

MoHUA signs MoU to develop Waste to Wealth plants in million plus cities

Chennai, Feb 02 2023: Hon'ble Finance Minister, Smt Nirmala Sitharaman presented the Union Budget 2023-2024 listing the seven priorities or the 'Saptarishi' guiding us through the Amrit Kaal. In the 'Green Growth' segment, 500 new Waste to Wealth plants will be established under the GOBARdhan scheme for promoting circular economy. These will include 200 compressed biogas plants, 75 in urban areas, 300 community or cluster-based plants, at a total investment of Rs 10,000 Cr.

As part of furthering the 'Green Growth' agenda, the Ministry of Housing and Urban Affairs signed a Memorandum of Understanding with Engineers India Limited to develop Waste to Energy and bio-methanation projects in cities with a population of

million plus. In the presence of Mr. Manoj Joshi, Secretary, MoHUA and Ms. Vartika Shukla, C&MD, EIL, the MoU was signed by Ms. Roopa Mishra, Joint Secretary, SBM-U & Mission Director, MoHUA and Mr. R.K. Rathi, Executive Director, EIL.

The thrust on sustainable solid waste management has been strengthened under the ambit of Swachh Bharat Mission-Urban 2.0, with the overall vision of creating garbage-free cities. Focusing on this objective, MoHUA has decided to set up large-scale solid waste processing facilities in million plus cities. There are 59 million plus cities in India like Lucknow, Kanpur, Bareilly, Nasik, Thane, Nagpur, Gwalior, Chennai, Madurai, Coimbatore to name a few. For management of organic/wet fraction of



municipal solid waste bio-methanation plants have been proposed in these million plus cities.

In February 2022, Prime Minister Shri Narendra Modi, inaugurated Asia's biggest municipal solid

waste based GOBARdhan plant in Indore aiming to generate 19,000 kg bio-CNG gas. Under Swachh Bharat Mission-Urban 2.0, the bio-methanation plants linked to the GOBARdhan and SATAT schemes will produce

Bio-CNG as a renewable energy.

Waste to Energy plants use dry waste fraction of municipal solid waste and produce renewable power with maximum reduction of waste volume utilizing least space in execution in compliance with SWM Rules 2016 and fulfill all the statutory norms of environment protection. Waste to Energy and bio-methanation projects will integrate the concept of circularity in waste management by producing green energy from dry and wet waste component of municipal solid waste. The by-product such as electricity and Bio-CNG will also help in achieving sustainability of waste management operations.

EIL will assist and handhold the million plus cities in developing such projects for larger

quantum of waste integrating circularity in waste management. In the first phase, 25 million plus cities will be selected for developing large-scale process plants. The success of these projects will be pivotal as it will be conceptualized and executed as benchmarking for such projects. Thus, collaboration for providing support in preliminary technical assessment and Transaction Advisory services from EIL will have significant impact. EIL will also handhold ULBs in carrying out monitoring process of these PPP projects during the construction phase and will assist in obtaining statutory approvals. The initiative will result in additional processing capacity of 15,000 TPD for Bio-Methanation and 10,000 TPD for Waste to Energy respectively.

Begin, Zoho's CRM for Small Businesses, Grows 74% YoY, Introduces Team Pipelines

New capabilities, including Toppings and Developer Center, go beyond sales to manage all types of customer operations, redefining the small business CRM market.

Chennai, Feb 02 2023: Zoho Corporation, a leading global technology company headquartered in Chennai, is today unveiling the latest version of Begin, the company's CRM solution for small businesses. As the preferred CRM solution for small businesses, Begin offers a simple yet powerful CRM without the high barrier of entry and cost. Today's product updates further support micro and small businesses by providing them the tools and insights they need to maintain and grow meaningful relationships with customers in a challenging economic environment.

