

IPCC Working Group III Report highlights the importance of lifestyle in climate discourse
Sharm El-Sheikh Implementation Plan notes the importance of transition to sustainable lifestyles on the lines of Mission LiFE

Chennai, Jan 20 2023: Dr. Jim Skea, Professor at the Centre for Environment Policy, Imperial College London and currently the Co-chair of Working Group III (WG III) of the Intergovernmental Panel on Climate Change (IPCC) delivered a lecture today at Indira Pariyavaran Bhawan, New Delhi. The lecture focused on the IPCC Sixth Assessment Report (AR6) with a special emphasis on lifestyle issues. A short film on sustainable lifestyles was screened by the Ministry of Environment, Forest and Climate Change.

Dr Jim Skea delivering his address

As an outcome of COP27 at Egypt, the Sharm El-Sheikh Implementation Plan notes the importance of transition to sustainable lifestyles and sustainable patterns of

consumption and production to address climate change. It also notes the importance of pursuing an approach to education that promotes a shift in lifestyles while fostering patterns of development and sustainability based on care, community and cooperation. This is in line with objectives of Mission LiFE launched by Prime Minister Shri Narendra Modi in the presence of UN Secretary General on 20th October, 2022.

Dr. Jim Skea spoke about the structure of IPCC and described how IPCC has produced three special reports and three Working Group reports during the sixth assessment cycle. He summarized the findings of the three Working Groups emphasizing the following findings from WG III:

Lifestyle has been a neglected part of the



climate discourse and its significant potential has now been identified in the WG III report.

Global emissions could be reduced by 40%-70% by 2050 while satisfying people's basic needs for nutrition, mobility and shelter while maintaining wellbeing. This could be achieved by demand-

side management and lifestyles supported by infrastructure and technology.

CO2 emissions account for about 75% of global GHG emissions making it the principal GHG to be tackled by climate change actions.

Unequal contributions to historic



and current emissions where the contribution of entire Southern Asia is only about 4% of historical cumulative net anthropogenic CO2 emissions between 1850 and 2019, even though the region includes almost 24% of the global population.

Remaining budget for limiting warming to 1.5oC is 500 GtCO2;

the remaining carbon budget for limiting warming to 2oC is 1350 GtCO2.

Carbon Capture and Storage is at the demonstration stage. If brought into use, it would allow the use of fossil fuel to be extended. Unless managed sustainably, bio-energy combined with CCS could also

have negative impacts on food security and biodiversity.

How financial flows fall short of investment needs for mitigation. Gaps are particularly large for developing countries. Also, gaps are much wider for adaptation than for mitigation.

Investment flows in Southern Asia and Africa are much lower than needed.

Climate resilient development can protect people from the worse impacts of climate change and align climate change action with the sustainable development goals.

There are increasing gaps between adaptation actions and what is needed, but there are options we can take to reduce the risks to people and nature. Adaptation gaps are largest among lower income populations.

The lecture was followed by discussion on historical cumulative emissions, the role of methane, financial mechanisms, sequestration potential of forests, data quality and needs, adaptation, Equity, climate justice, modelling assumptions, methods of preparing GHG inventories and the role of atmospheric observations.

In the above backdrop, it emerged that IPCC AR6 Synthesis Report, which is on anvil, should incorporate findings from three Working Group Reports in a balanced manner reflecting developing country concerns including historical cumulative emissions, declining carbon budget, adequacy of means of implementation and minimizing the adaptation gap.

Chennai Mayor Inaugurates Dr Agarwal's Eye Hospital with Advanced Retinal Imaging Technology at Porur

Chennai, Jan 20 2023: R. Priya, Mayor, Greater Chennai Corporation, inaugurated Dr Agarwal's Eye Hospital, Porur and launched an advanced noninvasive retinal imaging technology, known as AngioPlex OCT Angiography (OCTA), at the hospital. As part of the inaugural celebration, the new hospital will offer free consultations to patients till January 31, 2023.

Thiru Karambakkam K. Ganapathy, MLA, Madhavoyal, participated in the event as guest of honour. Dr. Athiya Agarwal, Director, Dr. Agarwal's Group of Eye Hospitals, and Dr. Kaladevi Sathish, Zonal Head - Clinical Services, Dr Agarwal's Eye Hospital, Porur, were also present.

Dr. Agarwal's Eye Hospital, Porur, houses world class facilities for eye care services including the state-of-art Opticals, pharmacy, and modular Operation Theatre, besides a dedicated myopia screening and a treatment clinic for myopia patients.

The hospital is among a few in the city to have OCTA, a noninvasive and advanced imaging technique that produces

high-resolution, 3D angiograms of the retinal and choroidal vascular networks, for effective detection of diseases and abnormalities. OCTA eliminates the usage of dyes in diagnosing eye diseases and thus eliminates the risk of ocular allergic reactions and is safe especially among the patients of cardiovascular and kidney diseases, uncontrollable diabetes, uncontrollable BP, diabetic retinopathy, age-related macular degeneration, and others.

