

# NGMA of Culture Ministry will house the precious collection 'Maharaja Collection' of Air India artworks

Chennai, Jan 18 2023: The National Gallery of Modern Art of M/o Culture will house the precious collection 'Maharaja Collection' of Air India artworks. An MoU was signed for handing over the artworks to NGMA at the NGMA premises in New Delhi today. The MoU signing ceremony was attended by Shri Jyotiraditya Scindia, Union Minister of Civil Aviation, Steel and Shri G. Kishan Reddy, Union Minister of Culture. The MoU was signed by Joint Secretary, M/o Culture Smt. Mugdha Sinha and Joint Secretary, M/o Civil Aviation Shri Satyendra Kumar Mishra; Director NGMA Smt Tamsunaro Tripathi, Air India Asset Holding Limited (AIAHL) CMD Shri Vikram Dev Dutt and representative of Air India Ltd Ms Kalpana Rao. Secretary, Civil Aviation Shri Rajiv Bansal and Secretary, Culture Shri Govind Mohan were also present on the occasion.

Speaking on the occasion, Union Minister of Civil Aviation and Steel Shri Jyotiraditya Scindia said that India has a five thousand old history that has been powered by spiritual forces and moral values. He said that Prime Minister has been stressing not only on India becoming an economic power but also having cultural resurgence on the global stage.

He expressed the confidence that the Artists and art collections belonging to Air India will spread awareness about Indian culture worldwide. The art collection includes paintings by eminent artists, like Jatin Das, Anjali Ela Menon, MF Hussain and Radhaji. Sh. Scindia suggested that the exhibition of the art pieces should not be confined to Delhi only but should be taken worldwide as well as in various parts of the country, showcasing Indian rich cultural



heritage and soft power.

The Minister said that Air India has been a pioneer of its own kind. They could not only fly Indian flag high in the sky showcasing India's capabilities but also acted as an ambassador of Indian heritage and culture. He applauded JRD Tata for his forward thinking and being a

pioneer. He said that the showpieces being handed over NGMA not only contain modern art masterpieces but also have a wide range of exquisite handloom, sculptures and other art pieces.

Addressing on the occasion, Union Minister Shri G. Kishan Reddy said that through

the historic MoU, the priceless artefacts collection of Air India since 1953, is being transferred to NGMA of Ministry of Culture. The paintings, artworks will now find their rightful place i.e National Gallery of Modern Arts, the Minister added. Shri Kishan Reddy explained that under the

vision of PM Shri Narendra Modi, the Culture Ministry is making all efforts to preserve its Culture and bring it before the people and establish its connect with the youth. The Culture Ministry is working incessantly according to the Vision of Prime Minister 'Vikaas Bhi Viraasat

Bhi", he added. Air India and Ministry of Civil Aviation have worked hard to preserve and protect these valuable artworks, so I promise that we will preserve these artworks for the coming generations, the Minister reiterated. He also disclosed that the collection will be displayed before art-lovers in a soon to be brought out schedule. It will also be opened to audiences abroad through innovative digital interfaces, he said. He thanked M/o Civil Aviation and Air India for their valuable contribution to the art treasure of NGMA.

During Air India's extensive journey over eighty years of operating as a commercial airline, Air India had acquired and collected a massive number of valuable artworks from around the world consisting of paintings, sculptures, wooden carvings, glass paintings, decorative items, textile art,

photographs and other objects. These art objects will be a part of the collection at NGMA.

The decision for acquisition of the priceless collection by the Ministry of Culture and the decision to transfer the collection from the Air India Building at Nariman Point in Mumbai to the National Gallery of Modern Art is of historic importance.

The modern and contemporary artwork from the Air India Collection includes acquired and commissioned work from artists of the stature of B Prabha, Shankar Palsikar, Lakshman Pai, Vasudev Gaitonde, M F Husain, S H Raza, K H Ara and other founders of the Progressive Art Movement like the pioneering artist Hari Ambadas Gade. It also includes works of art of living legends like Anjolie Ela Menon and Jatin Das that will enhance the NGMA collection further.

# SOUTHERN RAILWAY PAVILION AT THE 47th ALL INDIA TOURIST AND INDUSTRIAL TRADE FAIR 2022-2023

Chennai, Jan 18 2023: Southern Railway has set up a pavilion in the 47th Tourist and Industrial Trade fair at Island Grounds, Chennai, organised by Tamil Nadu Tourism Development Corporation. Southern Railway has been participating in the All India Tourist and Industrial Trade Fair Chennai, for the past several years as this provides an opportunity to showcase the universal appeal of Railways through conventional publicity and to promote public awareness.

## SOUTHERN RAILWAY PAVILION

This year, in an effort to showcase progressive India and the transformational phase of Railways, the Southern Railway stall is set up to replicate the façade of Chennai Egmore slated for redevelopment at par with world-class standards in the near future. 'Black Beauty', the majestic X-Class Steam locomotive model used in Nilgiri Mountain Railway, the 'Make in India' Lion

sculpture and Pegasus sculpture, all made from scrap metals by the Golden Rock Workshop, placed at the entrance of the stall fascinate children and elders alike.

The working model of Vande Bharat Express, made by Perambur Carriage & Wagon Workshop captivates visitors as they enter the stall. The centre piece of the pavilion is the working model of EIR-21, the world's oldest functioning steam locomotive along with the static model of the upcoming Pamban vertical lift sea bridge portion that has been kept on display.

The visitors are drawn to the 'Selfie Point' that showcases the life-size poster of Vande Bharat in the backdrop. Various working and static train models in the Railway Pavilion attract visitors, especially children. The Static miniature models of Steam locomotive Fairy Queen, Wooden coaches used in the past, models of Jan Shatabdi and LHB coaches that are part of the present railway system were also on display.