According to the World Bank, small businesses account for 40% of the GDP of an emerging nation, and provide more than 50% employment worldwide. Recent macroeconomic conditions have made digital customer experience a necessity to retain clients and grow, especially for small businesses. However, the digital path is not always easy while running a small business, given the multitude of operations at hand. Most CRM solutions only focus on sales funnel. Begin is aimed at redefining the CRM experience for small businesses with new enhancements that bring all the necessary customer-facing functions into a single

unified solution.

"Small businesses face challenges in choosing the right technology for managing their customer-facing operations because of constraints related to time, cost, and software implementation," says Mani Vembu, Chief Operating Officer, Zoho Corp. "Begin is the only solution that brings together all customer operations like sales, onboarding, delivery, training, advocacy, and is more like an intuitive interface that takes only 30 minutes to deploy. By bringing together all the facets of customer operations into a single view, Begin allows small businesses to have a more accurate understanding of the customer's journey. These insights help them attract and retain customers, ultimately growing the business. The fast-growing adoption of Begin shows the expanding appetite of small businesses who want and need CRM technology suited to their particular needs, helping them move beyond old-school spreadsheets."

Since Begin's launch in 2020, it has stood out as a robust, easy-to-use, and welcoming CRM solution that can be set up in just 30 minutes. The product already serves 20,000 customers globally and continues to help small and micro businesses manage all of their



customer-facing operations within a unified platform.

In India, the second fastest growing market for Begin, the CRM has grown 74% year-on-year in 2022 with the growth being driven by Maharashtra, Tamil Nadu and Karnataka. Around 70% of Begin's customers in India had never used a CRM previously, making it the ideal choice for business owners who were looking to move away from spreadsheets. Begin is seeing increasing adoption from education, IT Services, real estate and financial industries. To support growing businesses, Zoho also offers Begin customers an easy migration to Zoho's full-fledged

CRM solution.

Begin's latest version introduces Team Pipelines, which allow customer-facing teams to manage their distinctive operations using a set of pipelines and sub-pipelines within a single Begin account.

Key Product Updates

Team Pipelines: The most significant addition to Begin, Team Pipelines brings together various customer operations into a single 360-degree view. Businesses can connect key customer processes such as deal management, onboarding, delivery, training, ticket management, refund requests, customer testimonials, etc. thereby ensuring small

businesses manage their day-to-day processes in an easier way. Businesses can now enjoy a complete CRM that goes beyond sales management and offers them a single source of truth for analyzing customer data.

Connected Pipelines:

This feature helps businesses automate the movement of customer data across various pipelines, enabling them to deliver seamless end-to-end customer experiences. For example, once a deal is

won, sales teams can automate the creation of a connected record in the customer onboarding pipeline. This way, businesses spend less time entering repetitive customer information and have more time to focus on actual customer conversations.

Toppings: Additional functionalities and third-party integrations can be added on-demand to address business needs that go beyond the standard offering. For example, the 'Email-In' topping ensures emails sent to different email aliases in an organization are automatically mapped to the relevant customer records in each pipeline. Similarly, the 'File Cabinet' topping automates the process of file collection where customers can manage all their documents through unique, secure links.

Mobile Capabilities: In response to the increased adoption of

Begin's mobile app, Zoho is ensuring all new features are available across iOS, iPadOS, Android, and macOS. This makes for seamless employee experiences and is further enhanced with a new Dynamic Display, which helps users customise the look, style, and visibility of records in their pipelines. Begin also recently updated its apps for the Apple's iOS16 and Samsung Galaxy Z Fold 4 launches, where it was an exclusive launch partner.

Developer Center: Begin has opened its developer platform to a network of global app developers and partners who can create custom solutions for unique business needs. With various tools and components like custom fields, buttons, links, widgets, related lists, and REST APIs, developers can create new Toppings that can be monetised in the Begin Marketplace.