In her inaugural speech, Smt. R. Priya, Mayor, Greater Chennai Corporation said, "Vision health is very important for people, especially the youth, to realize their potential and aspirations - and lead a quality life. However, in the wake of growing exposure to digital screens and changing work and lifestyles, it has become extremely important to create awareness among the public about the importance of availing preventive, curative and rehabilitative eye care services. In this context, I am happy to inaugurate a new wing of Dr. Agarwal's Eye Hospitals, Porur

The hospital group has been providing



world class eye care services at affordable cost to the people of Chennai for decades. I am happy to know that the new hospital at Porur is bringing advanced technologies, including the cutting-edge retinal imaging solution, that will enhance the quality of services offered to patients. I wish all the best for the hospital to grow manifold and touch many more lives by protecting their vision."

In her address, Dr. Athiya Agarwal, Director, Dr. Agarwal's Group of Eye Hospitals said, "We are very happy to expand and give a world class eye hospital

at Porur. With its advanced facilities and an experienced medical team, this hospital is fully geared up to deliver the highest standards of medical and service excellence and patient care. Dr. Agarwal's Eye Hospital calls Chennai its home, where its first eye care center was started in 1957. Today, we have 18 eye hospitals in the city, including the one in Porur. We are planning to add 10 new hospitals within two years. We keep the reach of world class & innovative eye care and affordability of our services as the two eyes, even as we invest in advanced technologies

and expand globally." On the facilities at the hospital, Dr.

Kaladevi Sathish, Zonal Head - Clinical Services, Dr Agarwal's Eye

Hospital, Porur said, "Our Porur hospital features modern technology and compassionate care, the prerequisites for providing evidence based eyecare and effective treatment outcomes. With OCTA, Dry Eye Clinic, Modular OT, state-of-art opticals and pharmacy a dedicated myopia screening and a treatment clinic for paediatric patients, we bring the promise of scientific advances in eye care to the people of West Chennai."

Talking about the benefits of OCTA, she said that the technology elevates glaucoma, retinal disease management and treatment planning to the

next level, while eliminating the need for the use of fluorescein dye, a diagnostic contrast agent used in various ophthalmic procedures such as checking for any corneal or vessel abnormalities. The dye can lead to ocular allergic reactions such as nausea and vomiting in about 5% of the patients. With OCTA this risk has become a thing of the past. Another key advantage of OCTA is patient comfort as it is a noninvasive procedure that can be done even without dilation."

The Porur facility is spread across 12,500 Sq ft, and is located at No. 118, Arcot Road, Opp. TVS Arasu Motors, Porur.

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

Varisu is not a film.. its Thalapathy Vijay's faith in me; Director Vamsi Paidipally

Chennai, Jan 20 2023: Produced by Dil Raju and Shirish under Sri Venkateswara Creations and directed by Vamsi Paidipally, Thalapathy Vijay's 'Varisu' has released as a Pongal feast and is running successfully.

Thaman composed the music for the film, which stars Rashmika Mandanna as the female lead, R Sarathkumar, Prakash Raj, Prabhu, Jayasudha, Srikanth Meka, Shaam, Sangitha, Yogi Babu, VTV Ganesh, Samyuktha Shanmughanathan and others in the lead roles. Lyricist Vivek has also penned the lyrics along with the additional screenplay and dialogues.

Two days after its release in Tamil, the film has now been released in Telugu as 'Vaarasudu' and has received immense response there as well. On account of this, the team, who is happy with the success of the film, met the Press & Media in Chennai to thank them for their support and shared their happiness and gratitude.

"We dedicate the entire success of this film as a tribute to production designer Sunil Babu, who passed away recently. Varisu is not a film.. it is a hope.. the hope that Thalapathy Vijay and producer Dil Raju put in me. I thank the Tamil people and Vijay fans for making that hope a success. Many people have been saying that this film is a Telugu director's film from the day it started. It made my heart sad.. This is a pure Tamil film. Whether I am a Tamil director or a Telugu director, I am a human being first. But today, fans have put aside all these differences and given me a



place in your heart with the success of Varisu.

Producer Dil Raju gave me everything I asked for. I wish music composer Thaman, who has raised the success of this film, to reach many more heights. I am indebted to Vivek for not only the song but also for the story line and Praveen KL for the beautiful editing" expressed an elated Vamsi Paidipally.

Praveen KL, the film's editor said, "I consider working on Varisu as the biggest achievement in my journey in the film industry."

Comedian VTV Ganesh said, "Director Vamsi should not be upset because they are calling him a Telugu director. Tamil fans see you as one of them. The producer of this film, Dil Raju, always has a smile on his face, and it is clear that money (collections) is pouring in from all directions" he said.

Lyricist Vivek said, "At first Thalapathy Vijay entrusted me with the responsibility of writing the entire songs for Mersal. Similarly, with Varisu, even Director Vamsi trusted me with the responsibility of writing the dialogues for the first time. I'm truly grateful for this opportunity".

Music director Thaman said, "Director

Vamsi wanted the 'Amma Song' to be more than two and a half minutes long so that everyone can enjoy it emotionally in a film starring such a big star. When I got on board to compose the music for this film, Anirudh had already given chartbusters for films like Master and Beast, and we thought that we should do something beyond that. Success is like blood flowing through the body. It should keep running," he said.