Static Models of various Safety related Signal & Telecommunication Equipments by Signal and Telecommunication workshop, Podanur, are also on display. The working model of double line block instruments which will help the public to learn how line clearance is obtained for train movements besides the model of digital voice announcement system used in LC gates, are also on display. Innovative prototypes of 'SWAAS' low-cost ventilator and 'Rail Mitra', a robot designed

for Railway Hospital CoVID ward, are also being exhibited.

The 47th Tourist and Industrial Trade fair in Chennai

The 47th Tourist and Industrial Trade fair at Island Grounds, Chennai, was officially inaugurated on 4th January, 2023 by Hon'ble Ministers of Tamil Nadu Shri K. Ramachandran, Hon'ble Minister for Tourism, Shri Ma. Subramanian, Hon'ble Minister for Health and Family Welfare and Shri P.K. Sekar Babu,

Hon'ble Minister for Charitable Endowments Hindu Religious & in the presence of Shri

Dayanidhi Maran, Hon'ble Member of Parliament and Smt R. Priya, Hon'ble Mayor of Chennai.

The 70-day exhibition featuring stalls of various State and Central Govt departments, PSUs and private sector organizations attracts thousands of visitors every year. The theme for this year's IITF Exhibition is 'Rethinking Tourism'. The 46th edition of the Expo was held in 2019-20 and owing to the Covid pandemic, the 47th is being held after a two-year break.

Apart from the usual food stalls, fun game stalls, amusement park and toy train rides, many cultural programmes will also be hosted in the open-air theatre set up at the exhibition premises. A TTDC Drive-in restaurant will be an added attraction this year.

The 70-day Tourist and Industrial Trade fair at Island Grounds, Chennai, concluding on 8th March 2023 is open from 11.00 hrs to 21.00 hrs on Saturdays, Sundays and Holidays and from 15.00 hrs to 21.00 hrs on all other working days.

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## Swiggy announces free and fast, on-demand ambulance service for delivery executives and their dependents

Chennai, Jan 18 2023: Swiggy, India's leading on-demand convenience platform, has launched an immediate and free ambulance service for all its active delivery executives and their dependents in the case of emergencies. Swiggy has partnered with Dial4242 Ambulance Services for this industry-first initiative. Delivery executives can reach out on the toll-free number: 1800 267 4242. Sometimes, making a call might not be an option, and executives can just tap the SOS button without leaving the partner app in the case of an emergency before, during, or after a delivery.



The process will require no documentation; delivery executives only need to confirm their partner ID.

Swiggy has launched this service pan-India after piloting the service in Bangalore, Delhi, NCR, Hyderabad, Mumbai, Pune, and Kolkata. In the test runs and the cases raised so far, the service's response time has been an average of 12 minutes. Dial4242 can dispatch different Ambulances such as BLS (Basic Life Support) ambulances, Cardiac ambulances, ALS (Advanced Life Support), Inter-state ambulances, Covid-19 ambulances, and Hearse Vans based on the severity of the case.

The service is free for all active delivery executives and their dependents (spouses and

two children), who are covered under the insurance provided by Swiggy. Delivery executives can also choose to avail of the ambulance for family members not covered under their insurance at a subsidized cost.

Mihir Rajesh Shah, Head of Operations at Swiggy said, "Swiggy is committed to the safety of our delivery executives, and over the years, we have been investing in products and policies that prioritise their safety and well-being. Every day, lakhs of deliveries are carried on smoothly by our delivery executives, however, emergencies have a way of coming unannounced. With the free ambulance service that is fast, on-demand, and comprehensive, Swiggy has got our executives' back, giving them safety and peace of mind and getting them help when they need it the most."

Speaking about this industry-first initiative by a platform, Jeetendra Lalwani, Co-Founder, of Dial4242 said, "We are all accustomed to seeing

hundreds of delivery executives on the road on a regular basis. However, unlike countries with a reliable emergency support mechanism like 911, we lose critical time in an emergency. We are glad that Swiggy addressed this proactively for their delivery fleet and partnered with Dial4242, which has 10000+ ambulances across 500+ cities in India with varied capabilities and on-ground support to reach the victim in a matter of minutes, saving a precious life. The nearest cashless hospital is also identified by Dial4242 for Swiggy's executives ensuring they get timely treatment. Further, Dial4242 ambulance will wait till their treatment begins. We hope this sets the precedence for more platforms to follow."

Anwarpasha Syed, a delivery executive from Pune who has availed the ambulance service said, "I contacted our Swiggy Hotline team, and the ambulance reached my accident location in under 15 mins. They took me to the hospital, which I had suggested and I got timely

treatment for some major scratches on my body. This is a great service from Swiggy and I will inform all my fellow executives and friends regarding it."

Another delivery executive from Gurugram, Sanjeev Kumar shared his experience, "When I contacted the toll-free number directly, the ambulance reached in 10 mins. I am grateful to Swiggy for helping us with this prompt and free emergency service."

In 2021, Swiggy launched the Emergency Support Services (ESS) enabling the SOS button on the partner app to silently connect executives on the Swiggy hotline, ambulance, or police. All delivery executives were also given an ID card with details like emergency contact and blood group.

With the launch of this service, Swiggy has established an active emergency support mechanism to ensure delivery executives are attended to at the earliest in case of any unfortunate accident. The platform currently has over 3 Lakh delivery executives across the country. They receive benefits such as accident insurance and medical cover, personal loans, legal assistance, covid income support, income support during accident or illness recovery, bereavement leaves, period time off, and maternity cover among others.