E-Sevai Maiyam

Star Rainbow Services

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IIFL Finance Signs Top Pan-Indian Actor Tamannaah Bhatia as Brand Ambassador

Chennai, Feb 02 2023: IIFL Finance, which is one of India's largest non-banking financial companies (NBFC) today said that it has signed top Indian actor Ms Tamannaah Bhatia as its brand ambassador as it aims to bolster its pan-India brand presence.

IIFL Finance is a retail-focussed NBFC with a loan AUM of \$7 billion, serving over 8.5 million customers across India, through 3,700+ branches and multiple digital platforms. IIFL Finance's offerings include gold loan, home loan, business loan and personal loan. IIFL Finance also has a subsidiary - IIFL Samasta Microfinance and is in the process of setting up India's first MSME neobank - IIFL Open Neobank - in partnership with Open



Financial Technologies.

Speaking on the new brand ambassador appointment, Mr Manav Verma, Chief Marketing Officer of IIFL said, "We want to be the loans destination of choice fulfilling dreams and goals of millions of Indians who don't have easy access to credit. Ms Tamannaah is a top actor in India since the last

fifteen years and has a deep connect with our customer segments. The association will further alleviate our brand strengths together."

Ms Tamannaah Bhatia said, "I am delighted to be associated with IIFL. Being a dreamer, I can identify with dreams of millions of Indians and respect the role IIFL plays by providing credit across

India." "IIFL Finance's brand philosophy - "SeedhiBaat" - reflects in their simple, straight forward product offerings and seamless processes, which also resonates with my professional philosophy."

Ms Tamannaah Bhatia is one of India's top female actors with over 100 films to her credit across Hindi, Telugu, Tamil, Malayalam and Kannada cinema. The Bahubali-fame actor has received 19 major awards for her work and an honorary doctorate for her contributions to cinema. She is also a prominent actor in the OTT space. Ms Tamannaah recently turned an author with 'Back to the Roots' published by Penguin Random House India.

Max Life debuts Pure Growth Fund for customers

Chennai, Feb 02 2023: Max Life Insurance Company Ltd. ("Max Life" / "Company") has announced the launch of its Pure Growth Fund[1], an ethical fund catering to the growing demand of customers, including Non-Resident Indians, seeking socially responsible investment avenues in the Indian market. The fund will be available with the Max Life Online Savings Plan (UIN: 104L098V05), Flexi Wealth Plus (UIN: 104L115V02) and the Flexi Wealth Advantage (UIN: 104L121V01) plans.

The Max Life Pure Growth Fund is designed to provide customers with opportunities to invest in large-cap stocks of companies that align with their values and beliefs. This new fund will not invest in companies that derive a considerable share of their income from sectors like alcoholic beverages, tobacco, certain animal produce, gambling, entertainment, banking, financial services.

Commenting on the launch, Mihir Vora, Senior Director and Chief Investment Officer at Max Life said, "With the Max Life Pure

Growth Fund, we are happy to offer a socially-responsible investment option to our customers which provides an opportunity to participate in India's growth sectors like information technology, manufacturing, pharmaceuticals. Sustainable investing in India has a solid track record as ethically-compliant benchmarks have outperformed Nifty-50 and Nifty-500 in the long term. We expect the Fund to enable customers to earn attractive returns over time."

Linked to a customized pure-equity

benchmark that invests in a portfolio of large-cap stocks, the Fund creates scope for medium to long-term wealth creation and capital appreciation for its customers. □

In line with the company's transformational sustainability strategy, the Max Life Sustainable Equity Fund was also launched in May 2022 as a thematic offering that invests in socially responsible companies and evaluates environmental, social and governance standards as part of the investment process.

Infosys Foundation Announces the Third Edition of the Aarohan Social Innovation Awards

Chennai, Feb 02 2023: Infosys Foundation, the philanthropic and CSR arm of Infosys, has launched the third edition of the Aarohan Social Innovation Awards. To further social innovation in India, Infosys Foundation is inviting innovators and social entrepreneurs from across the country to participate in the awards.