Actress Sangeetha said, "Varisu gave me an opportunity to get on such a stage after a long time. I just realized that I haven't thanked anyone for acting in this film; I have the opportunity now. When director Vamsi asked me to act in this film, I immediately agreed without asking anything about the story or the character. Because if I have another brother's house in Hyderabad; it is director Vamsi's house. Vijay sir and I were a family for 40 days while acting in this film. The same humility, hard work and dedication that we saw in him 25 years ago remains unchanged".

Actor Sham said, "I would like to express my gratitude to Udhayanidhi Stalin and Red Giant Movies for handling both the films equally in the situation of Varisu & Thunivu releasing at the

same time. Producer Dil Raju would visit the sets daily. He was very much involved in the filming process. Director Vamsi is a wonderful person. He has a beautiful heart. That is what this film has revealed. One thing I noticed during the days I spent with Vijay on the sets was that he never spoke negatively about anyone. Even if you say something negative about someone, he will walk away without listening. He has been following it ever since".

Producer Dil Raju said, "Among the films starring Vijay, I like 'Poove Unakakkaga', 'Kadhalkku Mariyadhai', 'Thullatha Manam Thullum'. Similarly, I like Telugu action heroes such as Jr NTR's Brindavanam, Prabhas's Mr. Perfect, Mahesh Babu's Seethamma Vakitlo Srimalli Sethu. All these are films revolving around family and starring mass heroes. So when Vamsi told me the story of Varisu, I said that it would be good if Vijay acted in it. You can get a lot of money while making some films. Some films will get praise. Varisu has received both money and appreciation".

Actor Sarathkumar said, "I have reached the next generation of fans as I acted with Vijay in this film. In fact, I feel like a 40-year-old now. So many people are coming to see this film for the second time or the third time with their families. Let Thunivu, which is released along with Varisu, become a hit. Similarly, the Balakrishna and Chiranjeevi films released here should do well. Only then will this film industry be healthy".

Apollo Hospitals alarms increase in Inflammatory Bowel Disease in youngsters in our country

Chennai, Jan 20 2023: Apollo Hospitals, Asia's foremost trusted integrated healthcare group and Tamil Nadu Gastroenterologist Trust will jointly organize a conclave to educate doctors, patients and health care professionals on the increasing Gastro and Inflammatory Bowel Disease. Highly acclaimed faculty from USA, UK to address over 300 delegates from across the globe during the one day conclave which will be held on Sunday, 22nd January 2023.

Evaluation, Therapy, Tackling complex scenarios, complications, management of Acute Severe Ulcerative Colitis and recent advances in IBD management will be addressed by the top faculties during the conclave. Apollo Hospitals hopes that this high level learning will translate into real benefits to improved treatment outcomes and patient experiences in near future.

Inflammatory Bowel Disease (IBD) is a condition characterised by relapsing inflammation and



ulceration of the intestines, affecting both young and the elderly. IBD is a long term condition, patients suffering from this condition need long term medical care including regular investigations, medication and follow up.

Results from the recent study conducted by Apollo hospitals in the south revealed most of the people with IBD were young educated graduates. Apollo Hospital aims this platform will bring national and international faculties together on one stage to directly address some of the complex and pertinent issues in the diagnosis and treatment of IBD.

Speaking to the media Dr. K.R Palaniswamy, Senior Consultant Gastroenterologist

Two bowel disease have been increasing alarmingly in incidence in our country in recent years. One is Inflammatory Bowel Disease a longterm condition of relapsing and remitting inflammation of the intestines. The other is bowel (colon) cancer, which when detected early carries a good outcome.

Apollo hospitals is equipped with a path breaking advanced technology to detect these conditions and treat them with the latest medication. Both conditions need a special test for diagnosis, staging and assessing treatment. Colonoscopy procedure enables doctors to examine the lining of the colon and remove small lumps in the lining of the colon called polyps which can become cancer after some years if left untreated.

As an extension of this conclave Apollo Speciality Hospitals Vanagaram will conduct a 4 day Workshop from 23rd till 26th January for Six senior doctors and six trainee doctors from Tamil Nadu on Colonoscopy skills.

realme launches new energy efficient 4-in-1 Convertible Inverter Air Conditioners on Flipkart

Chennai, Jan 20 2023: realme, the fast-growing technology brand, today announced the expansion of its air conditioner range in realme TechLife ecosystem on Flipkart to cater to the customers' cooling requirements. The new range of realme's energy efficient 4-in-1 Convertible Inverter air conditioner features Flexi Control technology which allows consumers to operate the AC at different capacities based on the number of people in the room, thus resulting in significant power saving. The new range of realme air conditioners will be available on Flipkart in 1.0 and 1.5-ton capacities with 4-5 star ratings at a starting price of MRP (inclusive of all taxes) Rs 28,499/-.

The 4-in-1 convertible ACs equipped with a "Rapid Cool" feature that increases the airflow, giving instant cooling effect in 20 mins, and offering wider remote sensing angles for enhanced convenience. Furthermore, the Inverter Technology



with a variable speed compressor ensures faster, precise, and more efficient cooling operations, which results in faster cooling, reduced power consumption and longer compressor durability with maximum savings.

The new range features built-in circuits, which negates the need for a stabilizer and guarantees smooth performance even under significant voltage variations between 165-265V. The ACs come with Blue Fin Technology for adequate protection of coils and 100% copper condenser & Inner Grooved copper tubes to facilitate more efficient heat transfers, increasing their

country. In this endeavour, Flipkart through its sellers brings realme's newest 4-in-1 convertible air conditioners with best-in-class technology solutions on our platform for our customers."