## Traversing India's Saree Heritage with Flipkart

Chennai, Jan 18 2023: With a heritage spanning over 5,000 years, the Indian saree is regarded as one of the oldest forms of clothing in the world, still extremely popular. The term originates from the Sanskrit word 'sari' which roughly translates to a strip of fabric. Interestingly, these six yards have unique renditions across the country varying from style, drape, craftsmanship and fabric. This specific ethnic wear is an emblem of India's rich heritage and unity in diversity.

From Gen Z to millennials to matriarchs, Indian women across generations have embraced the elegance of this epitome of grace. With one saree sold every minute on Flipkart, Bollywood inspired, Banarasi, Everyday Wear (Cotton), Kanjivaram, Bandhani, Jamdani, Chanderi, Handloom, Mysore and Mekhela Chador are the Top 10 highest purchased saree variants with contemporary trends including Ruffles, Bold



Border, Accordion Pleats, Satin, Pre-draped, Mirror, Velvet and Sequin saree also seen as emerging preferences. Out of the lot, the Banarasi and Kanjivaram weave have witnessed the highest demand from customers across Bangalore, New Delhi, Kolkata and Hyderabad.

Abhishek Maloo, Senior Director, Flipkart Fashion said "As seasons change, so do people's choices in fashion, but one that

remains eternal for most is the evergreen saree. Our approach has always been focused on offering an inclusive fashion shopping experience and sarees continue to be a top choice for fashion shoppers on Flipkart. At present, we have 10 lakh+ saree choices available for every kind of customer - from traditional weaves to modern celebrity-inspired designs. This will continue to be a growth driver for our

business and we always aim to be one step ahead in catering to a wide variety of fashion needs."

In an endeavour to showcase and propel indigenous handlooms and traditional weaves, Flipkart has a dedicated saree storefront wherein one can browse through a curated collection of over 10 lakh+ styles in 60 ethnic and artisanal sarees from across the country. Bollywood has a high influence on saree purchases on Flipkart with celebrity styles such as Deepika Padukone leading customer searches. Consequently, the demand for sarees has grown by over 150% year-on-year on the platform. New Delhi leads the demand pie with the age group of 25-35, clocking the highest traction. Flipkart also houses a plethora of D2C saree brands to address nuanced customer preferences including Suta Sarees, Karigari and House of Begum. It has also made efforts to bring traditional tribal weaves such as Kalamkari, Kota Doria and Bomkai to the fore.

## TVS EMERALD ACQUIRES NEW LAND PARCEL IN CHENNAI WITH A REVENUE POTENTIAL OF 200+ CRORES

Chennai, Jan 18 2023: TVS Emerald announced that it has acquired a land parcel in Pudupakkam, situated close to Chennai's biggest IT hub, Siruseri. Spread across approximately 20 acres, this land parcel is estimated to have a development potential of 0.5 Million square feet. TVS Emerald will be developing premium

plots in this land parcel. Mr Sriram Iyer, President and CEO said, "This is TVS Emerald's third plotted development project and it is in line with our vision to create outstanding residential communities. Educational institutes, healthcare centres and the proposed Phase 3 Metro line are in close

proximity. With an estimated revenue of 200+ crores, this land acquisition will significantly contribute towards the growth of our portfolio in Chennai."

Located on Kelambakkam - Vandalur Road, this land parcel provides good connectivity to both OMR & GST. Apart

from IT companies, educational institutes like HITS, VIT Chennai, IIITDM, Tagore Medical College, The School KFI, PSBB Millennium, Velammal New Gen School are in the neighbourhood. The company has developed many successful residential projects in other parts of Chennai and recently ventured into Bangalore.

## Udhayanidhi has handled the releases of both the movies perfectly" - Actor Shaam's Thanksgiving

Chennai, Jan 18 2023: Actor Shaam embarked on a journey as an actor in the lead role through Director Jeeva's new-fangled directorial project titled '12B'. Over the past 20 years, his ambitious and scrutinizing efforts in choosing unique scripts and roles have earned appreciation for him. He has now played the elder brother of actor Vijay in the recent Pongal release 'Varisu' directed by Vamshi Paidipally. Dil Raju has produced the Pongal release - Varisu running successfully in both Tamil and Telugu. Specifically, the universal crowd appreciated the spellbinding performance of actor Shaam in the movie. During this happy occasion, the Varisu team was present for the special meeting to thank the press-media fraternity and fans for making this film successful, where actor Shaam shared his experience working on this project. "I thank Red Giant Movies Udhayanidhi Stalin for facilitating a perfect



release for both the Pongal releases - Varisu and Thunivu. He has beautifully handled these releases. So far, in all the projects worked on, I would see the producers present on the sets only for 2-3 days. In contrast, Dil Raju sir visited the shooting spot every day. Such is his insatiable passion and interest in cinema. He lavishly spends money on production works, and I used to wonder if he would get back the returns. However, he is least concerned about the money. I wish he continues his journey in

the Tamil industry, producing more movies. First and foremost, director Vamshi is a good human beyond the duality of Tamil and Telugu filmmaker. He is an honest man with a pure heart. Although Varisu is a commercial family entertainer, the movie celebrates 'Humanity' as the core theme. I am an outspoken person. After completing my dubbing works, director Vamshi asked for my opinion about the final output. I said that no matter how beautifully we shoot and no matter how dubbing and editing

we do, the background score is going to play a pivotal role in the success of the movie. Significantly, I experienced it during my theatrical experience of Varisu as music director Thaman efficiently proved it with his brilliant musical work. I could see many having their eyes moistened watching the movie for the emotional content. My experience of working with Vijay has been so inspiring. I observed his unique trait throughout the shoot - His beautiful nature of not talking ill about anyone and not hesitating to leave the place when he hears anything spoken badly against someone. He has been following this mantra for years. My previous release Porampokku Engira Podhu Udamai happened five years ago, and Varisu came as a tool for bridging the long gap. I accepted to be a part of this project due to actor Vijay. I am happy to see my friends calling and appreciating my performance in this movie," said actor Shaam.