The Aarohan Social Innovation Awards 2023 seek to encourage and reward individuals, teams and NGOs developing unique technology-based solutions that have the potential to bring about a significant difference to the underprivileged across India, at scale. The Infosys Foundation will commit up to INR 50 lakh per winner, with a total award purse of INR 2 crore.

"At Infosys Foundation, we have always believed in the power of working relentlessly towards social good. Aarohan Social Innovation Awards further this very aim through a platform where the finest innovations with the potential to impact social good are valued, encouraged, and rewarded. The past editions of the awards have been a huge success, creating tremendous impact. With the 2023 edition, we hope to carry this momentum forward by encouraging social innovators across the country to translate their ideas and passion into impactful award-winning solutions, with the potential to bring real change, at scale," said, Sumit Virmani, Trustee, Infosys Foundation.

The Aarohan Social Innovation Awards 2023

will accept submissions across three categories:

- Education
- Healthcare
- Women Empowerment

Key Highlights: The submissions for the third edition of the Aarohan Social Innovation Awards will conclude on March 12th, 2023

Entries are open for all Indian citizens, of 18 years and above who are residing in the country

Participants can submit entries describing their work in the form of videos that can be uploaded on the Aarohan Social Innovation Awards website

The entries must be of a fully functioning prototype or finished project and not just a concept, idea, or mockup; additionally, the

innovation can be from an individual, a team, a non-profit or a social enterprise

A panel of distinguished judges will evaluate the shortlisted participants to ascertain the final winners. The final winners will be evaluated on the following broad criteria:

Application to a social problem or need, with a potential to scale

Innovative use of technology, with a focus on sustainability

Originality of ideas

Ease of use

Quality of presentation

For more information on the Aarohan Social Innovation Awards, submission process, and judging criteria, please visit: Infosys Foundation | Aarohan Social Innovation Awards.

Hogar Controls and Super Surfaces have launched first-of-its-kind Experience Centre in Chennai

Chennai, Feb 02 2023: Hogar Controls, a U.S. based firm operating in India and a leading manufacturer of home automation and retrofit solutions and Super Surfaces, the first Indian company which is specialized in the design, application, and distribution of luxury wall surfaces, today have launched their first-of-its-kind experience center at Build HQ, Egmore, Chennai. Build HQ is India's biggest building material and interior design superstore spanning an area of over 1 Lakh Square feet and housing 70+ luxury brands under one roof.

The flagship showroom of Hogar Controls and Super Surfaces was inaugurated by Mr. Ravi Meenakshi Sundaram, Hon'ble Chairman, IIID Chennai Regional Chapter & Mr. Praneetha Varma, Hon'ble Secretary, IIID Chennai Regional, Mr. Manoj Manohar, COO - Super Surfaces, Mr. Jaspreet Singh Bhatia, Vice President - Hogar Controls, Mr. Ravi Simha, Zonal Sales Head - Hogar Controls and Mr. Mahesh Nagendra, National Head - Super Surfaces in the presence of leading architects and interior designers.

Focused on building the Omni-channel business in the home automation market and luxurious wall finishes, Hogar Controls & Super Surfaces have earmarked Chennai to begin their expansion plans in South India. Besides displaying a highly curated range of smart home products and solutions, the experience center also showcases luxury wall surfaces using Venetian plasters or natural minerals, thus offering customer a whole new experience of modern living under one



roof.

Hogar Controls and Super Surfaces are fully owned subsidiaries of TechWish Group, a diversified global corporation having business operations in IT & ITES solutions, Talent & Workforce solutions, IoT & Home Automation products and solutions for luxury homes.