Commenting on the launch, Madhav Sheth CEO - realme India, Vice President - realme, and President - realme International Business Group, said, "With the TechLife brand, we constantly strive to bring more convenience and offer best-in-class products to our customers. We have successfully launched air conditioners, washing machines, and refrigerators, and have built a strong consumer base in tier-2 and three markets in a very short span of time. The new range of 4-in-1 Convertible with Flexi Control Inverter Air Conditioners offer more features, efficiency, durability and flexibility to customers. We are thrilled to reach out to millions of customers across the country with Flipkart and provide them access to our state-of-the-art product portfolio."

Hari Kumar, Vice-President, Large Appliances at Flipkart, said, "Air conditioners as a category has seen exponential growth in demand over the last year. As a homegrown e-commerce marketplace, Flipkart through thousands of its sellers selling consumer durables, offers a wide selection of products and after sales service through its service arm, Jeeves, enabling a seamless e-commerce experience for millions of customers across the

Lyric video of Kannagi 1st single 'Goppurane' that focuses on the phenomenon of female gaze out now

Chennai, Jan 20 2023: Produced by M. Ganesh and J.Dhanush under the banner of Skymoon Entertainment & E5 Entertainment, 'Kannagi' is a female-centric film starring Keerthy Pandian, Ammu Abirami, Vidya Pradeep and Shaalin Zoya. Vetri and Aadish are playing pivotal roles alongside them.

Yashwanth Kishore is directing the film, which Ramji is handling the camera and Sarath K, the editing. Shaan Rahman is composing the music for this film.

The lyric video of the first single from the film, 'Goppurane' was recently released. The song is penned by Karthik Netha and sung by Srinidhi. This lyric video is created by Gokul Venkat Raja of Zee Media Works.



Ammu Abirami is playing the role of Kalai, a young woman in this film which focuses on the different lives of four women. This song is based on the concept of how she, who is getting ready for marriage, faces the prospect of marriage.

Describing the song, Director Yashwanth Kishore says, "female gaze is very important in every woman's life. The song begins with Ammu Abhirami's family trying to get her married. For what reasons is one

of the bridegrooms whom the girl comes to see rejected and on what grounds is the other accepted as a bridegroom? This song scene is a representation of the restrictions, expectations and disappointments of a bride in this event from the mind of a young girl named Kalai.

Cast and Crew details:

Song Details:
Song Name: Goppurane Goppurane
Music Director: Shaan Rahman Singer:

Srinidhi Lyrics: Karthick Netha Lyric Video By - Gokul Venkat raja (GV mediaworks) Movie Details :Banner: S K Y M O O N ENTERTAINMENT & E5 ENTERTAINMENT Movie Name: KANNAGI Cast: Ammu Abhirami, Vidhya Pradeep, Shaalin Zoya, Keerthi Pandian, Vetri, Adheesh DOP: Ramji Music: Shaan Rahman Editor: Sarath K DI: VARNA DIGITAL STUDIOS Sync sound and Design: Rajesh Saseendran Art: Kumar Gangappan Publicity Designs: Kabilan Music Label: Tips Industries Ltd. (Tips Tamil) Lyrics: Karthick Netha PRO: RIAZ K AHMED Executive Producer: S. Vinoth Kumar Produced by: M. Ganesh & J. Dhanush Directed by: Yashwanth Kishore.

Legendary fashion brand P N RAO celebrates 100 glorious years of dressing up Indians and global connoisseurs. Eyeing re-entry into women's business wear segment in its centenary year

Chennai, Jan 20 2023: The legendary 100-year old fashion brand P N RAO, which was born in 1923 is celebrating its centenary year. With 2 branches in Chennai and 5 branches in Bangalore, the brand enjoys a rich legacy and has been known for dressing up the who's who of the city who have an eye for bespoke tailoring and fine clothing. As a big tribute to this milestone, the brand is eyeing its re-entry into the women's business wear segment.

Machender Pische, Chandramohan Pische, Naveen Pische and Ketan Pische – Partners of P N RAO said, "P N RAO has contributed immensely to the Indian retail industry and built a unique reputation of its own as an iconic made in India brand".

Ketan Pische, Partner, P N RAO, said "From a humble beginning, the brand has grown along with the city and holds a very special place in the hearts of Chennaiites. Celebrating 100 years is a big milestone for us which speaks volumes about our brand and our vision and mission. While we are committed to offering the finest apparels to our customers and understand our client's psyche, we are



constantly evaluating ways and means to raise the bar and expand our customer base".

It will be interesting to know that P N RAO started as a ladies tailoring brand which took immense pride in dressing up the British ladies in the pre-Independence days. Post-Independence, the founder's eldest son Mr. P N Panduranga Rao learnt the art of gents pattern making which led to the brand branching off into men's wear and has till date remained committed to offering the best in men's wear.

"P N RAO has built one of the largest bespoke tailoring units on the outskirts of Bengaluru which is

completely solar powered which demonstrates our commitment to the environment and clean and safe and hygienic manufacturing of our apparels", added Naveen Pische, Partner, P N RAO.

