerraguntla, Kamalapuram, Cuddapah, Nadalur, Rasampet, Koduru, Renigunta, Renigunta, Tirupati, Chittoor, Katpadi, Jolarpettai, Salem, Erode, Tiruppur, Coimbatore, Palakkad, Thrissur, Aluva and Ernakulam Town

2. Train No. 07178/07179 Narasapur -

Kannur - Narasapur Special Fare Special via Tirupati and Katpadi:

Train No. 07178 Narasapur - Kannur Special Fare Special via Tirupati and Katpadi will leave Narasapur at 11.10 hrs on 27th December, 2022 (Tuesday) and reach Kannur at 17.15 hrs, the next day

In return direction Train No. 07179 Kannur - Narasapur Special Fare Special via Katpadi and Tirupati will leave Kannur at 20.55 hrs on 28th December, 2022 (Wednesday) and reach Narasapur at 06.00 hrs, the third day

Coach Composition: 2- AC Three Tier coaches, 11- Sleeper Class Coaches, 5- General Second Class Coaches, & 2- Luggage cum Brake Van

Stoppages in both directions: Palakollu, Bhimavaram, Bhimavaram town, Akividu, Kaikaluru, Gudivada, Vijayawada, Krishna Canal, Guntur, Narasaraopet, Vinukonda, Danakonda, Markapur Road, Cumbum, Giddalur, Nandyal, Proddatur, Yerraguntla, Kamalapuram, Cuddapah, Nadalur, Rasampet, Koduru, Renigunta, Renigunta, Tirupati, Chittoor, Katpadi, Jolarpettai, Salem, Erode, Tiruppur, Coimbatore, Palakkad, Shoranur, Tirur, Kozhikode, Vadakara and Tellicherry

3. Train No.

07180/07181 Secunderabad - Kollam - Secunderabad Special Fare Specials via Tirupati and Katpadi:

Train No. 07180 Secunderabad - Kollam Special Fare Special via Tirupati and Katpadi will leave Secunderabad Jn at 13.30 hrs on 28th December, 2022 (Wednesday) and reach Kollam at 19.00 hrs, the next day

In return direction Train No. 07181Kollam - Secunderabad Special Fare Special via Katpadi and Tirupati will leave Kollam Jn at 23.00 hrs on 29th December, 2022 (Thursday) and reach Secunderabad Jn at 04.50 hrs, the third day

Coach Composition: 2- AC Two Tier coaches, 10- AC Three Tier Coaches, 5- Sleeper Class Coaches, 3- General Second Class Coaches, 1-General Second Class (Divyangjan Friendly) & 1- Luggage cum Brake Van

Stoppages in both directions: Kacheguda, Umdanagar, Shadnagar, Jadcherla, Mahbubnagar, Wanaparthy Road, Gadwal, Raichur, Mantralayam Road, Adoni, Guntakal, Ananthapur, Dharmavaram, Kadiri, Madanapalle Road, Piler, Pakala, Chittoor, Katpadi, Jolarpettai, Salem, Erode, Tiruppur, Coimbatore, Palakkad, Thrissur, Aluva, Ernakulam Town, Kottayam, Tiruvalla, Chengannur and Kayankulam

## Traffic Diversion at Kodambakkam - T.Nagar for Metro work

Chennai, Dec 25 2022: In view of the CMRL works at Mambalam High Road in between Thiyagaraya Road and Habibullah Road, the following traffic changes in and around Thiyagaraya Road and Habibullah road is made on a trial basis for one week from 25.12.2022 to 31.12.2022.

IN AND AROUND THIYAGARAYA GRAMANI ROAD AND HABIBULLAH ROAD:



Traffic will be closed on Mambalam High road Habibullah road towards Thiyagaraya Gramani Street, Mambalam high road Junction.

The L.M.V from Mambalam High Road intending to go to Kodambakkam Bridge side are restricted at the Junction of Thiyagaraya Gramani road and can ply through Thiyagaraya

Gramani road, North Usman Road and Habibullah Road.

The L.M.V from Kodambakkam Bridge side along Mambalam High Road intending to go to T.Nagar side are restricted at the Junction of Habibullah Road and Mambalam High road Junction can ply through Habiiullah Road and North Usman Road.

Hence the motorists are requested to cooperate.