## 'Ninaivellam Neeyada' First Look unveiled by filmmaker Gautham Vasudev Menon

Chennai, Jan 18 2023: Isaigani Ilaiyaraaja's 1417 Musical Film 'Ninaivellam Neeyada' is shaping up briskly. Royal Babu of Lekha Theaters is producing this movie in grandeur, and filmmaker Aadhirajan of Silandhi, Ranatantra, and recently released successful film 'Aruva Sanda' fame is directing this film, who has written the story, screenplay, and dialogues as well. While Prajan plays the titular character, Manisha Yadav and Sinamika appear in female lead roles in this movie. Rohit & Yuvalakshmi play the younger version of the lead characters in this movie. The others in the star cast include Redin Kingsley, Manobala, Madhumitha, Director R.V. Udhayakumar,



Muthumaran, P.L. Thenappan, Ranjan Kumar, and many more prominent actors. Marking the festive occasion of Pongal, the film's motion poster was revealed by Gautham Vasudev Menon, who has captivated the hearts of audiences as a director of beautiful movies and an unparalleled actor in unique content-driven films. He has conveyed his wishes to the entire

music lovers and fans. The First Love of everyone will never fade until their last breath. 'Ninaivellam Neeyada' is based on this concept, made with youthful elements. Movies like Azhagi, Autograph, Pallikkoodam, Kadhal, and 96 glorified the beauty and essence of the first look. Ninaivellam Neeyada will be the latest one to join this league. We are planning to release the first single track soon." Raja Bhattacharjee is handling cinematography and Aashish Joseph is taking care of editing works. Muni Krishnan (Art), Pradeep Dinesh (Stunts), Dinesh & Dhena (Choreography), and Elango (Executive Production) are the other technicians.

that will surely impress

## "Hum Kagaz Se Zyada, Neeyat Dekhte Hain" - Piramal Finance Launches Unique Campaign Addressing the Credit Needs of the Underserved Customers of Bharat

Chennai, Jan 18 2023: Piramal Capital & Housing Finance Limited, herein referred to as Piramal Finance, the wholly owned subsidiary of Piramal Enterprises Ltd ('PEL'), today announced the launch of its first brand campaign that focuses on addressing the credit needs of the unserved and underserved sections of Bharat. Titled, "Hum kagaz se zyada neeyat dekhte hain", the clutter breaking campaign highlights the brand's commitment to look beyond just papers/documentation as means to assess the credit worthiness of its loan seeking customers.

The campaign underscores Piramal Finance's commitment to customer-centricity and aims to reach out to budget-conscious customers as well as medium and small businesses in Tier 2 and Tier 3 towns across Bharat. The campaign kicks off with two ad films that position Piramal Finance as a brand which focuses on underwriting customers as well as their integrity rather than just papers/documents.

Conceptualized by Womb, the films capture the lives of 2 families which face real-life roadblocks while trying to avail loans and how Piramal Finance is



committed to stand by such individuals as well as their families in their pursuit of happiness. With their tailor made product offerings in the form of Home Loans, Business Loans and Personal Loans and Used Car Loans, Piramal Finance provides loans to customers by not only validating the formal credit history and papers/documents, but also evaluating customers on the basis of their intent and integrity - thereby highlighting the differentiated lending experience.

Further, the company also unveiled the new logo for the customer facing brand 'Piramal Finance' for the lending business and all branches across India will be branded with the new logo.

Jairam Sridharan, Managing Director, Piramal Capital & Housing Finance Limited said, "As we keep expanding deeper into Bharat, we remain

focused on offering effective and distinct lending solutions to this large customer segment which is often overlooked by the larger financial ecosystem. What we hope to do through the campaign and rebranding is to keep building on the strengths of a fresh and strong customer centric lending franchise. A complex demography like India requires simple, effective and impactful lending solutions that come with a deeper understanding of the consumer financing needs of the ecosystem.

We are betting big on Bharat and are happy to open branches, employ local people, and churn these local markets with customizable offerings. As an enterprise, we aim to double the AUM from FY2022 levels, with strong growth in retail disbursements and make the loan book more retail-oriented with a loan mix of 2/3rd Retail and 1/3rd wholesale by FY2027."

Speaking on the campaign, Arvind Iyer, Head - Marketing, Piramal Capital & Housing Finance Limited said, "There are a lot of people in our country who are unserved and underserved and aren't deemed credit-worthy for a whole host of reasons, and they have to face many challenges even before they begin their loan journey. At Piramal Finance, we aim to innovate and develop flexible solutions to fulfil the credit needs of this customer segment and help them achieve their financial goals and aspirations.

Our customer is pivotal to how we engage in business, and we are incredibly thrilled to launch our maiden campaign 'Hum Kagaz se zyada neeyat dekhte hain'. The maiden campaign conveys a strong and positive message that consumers with the right intent to repay their loan can avail themselves of services from Piramal Finance. The campaign marks the birth of our customer brand Piramal Finance, as an NBFC-HFC, serving the needs of the Bharat customer. By giving them simple financing options that build optimism and a sense of abundance, enabled by our solutions."