With its intention of re-entry into the women's wear business clothing, the brand will round up into a holistic fashion wear brand for both men and women. P N RAO has always made sure that the brand remained relevant and updated in fashion wear in these 100 years and hence has been a name to reckon with, since its inception. Today with this announcement the history of glorious craftsmanship and

service is going to repeat itself in women's wear industry.

On this special occasion the brand has announced their future strategies of further expansion and specializations. The brand also felicitated top 100 names of Persons / Brands / Institutions of Bengaluru city, who have been instrumental in contributing to the city and hence creating a name for the city. Alongside they also launched the brand's coffee table book which covers not just the brand journey, but also the city journey.

To pay respect to this great lineage the bust of late Shri Pische Narayan Rao was also unveiled.

Apollo Simulation Centre signs MOU with The Tamil Nadu Nurse and Midwives Council to implement Competency based training for student nurses

Chennai, Jan 20 2023: Apollo Simulation Centre at Apollo Speciality Hospitals, Vanagaram signed a MoU with Tamil Nadu Nurse and Midwives Council today to implement competency based training through simulation technique for student nurses. The memorandum was signed by Dr. Ani Grace Kalaimathi, Registrar on behalf of TNNMC and Dr. Muralidharan M, Director Apollo Simulation Centre and DME and Vice President, Apollo Knowledge, in the presence of Padmavibushan Dr. Prathap C Reddy, Founder and Chairman, Apollo Hospitals, Mr. Sivaramkrishnan Venkateswaran, CEO, Apollo Knowledge and Dr. Anupam Sibal, Group Medical Director, Apollo Hospitals. Simulation-based training has been made mandatory, based on the new curriculum implemented by the Indian Nursing Council.

By entering in to this memorandum Apollo Simulation Centre will become the State Simulation Referral



Centre for Training of Trainers for Nursing Leaders in Simulation in preservice education. This training will be first of its kind in the country to be implemented throughout the state across all colleges as simulation-based training has been made mandatory, based on the new curriculum implemented by the Indian Nursing Council."

Dr. Prathap C Reddy, Chairman, Apollo Hospitals Group said, "Nurses spend maximum time with the patients and their compassionate care makes all the difference to them and is most recognized" He added that "There will be a huge deficit in healthcare professionals by the end of this decade, which should be tackled by increasing the number of healthcare

training in skill enhancement. Simulation also equips and empowers the Faculty, who are the sculptors of future nurses to impart the necessary training to students to enhance the quality in healthcare."

The Tamil Nadu Nurse and Midwives Council (TNNMC) is an autonomous statutory body for registering qualified Nurses Midwives, Auxiliary Nurse Midwives, Health Visitors and recognizing Nursing Colleges. The Council is keen on implementing Competency Based training for student Nurses.

This MoU will facilitate over 1200 Faculties from the 220 Nursing Colleges of Tamil Nadu to undergo a three-day Course at ASC for a one-year period, to become Trainers. The course will enable Trainers in conducting simulation-based training for nursing students to exercise decision making in clinical scenarios, team behavior and to address human factors in reducing medical errors, along with upskilling.

Dr. Ani Grace Kaliamathi, Registrar, TNNMC "Simulation based education is the future of teaching and training. It helps every Learner to get equal opportunity in hands-on

Fastrack enters the affordable Smart Segment with the launch of Reflex Beat+ on Amazon India

Chennai, Jan 20 2023: Fastrack, India's largest youth and accessories brand ventures into the affordable smart wearable segment with the launch of the new, 'Reflex Beat+'. The new smart watch with 1.69" UltraVu Display comes with a refresh rate of 60hz and 500 nits brightness capacity to give you an immersive experience.

The new smart watch with 1.69" UltraVu Display and 60 Multi-sports mode along with a line-up of utility features is now exclusively available on Amazon Fashion.

Fastrack presents Reflex Beat+ at an economical and a special launch price of INR 1495 on Amazon's Great Republic Day sale. The Health Suite with an array of essential trackers such as a Heart Rate Monitor, Women Health Monitor, Sleep Tracker, and SpO2 Monitor undoubtedly makes Reflex Beat+ a quality wearable device.

The touchscreen display of the smart watch provides a seamless user experience. The silicon strap of Reflex Beat+ gives it a snug fit on the wrist and offers 60 Multi-sports mode and an IP68 rating. The smartwatch is both dust and water-



resistant making it an ideal wearable for all kinds of sports and adventures.

Fastrack Reflex Beat+ is packed with features and fashionable elements and offers over 100+ cloud watchfaces. It also allows users to customize watchfaces to match their personal style and is available in five distinct colour options including Beige Latte, Wine Red, Black, Olive Green, and Deep Teal.

Mr Ravi Kuppuraj, COO Wearables Digital Health Innovator, Titan Company Limited said, "We are thrilled to offer Reflex Beat+ our first offering in the affordable wearable segment in an exclusive partnership with Amazon Fashion. Smart watches are now a functional and fashion necessity for consumers across the country. Thus, we endeavour to reach

out to a large fashion and fitness-conscious audience with new launches and present them with a range of options. We are happy to join hands with Amazon Fashion to announce our new launch and look forward to Reflex Beat+ becoming a part of everyone's style."