## LT. Colonel Purohit: The Man Betrayed? Investigative Journalism - for the first time in the country's history of an army man

Chennai, Dec 25 2022: The book is a classic example in the form of a long report on investigative journalism. The book looks like the tip of an iceberg of all the incidents and psyche which took place in reality, but definitely the book concise all the facts and dates in one book. An article published a couple of years back by Madhu Purnima Kishwar did jot most of the information while this book had the updated revised information for the readers in formulated chapters. The readers need to understand the restrictions author might be facing to bring forth some classified gen various reasons when Lt. Prasad Purohit asked the writer to get the necessary information from the public domain.

'It's Hindu Terror!' screamed newspaper headlines, when for the first time in the country's history an army man, Lt Col Prasad Shrikant Purohit, was arrested in connection with the

September 2008 Malegaon bomb blast. Who was this person, and why was his name plastered over the front page of all newspapers? Why him of all people? Was he guilty? Was he framed? Was he a scapegoat? What happened to the family of this decorated officer while he languished in prison for nine long years as an undertrial? Lt Colonel Purohit: The Man Betrayed? attempts to answer these very questions and in the course brings to light a conspiracy that makes one shudder to even think of... Smita Mishra Ji has facts that are an eye-opener.

https://www.amazon.in/Lt-Colonel-Purohit-M-a-n-Betrayed/dp/9390961394-

An E book and digital version should be expected soon.

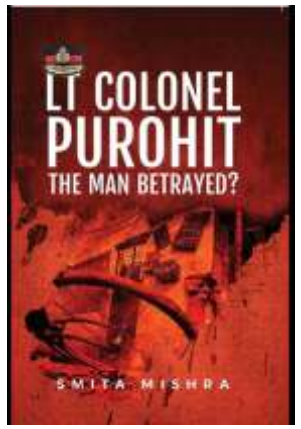
The book tells the ordeal of Lt Colonel Purohit and the myth of

saffron or Hindu terror, at times it sends shivers down the spine while reading the book. The book will help more people understand the issue they were afraid of even discussing. A must-read book.

No doubt "The Better Half" is an important chapter to understand the strength of the Colonel's life and the moments he passed through. Colonel Purohit's story is heart-wrenching and Mrs. Purohit's endurance gives readers goosebumps. The book opens many secrets and makes you think about many things while reading. A book that is as important to be read as it is to be written.

the 2 important chapters in the entire book which are the eye-openers to the readers.

Why Purohit? & Salve Perspective About the Author Smita Mishra A bilingual journalist



of repute, Smita Mishra has worked for 25 years in Print and Electronic media reporting on Internal Security, Terrorism, Politics and Current Affairs. Having travelled across the length and breadth of India chasing stories, she is well versed in many regional languages. Currently, an advisor in Prasar Bharati, Smita Mishra has her roots in Bihar. Starting her career with a local news organization in Jammu and Kashmir, she moved to the national capital and has worked with Amar Ujala, ETV, HT Group, Dainik Bhaskar and The Free Press Journal to name a few.

## Kumbaari is based on the friendship of young people

Chennai, Dec 25 2022: 'Kumbaari' is an upcoming film produced by Kumaradhas under the banner Royal Enterprises. Written and directed by Kevin Joseph, this film is centered on the friendship of young people and the love between a brother and sister.

The movie has Vijay Vishwa, Naleem Zia as the protagonists and Mahana Sanjeevi as the heroine. Also, John Vijay, Paruthiveeran Saravanan, Chaams, Madhumitha, Senthil, Kadhal Sukumar and others have played



prominent roles.

The recently released first single of this film, Kumbaari, has been well received by the fans.

The final stages of the film are currently underway. The film is

Paruthiveeran Saravanan, Chaams, Madhumitha, Senthil, Kadhal Sukumar

TECHNICAL CREW  
Producer: Kumaradhas Director: Kevin Joseph Music: Jaiprakash, Jason, Prithvi Editor: T.S.Jai Cinematography: Prasad Arumugam Stunts: Miracle Michael Choreography: Rajumurugan Singers: Anthony Dasan, Aishwarya, Sai Charan Lyrics: Vinodhan, Arun Bharathi, Sirkazhi Sirpi Effect: Randy Mixing: Krishnamoorthy PRO: RiazK Ahmed.

## Traffic changes in and around Kutchery road are made from 24.12.2022 for 3 years

Chennai, Dec 25 2022: Following traffic changes in and around Kutchery road are made from 24.12.2022 for 3 years:

1. The existing One-way system at Kalvivaru Street is modified restricting the movement of the vehicles from Mundakanni Amman Koil Street to Kutchery road and allow them from Kutchery road to Mundakanni Amman Koil Street.