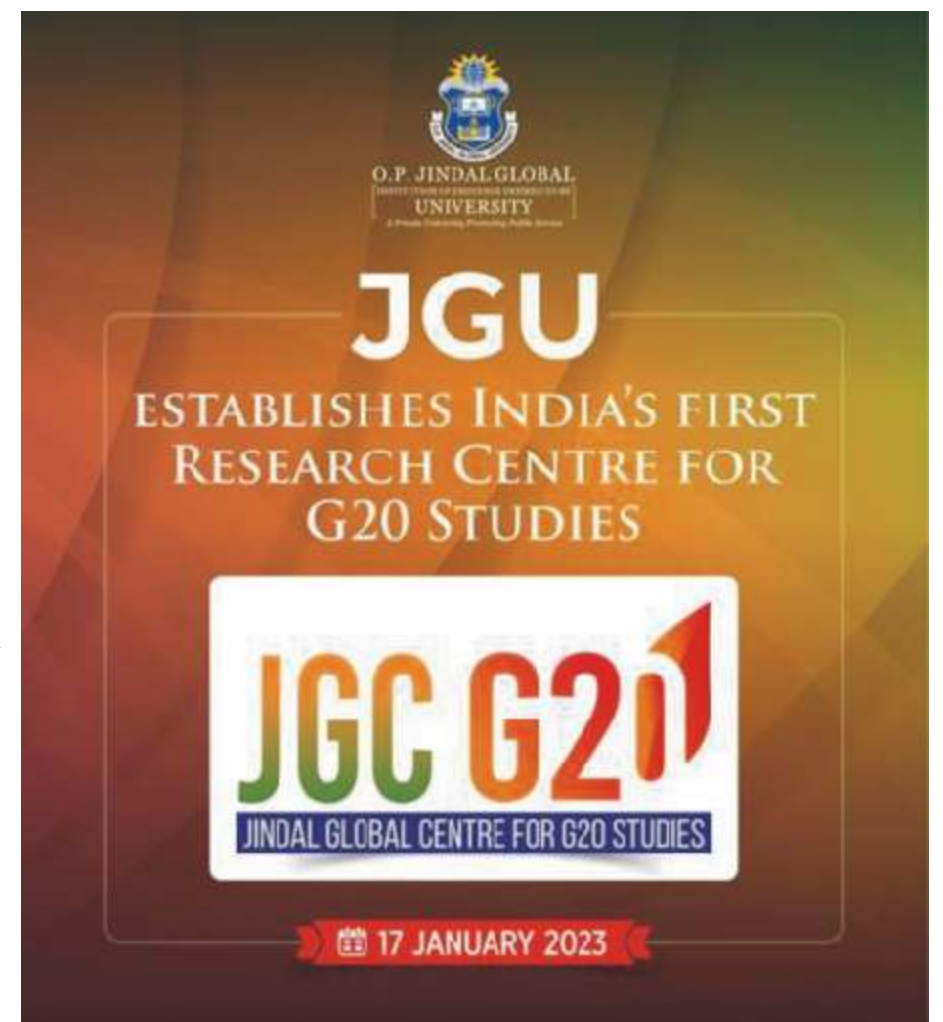
## O.P. Jindal Global University Establishes India's First Research Centre on G20 Studies

Chennai, Jan 18 2023: O.P. Jindal Global (Institution of Eminence Deemed to be University) -- JGU announces the establishment of the Jindal Global Centre for G20 Studies. This will be the first research centre established by any Indian university, which will exclusively focus on research, thought leadership, and capacity building initiatives relating to G20.

O.P. Jindal Global University (JGU) has taken efforts to build this Centre in the light of India assuming the Presidency of G20 from 1 December 2022. It is a fantastic opportunity for India to play a leadership role in promoting transformative ideas for making this institution more relevant and impactful. G20 is an intergovernmental forum which has 20 countries and the European Union as its members. Its main objective is to address issues relating to the global economy, especially on matters relating to international financial stability, climate mitigation and sustainable development. However, what needs to be recognized is that G20 comprises of the world's largest economies – both industrialized and developing countries. Remarkably, G20 accounts for around 80% of the gross world product (GWP), 75% of the international trade, two-thirds of the global population, and 60% of the world's land area.

The Jindal Global Centre for G20 Studies (JGC4G20) at O.P. Jindal Global University will have five major objectives: first, to develop a strong vision for enabling academic institutions across the G20 region to build international collaborations between them; second, to launch new initiatives to promote G20 studies and greater understanding of the countries in G20 in all its dimensions across other Indian higher education institutions; third, to organise periodic lectures, seminars and conferences of topical relevance to India-G20 cooperation in partnership with other universities, think-tanks and government officials; fourth, to build and strengthen capacities for pursuing research relating to G20 countries within India with a strong focus on joint research between institutions in G20; fifth: to develop multisectoral training and capacity building programmes in close partnership with higher education institutions in the G20.

Professor (Dr.) C. Raj Kumar, the Founding Vice Chancellor of JGU observed, "As India assumes the Presidency of G20, this will be the first such Centre established by any Indian university. I am happy to



announce the appointment of Professor (Dr.) Mohan Kumar, former Indian Ambassador to France and the Dean of the Office of International Affairs & Global Initiatives at JGU as the Inaugural Director of the JGC4G20. This will be a university-wide research centre, which will pursue five major initiatives in this year of India's Presidency of G20. First, JGC4G20 will be hosting a Global Conference of 200 Universities from G20 Countries with representation of 10 universities from each G20 partner to focus on the future of education; second, to organize a G20 Ambassadors' Conclave that will promote a dialogue on the future of diplomacy; third, to host a Global Justice Colloquium with a focus on bringing together lawyers and judges of the G20 countries to discuss and debate on the state of the justice systems across G20; fourth, to host the World Sustainability Forum for bringing together thought leaders and institutions in G20 to engage on issues relating to environment and climate change; and fifth, to host the Global Public Policy and Development Dialogue for bringing together policy makers and academics in G20 to discuss issues confronting the world of policy and development."