Saurabh Srivastava – Director & Head, Amazon Fashion India said, "We are happy to launch Fastrack's new smartwatch Reflex Beat+ during our Great Republic Shopping event on Amazon Fashion and continue our long-standing relationship with Fastrack. The growing demand for fashionable smart watches will continue to see a rise in 2023, and Fastrack Reflex Beat+ not only monitors your health but also takes care of your entertainment with its camera & music

control features. Our objective is to transform the way people shop for fashion in India and to expand our portfolio with easily accessible products at affordable prices for our fashion-forward and tech-savvy consumers, but also fitness enthusiasts.

Available right now at the launch price of INR 1,495/-, Fastrack Reflex Beat+ offers a promising battery life that lasts up to 5 days. An excellent and economical device that takes care of your entertainment needs via Camera Control and Music Control, it also allows the users to get notification alerts and reject calls while on the go. You also get weather alerts right on your wrist so you need not be worried about the changing climate details whenever you embark on a journey.

TradeIndia's digital lending platform disbursed over INR 500 Million loan to SMEs within 6 months of its launch, expects 5X growth in 2023

Chennai, Jan 20 2023: TI Lending, India's first digital lending solution for SMEs, announced the disbursement of loans totalling more than INR 500 million to SMEs and MSMEs in the country within six months of its launch. TI Lending is an exclusive digital loan solution initiative by TradeIndia.com, India's largest B2B marketplace. TradeIndia.com has collaborated with leading lending platforms like ICICI Bank, Mintifi, Indifi, Flexiloans, IIFL, EFL and Moneywise to offer seamless loan credit to its customers.

Launched in July 2022, this offering by TradeIndia.com is a complete digitised solution with zero paperwork and offers instant business loans up to 50 lakhs with a disbursal time of 24 hours. Within just 6 months of its launch, TradeIndia.com has

received more than 50 thousand loan applications from SMEs and MSMEs.

Commenting on the partnership, Ankit Mehta, Co-founder and Chief Architect, Mintifi said, "We are really excited to partner with TradeIndia.com to provide end-to-end electronic invoicing and payment solutions, to assist businesses in ensuring swift and easy digital transactions. MSMEs are the growth engine of Indian economy and we are humbled to use TradeIndia.com's extensive network to assist Indian MSMEs get capital credits seamlessly."

Talking about TI Lending, Aditya Shankar, Vertical Head, Lending, TradeIndia.com shared "We are really pleased to receive the overwhelming response from our partners. One of the major hurdles preventing SMEs from

taking the entrepreneurial plunge is capital denial and TradeIndia.com is proud of filling this gap and assisting entrepreneurs on their growth journey. TI lending has been a huge success story so far and we are committed to reaching out to millions of other entrepreneurs to help them establish their businesses."

"Analysing the current trends, customer response and industry potential, we are extremely optimistic and aim to disburse more than INR 2.5 Billion in the next financial year," said Aditya Shankar.

In the last five years, the credit gap in the country has increased. As per the latest Standing Committee on Finance report, MSMEs, India's growth engine, face a humongous credit gap of around INR 20-25 lakh crores. Small businesses that require quick access to working capital for

their daily operations can have an impact on their earnings and profits in cases of any hindrances in attaining the same. However, other problems such as payment delays, which further lead to reduced investments and growth, may arise, resulting in risk aversion in the minds of entrepreneurs. TI Lending aims to address such varied underlying problems.

Through TI lending, TradeIndia.com envisions to become the first choice amongst SMEs for quick and convenient business loans and enable them to build a strong credit history to become eligible to take bigger loans from the banks. TradeIndia.com has partnered with RBI licensed lenders to ensure maximum safety, and all the information shared by the firms are processed and stored with banking-level security controls.

Taneira brings its exquisite range of ethnic wear to Velachery, Chennai

Chennai, Jan 20 2023: Taneira, the Indian ethnic-wear brand from the house of TATA, strengthens its presence in Chennai with the launch of its third store in the city. Located on 100 ft. road in Velachery, this is the brand's 36th store in the country and was inaugurated in the presence of Mr. Ambuj Narayan, Chief Executive Officer, Taneira.

Post receiving an overwhelming response for its tasteful range of ethnic wear ensembles at its two stores in Anna Nagar and Express Avenue Mall in Chennai, the brand has now unveiled the third store in Velachery. Sprawled across 3100 sq. ft., the new store presents a soulful amalgamation of traditional crafts in an upscale earthy setting located at Shop No. 34, 100 ft. road, opposite to Sree Gupta Bhavan, Velachery, Chennai, Tamil Nadu. The store provides an experiential shopping where customers can browse through the wide assortment of



handcrafted Sarees, Blouses and Ready-To-Wear Kurta sets made with the natural, pure and authentic fabrics. To celebrate the diverse textiles and craftsmanship, Taneira houses an exquisite range of pure Kanjeevarams, South Silks, Banarasis, Pochampally Ikats, Mangaliris, Chanderis, Maheshwaris, Jamdanis and Tussars including revival designs.