2. The Light Motor vehicles from Luz Junction through Kutchery road to Santhome High road is restricted and diverted at Kalvivaru Street, Mundakanni Amman Koil Street and Bazaar road.

3. The Light Motor Vehicles from Santhome High road towards Luz



junction through Kutchery road is restricted and diverted at Devadi Street, Nadu Street, RK Mutt road (or) Madha Church road and RK Mutt road.

4. The MTC bus 12B from Luz Junction to Foreshore Estate Bus Terminus through Kutchery road is restricted and diverted at Royapettah High road, Dr. RK Salai and Santhome High road and

return route up to V.M. Street is as usual and move along TTK road.

5. The MTC bus 12X from Luz Junction to Foreshore Estate Bus Terminus through Kutchery road is restricted and diverted at RK Mutt road and South Canal Bank road and return route up to Mandaveli bus stand is as usual and move along Venkatakrishna and RK Mutt road.

In view of the proposed construction works by CMRL at Kutchery Road, certain traffic diversions were planned and a trial run has been conducted for a week from 10.12.2022 onwards. As this plan has worked well, now it is proposed to continue the same for three years as requested by the CMRL.

Hence the motorists are requested to cooperate.

## Godrej Locks: Ensure Hassle-Free Safety of Homes with Digital Locks

Chennai, Dec 25 2022: In today's fast evolving, modern, and digitally transformed society, safety and privacy are key priorities. Brands offer an array of digital locking solutions designed for homeowners which not only safeguard their homes, but also maintain a distinctive style that sits gracefully amidst the décor of any home. Individuals acknowledge locks as their home's first line of defence. Hence, Godrej Locks is working towards educating consumers about advanced locks with top-notch safety features, helping them make an informed decision.

Here are a few things Mr. Shyam Motwani, Business Head at Godrej Locks has to say, emphasizing the convenience and safety of digital locks for homeowners:



**Smart Keyless Solution:**

Digital locks make it hassle-free for homeowners to keep their belongings safe as they eliminate the necessity of carrying a set of keys. These next-generation digital locks can be accessed remotely via a mobile app. One can also check the status of the lock from any location with an internet connection. Moreover, these locks store multiple passcodes and fingerprints unique to each member of the family making it even easier for family members to operate.

**Difficult to Hack:**

Digital locks offer multi-authentication via PIN, smartcard, manual key and biometric accessibility options. This is an additional security measure wherein you can add two-factor authentication to protect yourself against unauthorized access to your smart locks. Branded locks also push firmware and security updates which helps keep locks up-to-date and ensures robust security protocols.

**Easy to Install and Operate:**

Installation and operation of digital locks is made easy & convenient for the end

user. They can also refer to the video tutorials for further assistance while operating the locks. Godrej Digital locks offer more than two bolts, which make them exceptionally theft resistant, and some digital locks have mechanical override making them further reliable.

**Offers Enhanced Safety:**

Most digital locks are battery-powered and they continue to work even when there is a power outage. Moreover, the built-in power sensors inform home owner's weeks before the battery drains out, giving ample time to replace the batteries. Another safety aspect is that, these modern locks have an innovative sensor that detects fire and instantly unlocks them. This is a significant advantage for digital locks especially in the event of a fire and panic.

## 57% of MSMEs struggling to get new orders, hindering business growth

Chennai, Dec 25 2022: An all-India study, conducted by Bhartiya Yuva Shakti Trust (BYST) as a socio-economic initiative has given critical insights into the working of about 5,685 Micro enterprises (MSMEs), owned by socially and economically vulnerable entrepreneurs across India. The average investment of these businesses has been recorded as little more than Rs.6 lakh, highlighting their low capital size, impending distress, and vulnerability to multiple factors including local demand disruptions during the past two years of COVID-19.

The study, spread across 20 cities in 12 states, conducted by BYST, an initiative that mentors and arrange financial assistance from Banks for budding rural as well as urban entrepreneurs, highlight that though markets have stabilized, at least fifty-seven (57) percent of them, are struggling to get new orders for their merchandise.

The study concluded in October 2022, with a sample size of over 5685 grassroots entrepreneurs on similar parameters, to draw on some key assessments on challenges faced by the vulnerable entrepreneurs.