Earlier Hogar Controls has launched an all-new range of Smart Touch Panels, World-class Controllers, Digital Door Locks, and Smart Curtain Motors in the global and Indian markets. In 2019, the company set up its assembling unit in Hyderabad to manufacture products that combine cutting-edge technology and design thinking, thus offering homeowners, retailers, and professional integrators a range of innovative, intuitive, and stylish products. By the end of 2021, Hogar Controls redefined connected living by manufacturing over 100 smart home products in India, besides offering full range of retrofit home solutions that enables easy fitting to any existing switchboard without much hassle on wiring or need for remodeling.

Super Surfaces is the latest addition to the TechWish Group and is the first Indian company to exclusively specialize in design application and distribution of luxury wall surfaces using

Venetian plasters or natural minerals. Super Surfaces uses Italian Venetian plaster finishes and decorative natural pigments to create enchanting, bespoke designs. Sourcing natural lime from Italy and other parts of the world, the company creates plasters that can be applied to surfaces, in varying designs and patterns, to achieve extraordinary special effects.

Mr. Vishnu Reddy, CEO - Hogar Controls and Director of Super Surfaces, said, "The Indian smart home market growth is being driven by the increasing demand for automation solutions in residential and commercial buildings, growing awareness of energy efficiency, and government initiatives to promote the adoption of smart home technologies. In addition, technological advancements such as voice control, artificial intelligence (AI), machine learning, and the Internet of Things (IoT) are adapted by consumers for convenience and in order to cater to this demand in a unique way, we have introduced our first experience center in South India.

This experience centre will enable our customers' especially interior designers & architects and end users to get a first-hand experience of the advance technology, which is easy to install

and use in our modern homes. We want to engage with our audience and imprint the concept of safety, sustainability, and quality in smart home solutions in their minds, keeping them up to date on the current developments in the space. As we aim to expand operations across India, we will very soon launch our experience centers in Hyderabad, Mumbai, Chennai, Bangalore, and Kolkata", he further added.

Mr. Manoj Manohar, COO - Super Surfaces, said, "At the Chennai Experience Centre, we are committed to providing our customers with the highest quality of luxurious wall finishes and flooring. Our flooring and wall designs are based on the foundation of our three pillars - customization, creativity, and technique. Our experienced team of professionals strive to create a unique and luxurious experience for our customers that stands out from the rest. We look forward to continuing our journey at the Chennai Experience Centre and bringing the best of wall and flooring solutions to our customers".

Mr. Jaspreet Singh Bhatia, Vice President - Hogar Controls, said, "In addition to our existing premium range of products that primarily appeals to the HNI community, our all-new Hogar Elite range of products and solutions cater to the larger market and are tailor-made keeping in mind the needs of the end consumers. Currently, we are the only brand that offers a complete range of retrofit and wireless smart home automation and security solutions under a single roof".

Star Health and Allied Insurance registers a Gross Written Premium of Rs.8,753 crore for the nine months ended December 31, 2022

Chennai, Feb 02 2023: Star Health and Allied Insurance, one of the leading health insurers in the country, registered a Gross Written Premium (GWP) of Rs. 8,753 crore in nine months as on December 31, 2022 for FY 2022-23, a growth of 13% over the same period a year ago.

With a clear focus on retail insurance to cater to the needs of its customers from metros to hinterlands, the company's retail health premium grew by 19% to Rs. 8,046 crore in the 9 months ending December 31, 2022 over the same period last year.

Star Health's profit after tax stood at Rs 210

crore for the quarter ended December 31, 2022 and Rs 517 crores for the period ended 31st December 2022

The company's solvency ratio continues to remain robust at 2.17x as on December 31, 2022, higher than the minimum regulatory requirement of 1.5x.

The company has a diversified distribution network of trained insurance professionals comprising of strong bancassurance channel, agency channel, other corporate agents, brokers, Point of sale persons (POS), insurance marketing firms, web aggregators and direct business.