Commenting on the significance of this initiative, Professor Kumar observed, "The vision for proposing a G20 Global Education Forum should enable the opportunity for another summit hosted in parallel to the G20 summit, which will bring together the leading universities of the G20. The vision of this Centre is to transcend the functioning of G20 that is currently limited to the governmental organisations, politicians, and diplomats. The democratization of the functioning of G20 as an

international forum will require a complete reimagination involving other participants, especially the young people who are part of the universities of the world. Their involvement and the participation of universities including their researchers, albeit in a separate forum hosted on the sidelines of the G20 Summit, will send a powerful signal to make the working of G20 more inclusive."

The Director of the newly established JGC4G20, Ambassador Professor (Dr.) Mohan Kumar has had a remarkable career in the Indian Foreign Service for over 36 years which culminated in him becoming India's Ambassador to France based in Paris. Under his watch, the Indo-French strategic partnership was strengthened and consolidated further in spheres such as defense, space, nuclear & solar energy, smart cities and investment. Earlier, he was India's Ambassador to the Kingdom of Bahrain where he witnessed and dealt with a strategically complex region characterized by events such as the "Arab Spring". Ambassador Dr. Mohan Kumar has enormous expertise in the area of international trade -- he was India's lead negotiator first at the GATT (General Agreement on Tariffs and Trade) and then at the WTO (World Trade Organization) in crucial areas such as Intellectual Property Rights, Services, Dispute Settlement, Rules and Technical Barriers to Trade. Ambassador Dr. Mohan Kumar also has strategic understanding of India's ties with some of her key neighbours such as Bangladesh, Sri Lanka, Myanmar and Maldives. Ambassador Dr. Mohan Kumar holds a Master's in Business Administration (MBA) from the Faculty of Management Studies, University of Delhi and a Doctorate (Ph.D) from

Sciences Po University, Paris. Ambassador Dr. Mohan Kumar also served as the Chairman of Research and Information System for Developing Countries (RIS) from June 2018 to June 2022. Ambassador Kumar is the author of a book entitled "Negotiation Dynamics of the WTO: An Insider's Account", published by Palgrave Macmillan (2018).

On his appointment as Inaugural Director of the JGC4G20, Professor (Dr.) Mohan Kumar said: "I am absolutely delighted to have been given this responsibility at a time when India has just assumed the presidency of the G20. G20 has gradually emerged as an indispensable multilateral forum on the international landscape. It has also expanded its remit to dealing with the burning problems of the day, after starting off in 2008 as an institution which was aimed at management of the global economy. The newly established research centre will undertake independent and inter-disciplinary research in the following areas already established by India as priorities for its presidency. These are, *inter alia*: (1) Accelerating SDGs (Sustainable Development Goals) in Education and Health; (2) Accelerated, Inclusive and Resilient Economic Growth; (3) Green Development and Climate Finance; (4) Multilateral Institutions for the 21st Century; (5) 3 Fs: Food, Fuel and Fertilizers; and (6) Gender: Women-led development. The vision of JGC4G20 is to draw upon the tremendous expertise in all the schools of JGU and bring it together under one umbrella. The JGC4G20 thus hopes to make a substantial contribution not just in the presidency year of India, but well beyond in the future."

## KFC announces the biggest crunchiest blockbuster of the year - Chizza Campaign film stars the cult product & legendary Colonel Sanders in leading roles!

Chennai, Jan 18 2023: Bringing in the new year with a crunchy, cheesy kick, cult favourite KFC Chizza is making a comeback! To announce the much-awaited return, KFC India released a TVC featuring none other than Colonel himself, starring in the biggest blockbuster of the year that promises sizzling action and cheesy romance.

The film opens with Colonel taking viewers into the KFC kitchen while he works on this fan fav creation. The crispy chicken fillets makes an enticing appearance, leaving viewers wanting more. As the music builds, the Colonel is seen grooving, whilst sprinkling cheese on the fillet. Viewers are in for a delight as they witness the cheesy sizzle as the Chizza gets ready. The



perfect scattering of onions and mixed peppers on top, along with the classic herb sprinkle, on the all chicken, no crust Chizza is what makes it a blockbuster hit amongst fans. The cheesy pull at first bite and the Colonel's declaration "KFC Chizza... the crunch begins. Let's KFC!" is the perfect climax to the film. This superhit is now back at a KFC near you!

Moksh Chopra, General Manager, KFC India, commented on the new KFC Chizza TVC, saying, "Fans have been waiting for the Chizza to

come back, and the new year felt like the perfect time to announce the biggest blockbuster of the year. With all chicken and no crust, Chizza has the perfect balance of crunch and cheese. Fans love the combination of our crispy chicken, with the flavours of the sauce & veggies, topped with the classic herb sprinkle. Making it truly love at every bite!"

Talking about the TVC, Ritu Sharda, COO, North, Ogilvy India said, "Chizza has been the biggest blockbuster for KFC. So instead of writing an ad

to announce its arrival, we wrote an epic movie trailer. With everything you would expect from a trailer - a suspenseful entry, dramatic typography, reviews, that quintessential clever cheeky line and of course, a blockbuster song to announce its entry in full swag, "Bachna ae haseeno, lo mein aa gaya".