"Lesser purchasing power of consumers lead to reduced demand and increased raw material cost due to higher transportation cost with increase in fuel prices have been cited among key problems faced by entrepreneurs during the last 27 months. This highlights the criticality and urgency to integrate grassroots entrepreneurs and their enterprises in India's economic value chain," said Lakshmi Venkataraman Venkatesan, Founding & Managing Trustee, Bhartiya Yuva Shakti Trust (BYST), who lead the initiative along with her research team.

The 5,685-sample size were drawn from Faridabad and Gurugram (Haryana), Sikar (Rajasthan), Uddham Singh Nagar (Uttarakhand), Rayagada, Bhubaneswar and Jajpur (Odisha), Ranchi entrepreneurs, highlight that though markets have stabilized, at least fifty-seven (57) percent of them, are struggling to get new orders for their merchandise.

BYST take pride with its mentoring programme on one-to-one basis for two years after disbursement of loan by the Banks as more than 97% of loan

of the assisted entrepreneurs are regular in repayment, 1.5% repaying with some delay and only 1.5% only are NPA against the industry average of more than 10% in similar category.

While the impact of COVID-19 has been slowly receding, the economic situation is yet to completely stabilize due to multiple factors, including slow economic recovery, and fresh local supply chain disruptions among others. About 27% of the entrepreneurs say that they find difficulty in repaying their loan instalments on time while another 20% are finding it difficult in arranging raw materials for production. An increased cost of production has also emerged as a source of concern for at least 9% of them.

On the other hand, Ms. Venkatesan highlighted that entrepreneur mobilized after the lifting of the lockdown, have echoed a positive sentiment on business growth as 53 percent said they are doing better in some aspects of in comparison to the pre-pandemic phase.

The study also highlighted that 14% of the women entrepreneurs are finding it difficult in operating their business

being women, out of which 72% quoted in marketing of their products and 26% in the timely realization of book-debts.

"Women entrepreneurs need special mentoring and upskilling. Their inability to move around during odd hours, travel to other cities and lack of skilling in using digital marketing tools restrict them in growth of their business," she said, adding that women have bias and barriers to overcome, such as conflict between work and personal responsibilities at home front, community restrictions and lack of support from society in general.

The biggest positive impact of the pandemic has been the digitization of supply chain management. About 40% of entrepreneurs said they started using digital platforms mainly Facebook and WhatsApp to arrange raw materials and market their products. Researchers feel that it is an indication that traditional supply chains are gradually getting disrupted, and a new supply chain has been simultaneously emerging with the help of social media and other digital platforms, which are now marketplaces in their own right.

## Paulsons Celebrates Toni & Guy Essentials Hairdressing 400 Outlets Launched In Style by Dr.Sam Paul, Actress Upasana RC & Mahendren at T.Nagar

Chennai, Dec 25 2022: Chennai based business lifestyle group lead by the serial entrepreneur by Dr Sam Paul has launched 400th Outlet (essentials by TONI&GUY) in T Nagar Chennai.

Paulsons Group owns and operates International brands like TONI & GUY, essentials, Haagen-Daz, Jonah's Bistro, SLAM Lifestyle & Fitness Studio, and much more, which has its brands and presence across India through COCO and FOFO outlets.

"Dr Sam Paul is a great inspiration, guide and leading us by example > Discipline, Dedication, Ethics, Courage and Commitment with a ViSiON to Create an Empire Like Shiv Nadar of HCS, by investing all his time, money, effort to create & import / export brands, businesses, entrepreneurs, employment. We are



thankful for the management, team, franchise partners and all our stakeholders to achieve such a milestone" said Blessing A Manikandan, CEO of Paulsons Group.

"It is a proud moment for us, Paulsons, who are aspiring to expand in All States & Districts Of India by 2025... Presence in Overseas before 2023. Today we launched three outlets in Chennai, Tripprayar and Hanumakonda. Wishing every entrepreneur a

successful new year" Said Dr Sampaul, Chairman & Director of Paulsons Group of Business.

Mahendren, who is the franchise partner of the T Nagar essentials salon said "We already have taken and running two SLAM Gyms through Paulsons and happy to get into grooming industry through world's best brand, TONI&GUY. Thanks to Dr Sam Paul, Blessing & Suresh for the guidance and support for a successful

launch. Actress Upasana Rc was kind enough to join the celebration."

South India's leading Influencer & Tatto Artist Mallika and her Bees made the show colorful.

Dr Rao, Daisy Dhanalakshmi & Senior management staff of Paulsons participated.