Taneira's Kanjeevarams are an ode to the weaver, his craftsmanship and the legacy that he weaves into every warp and weft. Taneira's heritage weaves are recreated and crafted from vintage and heirloom designs and pure zari. Using timeless motifs in non-conventional layouts, Taneira revives and makes these sarees contemporary and chic using fresh colors. Every

pure zari Kanjeevaram saree is accompanied with a zari authenticity certificate.

Speaking at the grand occasion, Mr. Ambuj Narayan, Chief Executive Officer, Taneira said, "We are happy to launch our store in Velachery, a prominent shopping destination, for the discerning women of Chennai ahead of the wedding season. We look forward to welcoming the saree lovers in Chennai to our newly launched high-street store with our design-differentiated range of handcrafted sarees from over 100 clusters across India."

With the grand launch of its store, Taneira invites the saree enthusiasts to indulge in the intricately woven fineries. To treat them heartily, the brand is also running an inaugural Gold Coin Offer for the customers from 13th January to 17th January 2023, as part of which, Taneira will gift 0.2 grams Tanishq gold coin on shopping worth INR 20,000/-

International Zinc Association (IZA) hosts knowledge session in Chennai on minimizing corrosion damage on Infrastructure

Chennai, Jan 20 2023: According to the CORCON Institute of Corrosion, the global cost of corrosion is \$2.5 trillion per year, which equates to 3-4 percent of global GDP and about 4% in India. Infrastructure failure due to corrosion has an impact on infrastructure, which has an impact on the economy. The International Zinc Association, the only industry association committed completely to the interests of zinc and its consumers, held a press conference on 'Cutting the Cost of Corrosion on Infrastructure' today in Chennai to examine these pressing concerns and find solutions.

Highlighting the concerns over corrosion and its impact on infrastructure and public safety, the experts including Prof. Radhakrishna G Pillai, IIT Madras; Dr. Rahul Sharma, Director (India) - International Zinc Association and Tomy Sebastian, Founder, Verantes Living stressed on the need for a thorough corrosion protection mechanism



that will not only ensure infrastructure longevity but also minimize economic and environmental damages. Amongst the many issues, Galvanizing technologies (process of applying zinc coating to a more noble metal like steel or iron), Applications for existing and new structures, Indian and global examples of galvanized structures and applications for Smart Cities was also discussed.

Commenting on this, Prof. Radhakrishna G Pillai, IIT Madras said, "India is seeing massive infrastructure expansion as a result of the government's efforts and notable projects like the Smart Cities Mission. At the same time, we have witnessed that structures in many parts of India,

especially coastal India, are prone to steel corrosion - leading to deteriorated and unsafe structures, accidents, loss of human life and infrastructure, and associated economic burden to the country. With this seminar, we aim to create more awareness about durable concrete, steel reinforcement, and practices to support India's efforts towards the development of sustainable and durable infrastructure and GDP growth."

The seminar was attended by some of the leading corporates and senior authorities from Tamil Nadu PWD department, Chennai Metro Rail Corporation, Greater Chennai Corporation, IIT Madras, Intertouch, CPWD officials,

Crescent Institute of Technology amongst others - who came together and debated on the pressing issues of corrosion.

Addressing the gathering, Dr. Rahul Sharma Director (India), International Zinc Association said, "It is very important to reiterate the role of infrastructure in any country's growth and development. International Zinc Association, with the help of Hindustan Zinc Limited - world's largest zinc company - has always focused on creating awareness around the implementation of zinc as a performance enhancing material system. Through this platform we want to address the need of longevity and protection of countries' premium infrastructure systems and call for the need to adopt durable and proven corrosion protection methods, like structure galvanisation. We plan to organize similar awareness campaigns in other states of India".

JK Shah Classes' students pass out in flying colours

7 Feature In Top-50 In CA Final Exams; 13 Among Top-50 Of CA Inter Exams

Chennai, Jan 20 2023: JK Shah Classes, part of Veranda Learning Solutions Limited ("Veranda") which is a public listed Education company (BSE: 543514, NSE: VERANDA), have yet again delivered top-notch results at the CA 2022 Examinations held in November last year. In the CA Final Exams, 7 out of the Top-50 are students from JK Shah Classes. Mahek Shah is ranked No.10 on the list followed by Pranay Kothari (AIR 13), Keval Pirodia (23rd), Christine Quadros (26th), Harshad Tewani (34th) among others**. In total, 1156 other* JK Shah Classes'



students feature in the Top-50 list.

In the CA Inter exams, 13 among the Top-50 are students from JK Shah Classes. Mahek Shah is ranked No.10 on the list followed by Pranay Kothari (AIR 13), Keval Pirodia (23rd), Christine Quadros (26th), Harshad Tewani (34th) among others**. In total, 1156 students cleared either or

both groups at the CA Inter exams. 124 students cleared either or both groups at the CA Final exams. "We are extremely happy and proud of the way our students have performed in the CA examinations. These results have yet again showcased the quality coaching that JK Shah Classes provide for its students. These results give us confidence to move

forward in our journey to be the go-to destination for CA aspirants and for all commerce students," said Pooja Shah, joint-COO, JK Shah Classes.

The ICAI (Institute of Chartered Accountants of India) CA Inter Examinations were held from November 2-17 last year. The ICAI CA Final Examinations took place on November 1.