There is just nothing more delectable than crispy juicy chicken. And when you add two of the zinger fillets, pizza sauce, melted cheese, a scattering of onions and mixed peppers, and some fresh herbs, you have an award worthy combination.

This January, Chizza, the crispy cheesy delight is back at a KFC near you. Order now and feel the cheesy 'pull'.

## BYJU'S implements 4-tier tech-driven sales model to enhance customer satisfaction

Chennai, Jan 18 2023: BYJU'S, the world's leading EdTech company with over 150 million registered learners, has rolled out a 4-tier tech-driven internal sales process replacing its existing direct sales process. The newly introduced sales model is far more rigorous, entirely remote and includes a centralized tech-driven audit process that ensures all sales are triple-checked.

The 4-tier process begins with educating an incoming lead about BYJU'S product portfolio and its new refund policy over a live Zoom session that is recorded for future audit. The company has introduced multiple checks to verify customers' intent and consent to purchase. In the first step, the interested customers have to give their consent after reading the terms and conditions on the customer consent screen on a custom mobile app. The order verification team then



revalidates the consent and double-checks if the customer agrees to make the purchase. The customer gives another consent on this app upon which the sale is closed.

In order to assist students who require financial support, where requested, BYJU'S facilitates connecting the parents/guardians of such students to reputed third party banks/financial institutions. The financing options, if acceptable to the parents, are concluded between the parent and the third party banks/financial institutions and the approvals are done by these banks/institutions as per the mandated guidelines.

Commenting on the

new sales model, Mrinal Mohit, CEO, BYJU'S India said, "The emergence of the post-pandemic world required us to give a fresh look at how we engage with our customers in the initial stages of a potentially lifelong relationship. BYJU'S is fully committed to a transparent sales mechanism, and our tech-driven, 4-tier approach enhances communication and precludes potential/rare mis-selling. Students are at the centre of everything we do, and their interest is paramount to us. We are constantly striving to improve our customer experience and we believe that this new

approach will make the initial stages of the sales process more efficient, clear and empathetic, and will help us establish a strong foundation for a long-term relationship."

Within the renewed 4-tier sales process, the company has introduced an affordability test for all potential customers. A threshold family income of Rs. 25,000 per month is necessary to move forward with the purchase. Families with an income of less than Rupees 25,000 per month automatically qualify for the BYJU'S Education For All (EFA) programme, where they receive access to BYJU'S content for their child's grade level free of cost. There are more than 55 lakh children from underserved families who have been provided free learning content along with a free digital tablet from BYJU'S under EFA. BYJU'S has a stated goal of expanding EFA to at least 1 crore children by 2025.

## KFC's cruncheesiest blockbuster 'Chizza' is back!

Cult favourite returns on popular demand; in-restaurants from 10th January

Chennai, Jan 18 2023: This new year just became happier, as KFC announced the return of Chizza. Yes, you heard that right! The cult fav KFC Chizza is back with a bang, promising to be the biggest blockbuster of 2023. Bringing together the 2 things foodies loves most - chicken and cheese - KFC Chizza is sure to leave you drooling! The product is all set to make a comeback on popular demand after it received immense love by KFC fans over the years, thanks to its flavorful taste and the shockingly delicious crust. What crust you ask? Well, it's KFC's crispy chicken on top, and more crispy chicken at the bottom, that has made it a fan favourite.

The all-chicken, no crust Chizza consists of two zinger fillets of crispy chicken, topped



with delectable pizza sauce, molten cheese, a smattering of onions and mixed peppers, finished with an herb sprinkle. Trust us, this irresistible crispiness and cheesy pull, will leave you wanting more! Starting at INR 299/- Chizza will be available across all 600+ KFC restaurants

10th January onwards.

The delectable Chizza comes with KFC's 5X Safety Promise of Sanitization, Screening, Social Distancing, and Contactless service with Vaccinated teams. All surfaces and frequently touched areas in a

restaurant are regularly sanitized, team members and riders are screened regularly for their temperatures. You can get your fav Chizza in a completely contactless & safe manner - through delivery, takeaway, KFC to your Car/Bike and during dine-in. All dine-in and takeaway orders also come with the added promise of Express Pickup, where orders are readied for pick-up within 7 minutes, failing which, customers are offered a complimentary piece of Hot & Crispy chicken. Chizza and other KFC favorites can also be ordered on the all-new convenient KFC app, available on Google Play and the App Store.

So, what are you waiting for? Chizza, the crispy cheesy delight is back at a KFC near you. Order now and feel the cheesy 'pull'.

## Prince Pictures signs director Manu Anand for a new project

Chennai, Jan 18 2023: Following the grand success of Sardar and Kaari, Prince Pictures S Lakshman Kumar is producing a new film, which will be directed by Manu Anand. He has earlier directed a Box Office Hit movie FIR. It is noteworthy that the production house had signed filmmaker



Andrew Louis for a new project. Prince Pictures is now signing filmmakers who are consistently delivering movies with unique contents that appeals to the interests of universal crowds. The official announcement about the actors and technicians in the film will be revealed soon.

## India's State of Maharashtra Announces Strategic Energy Partnership with Gogoro and Belrise Industries to Build \$2.5 billion Battery Swapping Infrastructure

Chennai, Jan 18 2023: The Indian State of Maharashtra today announced a strategic energy partnership with Gogoro Inc. (Nasdaq: GGR) and Belrise Industries (erstwhile known as Badve Engineering Ltd) to establish an unprecedented battery-swapping infrastructure. Gogoro, a global technology leader in battery swapping ecosystems that enable smart sustainable mobility solutions for cities, and Belrise, a leading automotive systems manufacturer based in India, plan a joint 50-50 partnership to invest approximately US\$2.5 billion over eight years with the State of Maharashtra government to build energy infrastructure across the state. The non-binding MOU agreement was signed at the Maharashtra pavilion, World Economic Forum in Davos, Switzerland.