Located at 34/25, Thanikachalam Road, T.Nagar, Chennai 600 017. (Opp Hindi Prachar Sabha) For more information: + 91-9176840500.

## 32-Year-Old-Male weighing 120 Kgs successfully operated for the largest cardiac tumor via minimal invasive procedure at Fortis Malar

Chennai, Dec 25 2022: A 32-year-old extremely obese, young man got a second chance at life after undergoing a challenging and rare cardiac tumor surgery at Fortis Malar Hospital, Chennai. Eminent doctors headed by Dr. Thejaswi N Marla, Clinical Lead, Minimally Invasive Cardiac Surgery, Fortis Malar treated the challenging case via minimally invasive keyhole surgery over conventional sternotomy.

The young patient was presented at Fortis Malar with symptoms of breathlessness and frequent episodes of giddiness. Post diagnosis, Dr. Manohar G, Senior Interventional Cardiologist identified that the symptoms were due to a very large cardiac tumor, in his right atrium. The large mass measuring 11.5x8 cms was completely blocking the

blood flow to the right ventricle by occupying the entire right atrium. The clinical experts at Fortis Malar diagnosed the tumor at the appropriate time and successfully excised and rebuilt the chamber with a small incision. Cardiac tumors are a rare occurrences as cardiac tissues are very resistant to cancer. Unremoved cardiac tumors can be fatal as it blocks blood circulation.

Elaborating on the case Dr. Thejaswi N Marla, Clinical Lead, Minimally Invasive Cardiac Surgery, Fortis Malar said, "This is the largest cardiac tumor excised in medical history that too by a minimally invasive procedure. We diagnosed the 120 kgs male patient, with a tumour in the right atrium after performing echocardiogram and computerized

tomography imaging. The mass in the right atrium was blocking blood flow to the ventricle, which is normally rare in the heart. If the mass had embolized it would have blocked the pulmonary artery leading to immediate death.

"The surgery would have been incomplete if the atrium was not properly reconstructed with sufficient chamber space. The case was challenging as the patient was heavily obese. The conventional sternotomy would have left the patient bedridden for three months. Overcoming the technical challenges like patient safety, establishing proper blood flow through Cardiopulmonary bypass, and anaesthesia risk of hypoventilation, our expert team comprising Dr. Ajeetha P. K and Dr. Naveen Kumar D,

Cardiac Anaesthetists successfully removed the mass and gave a new life to the young man. After his first review, the condition of the patient was fine, and his cardiac function is normal" adds Dr. Thejaswi N Marla

Mr. Chandrasekar, Facility Director, Fortis Malar said, "I congratulate the expert team on giving the sole breadwinner a normal life. Given his young age and the difficulty of living with a cardiac mass, surgery is essential. Choosing the right treatment procedure and timely assessment helped the patient to get a new lease of life. We are proud that Dr. Thejaswi N Marla and his team of surgeons, critical care specialists, cardiac anaesthesiologists, and nurses have helped the patient recover quickly"

## NSE to set up Social Stock Exchange (SSE) as a separate segment

Chennai, Dec 25 2022: National Stock Exchange of India (NSE) received in-principle approval from the Securities Exchange Board of India (SEBI) on December 19, 2022, to set up a Social Stock Exchange (SSE) as a separate segment of the NSE.

Earlier, Hon'ble Finance Minister, Smt. Nirmala Sitharaman, in her Union Budget speech of 2019-20 had proposed creation of a Social Stock

Exchange, under the regulatory ambit of Securities and Exchange Board of India (SEBI) for listing social enterprises and voluntary organizations working for the realization of a social welfare objective, so that they can raise capital as equity, debt or as units like a mutual fund.

Government of India, through gazette notification has declared a new security "Zero Coupon Zero Principal (ZCZP)" under the

Securities Contracts (Regulation) Act, 1956. The new instrument ZCZP can be publicly or privately issued by Not for Profit (NPO) upon registering with the Social Stock Exchange segment of NSE to raise funds subject to fulfilment of eligibility criteria. Currently the regulations have prescribed the minimum issue size as Rs 1 crore and minimum application size for subscription at Rs 2 lakhs. Subscription to the ZCZP

would be like a philanthropic donation.

Shri Ashishkumar Chauhan, MD & CEO, NSE said: "NSE has always played a pivotal role in capital formation for the country. We are working towards the launch of Social Stock Exchange as a segment on NSE. We believe this platform will immensely benefit the social enterprises contributing to the Sustainable Development Goals."