With an aim to provide increased access to cashless healthcare facilities to its customers, Star Health expanded its partnership with hospitals and saw its network grow to 13,844 hospitals pan India. The company increased its branch office presence across the country by an additional 15 offices during the quarter, strengthening its presence to 830 branch offices pan India

Mr. Anand Roy, Managing Director of Star Health and Allied Insurance Company Limited, said, "In the last quarter, we've consistently invested in growing our customer base, with a focus on service

excellence, lowering operating expenses while also expanding our associations with our channel partners. Our agent strength has increased over the last quarter and now stands at 6.1 lakh. We continue to see strengthening relations with our bancassurance and insurtech partners, contributing to our robust growth. We've laid a strong engineering foundation to take leap in the digital space, which has enabled us to leverage technology across every function starting with customer acquisition, engagement and claim settlements."

Cervical cancer: What is it? How can it be prevented? or Despite being avoidable, cervical cancer kills one woman every two minutes.

**Dr. Nandhini Elumalai, Gynaecologist,
Fortis Hospital Vadapalani**

Chennai, Feb 02 2023: The human papillomavirus (HPV) virus, which is found in the cells of the cervix, is the primary cause of cervical cancer. A person may get cervical cancer after being exposed to HPV or sexually transmitted diseases. Although the body fights these viruses to prevent them from causing harm, a small proportion of viruses manage to evade the immune agents, survive for years, and develop into precancerous cells. To avoid cervical cancer, it is essential to treat these troublesome cells before they develop into cancerous ones. The only cancer that is preventable with a vaccination is cervical cancer. The recommended age for vaccination is 14 years old.

We shall go over the causes and symptoms of it in more detail below.

What is Cervical cancer?

The area around the cervix is where cervical cancer first develops. The cervix is the passageway via which the uterus's lower section joins the vagina. It is crucial that you get treatment as soon as possible to prevent it from affecting your sex life and reproductive issues. Although fewer than 1 million instances were found annually, it is a rare incidence yet one of the leading causes of death in women.

The two primary forms of cervical cancer are squamous cell carcinomas and adenocarcinomas. Adenocarcinoma grows in the cervical canal, whereas squamous cell carcinoma grows in the

cervix's outer layer.

According to statistics from 2022, 39% of cases including 18% in China and 21% in India were observed in Asia last year, resulting in 40% of deaths overall.

Cervical Cancer is the only preventable cancer that can be done via vaccine or through early detection via pap smear. Intervention during the starting stages to facilitate treatment even if there isn't enough evidence to indicate it can be completely healed.

Causes of Cervical cancer:

Although the exact cause of this malignancy is unknown, HPV undoubtedly plays a significant part. The primary causes of cervical cancer are thought to be persistent infections with certain human papillomavirus strains and STDs. Cervical cancer growth may also be influenced by lifestyle factors like smoking, unsafe sex practices, and immune system weakening. Instead of the healthy cells dying at a predetermined time, the altered DNA instructs the cells to proliferate and multiply tremendously. These long-lived, altered cells build up to develop cervical cancer as a mass.

According to a new study, the dioxins in sanitary pads can build up in the body and affect the reproductive system, perhaps leading to cervical cancer.

Symptoms of Cervical cancer:

It's critical to be aware of the symptoms, and if you experience any of the following, see a gynaecologist as soon as

you can.

□ Pelvic pain or pain during sex

□ Vaginal bleeding following sex or after menopause

□ Profuse white or bloody discharge that may be heavy and have a bad odour, especially after menopause

Preventable measures for Cervical cancer include:

We may undertake routine checks and pap tests annually, as well as the steps described below, to protect ourselves from the continued development of this cancer, and women who are unaware of how to prevent it can do the same.

□ If you have family history of cervical cancer we would recommend early screening

□ Quitting smoking, as it has been related to several cancers, including cervical cancer

□ Use barrier contraception because it prevents the risk of HPV infection / STD, and safe sex practices

□ Have a strong immune system because a strong immune system means a healthy life

□ Not having other sexually transmitted illnesses (STIs) since STIs like chlamydia, syphilis, and HIV increase the risk of HPV. As directed by your doctor, get the HPV vaccine.