The companies plan to build a smart energy infrastructure in Maharashtra that is open and accessible and establishes battery swapping and smart battery stations as a leading source for mobility and energy storage. The deployment is also expected to accelerate job growth throughout the smart energy, electric vehicle, and sustainability value chain. In addition to the smart infrastructure, the partnership is also expected to foster smart



electric vehicle manufacturing and assembly in the state.

"It is indeed a remarkable moment for the State, this will perhaps be the largest green partnership of this nature worldwide," - a sentiment echoed by Hon. Chief Minister Shri. Eknath Shinde.

"As a national leader in sustainability, it is important for the State of Maharashtra to embrace new technologies that are open, accessible and enable dynamic solutions that can accelerate the transition to smarter sustainable cities and set an example that other states in India can follow," said Devendra Fadnis, The Deputy Chief Minister of Maharashtra. "We are partnering with Gogoro and Belrise to deploy the world's largest and most innovative smart energy infrastructure to utilize battery swapping for solving the

Unique and distributed energy challenges we face daily. This project will enable new alternatives to the fossil fuels solutions many of our residents use today."

"The future of smart sustainable cities and countries is not about a

single company or government but about a community coming together to instill a new way of thinking and a new way of utilizing sustainable energy in an open and accessible way. This partnership represents the future and this new way of thinking - not just about sustainable transportation, but about an entirely new system. That is why we truly believe in building open and accessible infrastructure that will uplift the entire ecosystem," said Horace Luke, founder, and CEO of Gogoro. "Together, the State of Maharashtra, Belrise Industries and Gogoro plan to shift energy usage and establish this new sustainable economy that will encourage jobs creation, establish new technical and sustainable industrial capabilities, and ultimately increase state exports."

The battery swapping infrastructure expects to begin deploying across the State of Maharashtra in 2023 which will leverage Gogoro's smart energy ecosystem including smart battery stations, swapping technologies, network management solutions,

and will provide numerous innovations to the state, contributing in the areas of smart city design and development, energy storage stations & systems, smart mobility sharing, smart electric vehicles, demand response services and distributed energy storage, smart agriculture, among other applications.

"Clean energy is the future, and now is the time for Indian businesses to begin their transition to a new model of sustainable operations. As a manufacturing leader in India's transportation industry, we are embracing this for our own business, customers, and communities," said Shrikant Badve, Managing Director, Belrise Industries. "Today we are partnering with Gogoro, a global innovation leader in smart sustainable energy and India's most industrious state of Maharashtra to deploy the largest portable battery swapping infrastructure of its kind to enable a new generation of products and services that Maharashtra's residents can embrace."

With more than 120 million residents, Maharashtra is India's largest economy and industrialized State with a gross domestic product of more than US\$450 billion that accounts for 16-percent of India's industrial output.

## Fortis Vadapalani saves life of 63-year-old patient with rare blood group 'Bombay Phenotype'; Blood air lifted from Chennai to Kolkata

Chennai, Jan 18 2023: In a rare feat, Fortis Vadapalani successfully facilitated the transfer of a rare blood group - 'Bombay phenotype' red cells, to save the life of a critically ill patient in Kolkata. Fortis Vadapalani received a request from a private hospital in Kolkata for a rare group blood required for 63-year-old anemic patient suffering from chronic kidney disease. The request was honored by Fortis Vadapalani's Blood Centre and blood was airlifted to Kolkata.

One Unit of blood was safely delivered to Kolkata Medical College and Hospital within 6 hours. The Bombay Rh positive packed red cells was crossmatched in Kolkata Medical College the following day and declared safe to be transfused. The patient

was successfully transfused with Bombay blood the next day and was discharged after 24 hours. Transport of blood was facilitated by Platelet Club a Chennai based voluntary blood donation group who have coordinated 32 such rare blood product transfer throughout India in 2022. By establishing proper and quick communication at the pick-up and drop-off points, the transfer took place smoothly without any delays.

Dr. Shanmugha Priya R.A., Consultant Transfusion Medicine, Fortis Hospital Vadapalani said, "The rare Bombay blood type was first discovered in Mumbai by Dr. Y M Bhende in 1952. Only one in 4 million around the world has the Bombay type or 'hh' group - a rare blood type. Its prevalence is higher in South Asia and in

India only 1 in 10,000 people are born with this blood type. This rare Bombay blood type is often confused with the 'O' blood type. Only after a specific test for 'H' antigen a distinction can be made between the Bombay blood group and the 'O' blood group. There are very few people with this blood type, so identifying volunteers remains a challenge. In this particular case, we found the donor while he was at Fortis Vadapalani, donating blood to his ailing father."

Educating about this rare blood type, Dr. Shanmugha Priya R.A explained that many people are unaware that they have this rare blood group. She urges people with this rare blood type to exercise more caution in their daily life (like wearing a helmet, seat belt while driving etc).

She also added that it is important to motivate voluntary Bombay phenotype donors to donate blood.

Commenting on the successful transport of the rare blood type across state borders Mr. Venkata Phanidhar Nelluri, SBU Head, Fortis Hospitals Chennai said "Shortage of blood is a serious concern, especially for some of these rare types. Indeed, it is possible to save lives by transferring blood across borders if we have the required infrastructure. We take pride in saying that at Fortis Hospital Vadapalani we have state-of-the-art facilities to screen all blood types, store and supply it across the country. We thank the donor and everyone who made this transportation and transfusion of blood to the critical patient within the crux of time."