## HYDRATION EXPERT BISLERI FORGES PARTNERSHIP WITH GUJARAT TITANS TO STRENGTHEN YOUTH CONNECT

Chennai, Dec 25 2022: Bisleri, the leading packaged drinking water brand of India, has partnered with Gujarat Titans as the Official Hydration Partner. It has forged a three-year association, starting with the 2023 cricketing season. Bisleri, with a legacy of more than 50 years, has been championing the narrative on the importance of staying hydrated and healthy, a cause which strongly connects with today's youth.



Commenting on the association, Jayanti Chauhan, Vice Chairperson, Bisleri International Pvt. Ltd., said, "Cricket as a sport unites the entire country in setting benchmarks of athletic performance and

endurance. The collaboration of Bisleri with Gujarat Titans is a strategic approach towards being a part of our consumers' health and fitness mission. As we move forward, we will continue to drive more meaningful sporting and

athlete-led collaborations that build brand connect with youth."

Also, commenting on the association, Arvinder Singh, Gujarat Titans COO said, "It gives us immense pleasure to announce Bisleri as our Hydration partner for the next three

seasons. Both of us strive for excellence in our respective fields and look forward to a long and mutually beneficial relationship."

Bisleri has been at the forefront of influencing consumers on the importance of hydration for decades. In the past, Bisleri has partnered with some of the biggest marathons events in the country - Mumbai, Delhi, Kolkata and Bangalore. With a strong focus on continuing to associate with sporting events and athletes, Bisleri aims to drive the hydration narrative across multiple platforms, build brand love and youth connect.

So get ready to stay hydrated through 2023 as Bisleri races on the sporting journey.

## The annual Christmas party hosted by Mega Power Star RamCharan and UpasanaKonidela

Mega Power along with his wife hosted Christmas where all the for a picture that is The merry picture celebrations is studded one. The by actor Ram Megastar one of the largest film industry with different genres. They not just empower people through their films, production houses, distribution network but also through their philanthropic activities. It is truly a talent power house in a picture.



Star Ram Charan Upasana Konidela party at his place cousins gathered a treat to our eyes. from the quite the star Mega Family - Led Charan's father - Chiranjeevi, is the contributor to the 10 actors from

## 5G in Healthcare: Airtel, Apollo Hospitals, AWS carry out India's first 5G driven, Artificial Intelligence guided Colonoscopy trial

Chennai, Dec 25 2022: Bharti Airtel, India's premier communications solutions provider and Apollo Hospitals, Asia's foremost trusted integrated healthcare group today announced that they have carried out India's first 5G driven, Artificial Intelligence guided Colonoscopy trials.

polyp. Not only is the procedure long, its discomforting for patients and for the doctors and nurses who have to perform this procedure which takes around 30 to 40 minutes per case.

As a result of AI guided colonoscopy procedure the image processing happened in real time without any lag even when the physician moved the scope through the colon for it to be overlaid on top of the right element of the colon. The advent of this technology enables an "extra pair of eyes" for physicians and improves the detection rate of polyps, thus saving lives and vastly improving patient care.

The trial was conducted using AI on Airtel's 5G technology with ultra-low latency and high processing capabilities that resulted in detection of the colon cancer much faster and with greater accuracy. HealthNet Global, AWS and Avesha are the other three companies that collaborated in these trials.

The data was processed by Avesha edge inferencing applications on AWS platforms in real time which ensured analysis closer to the end points. AI assisted Colonoscopy Polyp Detection trial will help doctors to improve quality of patient care, improve accuracy of detection rates by capturing information correctly and reducing errors.

5G, Edge computing

and Artificial Intelligence can significantly improve patient outcomes by assisting in proper and timely diagnoses. Colonoscopy procedures for early detection and prevention of cancers is being advised for all men and women above 45 years of age. In India, where the target population is large in terms of numbers, solutions built on 5G and AI are key to assist doctors to bring quality care to the maximum population.

Speaking about the trial, Ajay Chitkara, CEO and Director, Airtel Business said "Ultra-fast, low latency 5G networks will transform the Healthcare sector in the country. At Airtel, we are geared up to lead this transformation and have demonstrated this by conducting India's first colonoscopy trials. Healthcare is one of the most promising use cases for 5G, and we are delighted to collaborate with Apollo Hospitals, AWS, HealthNet Global and Avesha. This is just the beginning, and I am certain we will bring many more innovative use cases that will help redefine healthcare in the country."