Badve Engineering Ltd rebrands as Belrise Industries Ltd

Chennai, Jan 20 2023: Badve Engineering Ltd, a leading manufacturer of automotive systems and components, announced today that it has rebranded as Belrise Industries. The company's new name and branding reflect its commitment to innovation and growth, as well as its expanding focus on the development of cutting-edge technologies.

"We are thrilled to unveil our new name and branding as Belrise Industries," said Mr. Shrikant Badve, Managing Director of the company. "This rebranding is a reflection of our company's evolution and growth over the years. With the

advent of green technologies and the paradigm shift towards sustainability and net carbon neutrality, our strategic agenda has evolved and we decided to turn the lens inward and wanted our branding to reflect that."

The announcement was done at a grand event held at Pune. The occasion was graced by the presence of Dr. Bhagwat Karad, Hon. Union Finance Minister, Government of India, Mr. Ashish Pandey, ED Bank of Maharashtra, and Mr. Milind Kale, Chairman Cosmos Co-operative Bank.

On this occasion Dr. Bhagwat Karad, Hon. Minister of the state for finance Government of

India said, "I have personally known Mr. Shrikant Badve since the inception of his company. I have seen his struggles and the hard work he has done over the years to establish this company as an industry leader. His life story is really inspiring and can provide a positive note for all upcoming entrepreneurs. With the new brand and new name, I am sure Belrise industries ltd will achieve more success in future."

"The name 'BELRISE' is a coined word, bringing together the strength of our legacy and our dream for the future. 'BEL' is an ode to the past, standing for Badve Engineering Limited (BEL), and

'RISE' cues growth for all stakeholders and our collective promise to rise to the challenges of the future."

"Our brand line 'Engineering futures' captures the spirit of our brand wherein we would be playing a pivotal role in building products encompassing the latest cutting edge technologies, especially in the e-mobility segment. We are excited to continue providing our customers with the highest quality products and services, while also expanding our portfolio to include new and innovative technologies," said Mrs. Supriya Badve, Executive Director of the company.

Titan Eye+ announces end-of-season sale; up to 50% off on sunglasses and frames

Chennai, Jan 20 2023: Titan Eye+ has recently announced 50% off on its select range of frames and sunglasses and the offer will be valid till 31st January. Customers can enjoy shopping from over 1000 frames and sunglasses from 40+

brands including Titan, Fastrack, RayBan, Vogue, Oakley, Tommy Hilfiger, and other premium brands like Cartier, Dior, and amongst others across 860+ stores. A stylish range of frames on offer starts at Rs 600 and sunglasses at Rs 699,

making it an ultimate shopping fiesta for all budgets.

Over and above the offer, customers can shop for a premium range of contact lenses from brands like Bausch and Lomb, Alcon, and J&J and newly launched innovative products

from Titan Eye+ like ClearSight Lenses, Anti-Fog Lenses, and Audio and Video Sunglasses. Lastly for routine eye check-ups, at Titan Eye+ one can experience error-free eye tests by optometrists trained and certified by Sankara Nethralaya.

YES BANK launches YES Private Debit Card for its ultra HNI Customers

Chennai, Jan 20 2023: YES BANK, in partnership with Mastercard, announced the launch of YES Private Debit Card for the Bank's ultra-high net worth individual (UHNI) customers. Equipped with the best-in-class features and privileges across an array of categories like travel, wellness, lifestyle, among others, the all-new debit card has been specially curated to match the requirements of affluent professionals and entrepreneurs.

The Bank has launched the card on Mastercard's premium World Elite platform - a signature global programme catering to UHNI customers. With this, YES BANK becomes the first bank in Asia Pacific to bring forth a debit card on this platform.

Commenting on the launch, Mr. Rajan Penthal, Global Head - Retail Banking, YES BANK said, "At YES BANK, we understand the evolving needs and aspirations of our customers and are focused on bringing forth solutions that match these dynamic requirements. With the launch of YES Private Debit Card, we aim to strengthen our card proposition even further. The card will provide YES Private customers, seamless access to world class privileges by leveraging our wide network and strong relationships. We believe, the new debit card is a compelling proposition that offers best-in-class benefits across travel, wellness, lifestyle and luxury, thereby offering our wealth customers with an unmatched banking experience."

Mr. Gautam Aggarwal, Division President - South Asia, Mastercard added, "India is home to the fastest growing affluent segment and their needs and aspirations have evolved considerably post the pandemic. We are privileged to partner with YES BANK to launch the first World Elite Debit Card in Asia Pacific. This will take the ultra-affluent segment to a whole new level and will open doors to best-in-class privileges across categories that one can access in a seamless manner. This is a segment that will see massive growth in the months to come and we are delighted to have taken the first step."

This YES Private Debit Card has several exciting features for UHNIs, the most prominent ones being - 24x7 lifestyle concierge

for managing extraordinary experiences including, private jet, airport limo, chauffeured car services, e-gift vouchers from Oberoi Hotels and Resorts which can be availed during booking, dining and spa experiences at select properties, complimentary golf sessions and lessons every year, as well as access to domestic and international airport lounges among others.

Crafted in metal with an exquisite finish, the card will be offered exclusively to customers who are part of YES BANK's YES Private programme, which is a holistic proposition that brings together a dedicated team of experts, determined to provide the choicest of services to UHNI cardholders across their passion points.