"By augmenting doctor's ability to detect, AI has been proved to improve physician's accuracy. Early detection and removal of polyps can easily avoid them becoming cancerous. Apollo has always been a fore runner in adoption of technology. Our patient centric approach keeps us on an outlook for technologies which can make outcomes better." said Dr. Sangita Reddy, Joint Managing Director, Apollo Hospitals Group.

Vaishali Kasture, Head - Enterprise, Mid-Market & Global Businesses, India & South Asia AWS India (Amazon Web Services India P Ltd) said "5G and edge technologies offer high speed and real-time data analysis that can help transform the delivery of healthcare. AI inference provides better insight and information to healthcare professionals to predict, diagnose, and treat patients more effectively. We are delighted to collaborate with Airtel and Apollo hospitals to bring AI-powered solutions with an aim to improve patient experience and healthcare service quality."

## Croma rolls out end-of-the-year Festival of Dreams campaign with exciting offers and discounts on Home Appliances, Smartphones, Laptops and more!

Chennai, Dec 25 2022: End your year on a high note with Croma's Festival of Dreams, New Year sale. Croma, India's first and trusted omnichannel electronics retailer from the Tata Group, has rolled out exciting offers on the desired gadgets and appliances across range of product categories, including laptops, mobile phones, home appliances, TVs, and more to make the shopping dreams of its customers come true. The sale is live in stores and on Croma.com through January 2, 2023, best describes the holiday season.

Christmas & New Year are the most celebrated occasions for all that spells happiness. From playing 'Secret Santa' to buying a long-cherished gift for loved ones all the holiday desires of the valued customers are taken care of by the massive range of discounts Croma is offering. In addition, Croma is also introducing three bands, Red - offering 10% off, Green - offering 5%, and White - offering 3% off for



in-store purchases to lucky draw winners. The lucky draw bands redeemable only in stores in two phases, from December 23 to December 25, and from December 31 to January 1, 2023.

Croma has pulled in a plethora of offers to mark the end of the year with a bang. For the ones looking to buy or gift a smart phone to the loved ones, not only 5G smartphones are starting at INR 12,999, but also an added bonanza awaits as Croma is offering a Smartwatch worth ₹4,999 Free on select brands. For the gaming nerds looking for an upgrade, the 12th Generation Intel(R) Gaming Laptops are

starting at just INR 54,990, while for the ones looking for a budget laptop, the Intel (R) Core(TM) i3 starts at INR 34990.

Croma is all set to assist the customers in revamping their homes with carefully curated season offerings at incredible prices on refrigerators, washing machines, smartphones, earphones, televisions, home appliances, and many more. With 4K UHD TVs starting at a monthly EMI of just INR 990, LG OLED TVs starting at just Rs 2990 per month, fully automatic washing machines starting at INR 20,990, and side-by-side 1.5-ton 3 Star Inverter Split AC at just INR 34,990, a complete home shopping

experience awaits the customers.

Adding to the excitement of the New Year, Croma is offering up to 40% discount and up to INR 5,000 cashback on AMD Gaming laptops purchased from their websites while the stores are offering most in demand freebies like Monitors and Accessories worth up-to INR 14,000 on purchase of select AMD Ryzen Laptops.

Keeping customers' Christmas and New Year parties in mind, Croma is offering party speakers starting at just INR 2199, and up to 80% Off on Sound bars. All in all, Croma is pulling all the chords right to make the holiday season and the year-end a memorable one and light-on-the-pocket for all its valued customers.

Check out the top deals and offers on Croma.com for its End of the Year sale, or visit the nearest store to grab the deals at a great price.

\*All offers are subject to Terms & Conditions.

## How Chennai SWIGGY'D in 2022 Users voted for Convenience more food, and groceries were ordered than ever before! Chicken Biryani emerged as the most ordered food in the city

Chennai, Dec 25 2022: Swiggy continued to climb high in its popularity chart as it welcomed thousands of new users this year in Chennai.

What people of Chennai & Tamil Nadu love to Eat on Swiggy Food Marketplace -

- The most ordered item in Chennai and in fact in all of Tamil Nadu was Chicken Biryani

- Samosa was the No.1 snack ordered across Tamil Nadu with Ghee Pongal and Pav Bhaji following as favorites

- Kesar Rasmalai was the most ordered dessert in Tamil Nadu.

Chennai Quick Facts

- Top 3 most

ordered dishes - Chicken Biryani, Idly, Parotta

- Top 3 most ordered non-dishes Pasturized Milk, Onions and Curd

- Top 3 most ordered snacks - Samosa, Pav Bhaji, Bhel Puri

- Top 3 most ordered desserts - Kesar Rasmalai, Elaneer Payasam, Gulab Jamun.

What people of Chennai love to shop for on Swiggy Instamart - experiencing quick commerce

- Thousands of new customers placed orders for their last-minute orders and grocery needs on Instamart

- Categories that ruled customer hearts

included Fruit & Vegetables, Pantry Staples, Indulgences and Personal Care

Tha n k you....Customers

Everyone counts, and each order went a long way in getting us here. Indian dishes and local favorites saw a year-round demand as foodies of the city also saw the highest bill with a single order of Rs 27,378!

Delivery Executives

Our delivery executive Venkatesan delivered the greatest number of orders across Chennai

Restaurant partners on Swiggy

Over 5,858 new restaurants in the city of Chennai have been listed on

Swiggy in 2022. Partnering with Swiggy has helped over 50,000 restaurants and food establishments across Tamil Nadu improve their business. Swiggy has operations in Chennai, Coimbatore, and Madurai.

A2B (Adyar Ananda Bhavan) from Chennai says "Swiggy has changed the way we do business at A2B. We have seen tremendous growth and increase in profits after being associated with Swiggy. We have reached a lot more customers and users across Tamil Nadu recall our brands thanks to being listed on Swiggy. As we approach the new year, we look forward to continued partnership with Swiggy."

## Tata AIA Life Insurance Expands New Fund Offering Suite Introduces The Emerging Opportunities Fund

Chennai, Dec 25 2022: Tata AIA Life Insurance (Tata AIA) has announced range of new funds including Emerging Opportunity Fund, that will invest in mid-cap companies and emerging market leaders with the potential to generate significant future growth. The applications for ULIP plans with New Fund Offering (NFO) window will remain open from 15th to 30th December 2022, at NAV of Rs. 10.

Investments in the Funds can be made through Tata AIA's ULIP offerings like Fortune Pro, Wealth Pro, Fortune Maxima and Wealth Maxima. In addition, Funds will also be attached to Tata AIA's Param Rakshak Solutions. This offers consumers the unique opportunity to benefit from the long-term growth potential of equity while securing their loved ones with the protection of a life insurance cover.

The investment objective of the Fund is to

generate capital appreciation in the long term by investing in a portfolio of stocks that offer opportunities in the mid-cap space and emerging leaders in the new age sectors offering significant long-term wealth creation along with insurance benefit. The fund can invest up to 30% of the portfolio in equity and equity related instruments falling outside the mid-cap range.

This is an equity fund suitable for consumers who are looking to benefit from the long-term growth potential in equity and have relatively high-risk appetite. Mid-cap stocks usually go through a high degree of market volatility which tends to even out in the long term. An investor participating in this NFO should be comfortable averaging out market volatility by staying invested to benefit from long-term compounding returns.

Harshad Patil,

Executive Vice President and Chief Investment Officer (CIO), Tata AIA Life Insurance, said, "As mid-cap companies continue to grow rapidly, investing in these stocks offers our policyholders a great opportunity to build wealth. Mid-cap stocks are likely to see healthy returns since India's market is on a growth trajectory. Our ULIP funds have performed well in comparison with benchmarks and are highly rated by rating agencies such as Morning Star. New funds such as the Emerging Opportunity Fund will offer our existing and new investors an opportunity to participate in the growth of the Indian markets through equity investments with the added benefit of life insurance."

"This Fund aims to invest in a portfolio of stocks in the mid-cap space and emerging leaders in the new age sectors. These new age companies are present across market caps. Most of them are leaders in the

industries that they operate and provide a long runway for growth. With the new Fund's ability to seamlessly move from mid and large cap bias to mid and small cap bias, we aim to capture such emerging long-term themes. This we believe is the key value-add of our new Fund offering", he further added.

Tata AIA has a well-defined research process and methodology and takes a long-term view based on fundamental research. It follows a robust investment philosophy of portfolio construction through bottom-up stock selection by focusing on companies with sustainable earnings growth. Further, the investment team has been quite stable and has stayed with the company for long, ensuring a consistent investment approach. This has generated consistent risk-adjusted investment returns to meet investors' long-term objectives and return expectations.