□ Regularly doing Pap tests as part of gynaecological screening - Pap tests help to identify cervixes that are developing precancerous conditions. It lowers the



chance of developing cervical cancer. Liquid based cytology PAP test with HPV Screening in the ideal method

□ Women who have undergone multiple deliveries or practice unsafe sex are at a high risk of cervical cancer

□ If the pap smear picks a HPV infection / pre cancer lesion at an early stage, the women may need only conization as a fertility preserving surgery and is useful if they are planning for the next child

Treatment for Cervical cancer:

If your doctor confirms that you have cervical cancer, you can ask them what can be done to treat it. To recover from it, doctors may use one or more of the treatments listed below.

□ Radiation
□ Chemotherapy
□ Surgery
□ Targeted therapy
□ immunotherapy

Last but not least, cervical cancer can be prevented and treated, particularly if it is discovered at a precancerous stage. If you are not taking any preventative measures and experience any of the aforementioned symptoms, contact your local gynaecologist right away to obtain assistance with further procedures.

Central and State Governments for their continuous support in

our quest to digitize our country."

Jio True 5G has a three-fold advantage that makes it the only TRUE 5G network in India:

1. Stand-alone 5G architecture with Zero dependency on 4G network

2. The largest & best mix of 5G spectrum across 700 MHz, 3500 MHz, 26 GHz bands 3. Carrier Aggregation that seamlessly combines these 5G frequencies into a single

robust "data highway" using an advanced technology called Carrier Aggregation.

the Beta Trial launch and is well on its way to connect the entire nation with the transformational Jio True 5G services by December 2023.

A 5G network rollout of this scale is a first anywhere in the world, and 2023 will be a landmark year for India, when the entire country will reap the benefits of the revolutionary True 5G technology, delivered through Jio's superior network infrastructure.

We are grateful to the

Honda Motorcycle and Scooter India Inaugurates BigWing in Anna Nagar

Chennai, Feb 02 2023: Providing a differentiated immersive experience to premium motorcycle customers across the country, Honda Motorcycle & Scooter India (HMSI) today inaugurated an all-new premium big bike sales & service outlet – Honda BigWing at Anna Nagar (Tamil Nadu).

Located at Door No. M78/6, Ground Floor, 3rd Avenue Anna Nagar East Chennai - 600102, the facility aims to elevate the #GoRidin spirit amongst new as well as prospective customers.

Speaking on the inauguration of BigWing in Anna Nagar, Mr. Atsushi Ogata, Managing Director, President & CEO, Honda Motorcycle & Scooter India said "Our focus is on expansion of Honda BigWing (Honda's exclusive premium motorcycle network) to deliver a truly differentiated immersive experience closer to customer. Today, we are delighted to inaugurate



other demand centers. While the marquee Honda BigWing Topline houses Honda's complete premium motorcycle range starting from the newly launched CB300F, CB300R, H'ness-CB350 and its Anniversary Edition, CB350RS, CB500X, CBR650R, CB650R, CBR1000RR-R Fireblade, CBR1000RR-R Fireblade SP, adventure tourer Africa Twin Adventure Sports and flagship model Gold Wing Tour, the BigWing delights mid-size motorcycle fans of Honda.

Expanding their last mile presence to cater to the aspirational customers, the differentiated Silver Wing can be experienced at more than 100 operational touchpoints. In the state of Tamil Nadu, the company currently operates over 11 outlets with exciting premium offerings from HMSI.

Diverse Product Portfolio

Honda's premium motorcycle retail format is led by the BigWing Topline in top metros and BigWing in

Resolving customer's product related queries or accessories are the well-trained knowledgeable professionals at BigWing. Easing the journey from search to purchase, the dedicated website (www.HondaBigWing.in) is available for all detailed information. The online booking option on the website ensures a quick, seamless and transparent booking experience for customers at their fingertips. Capturing real time customer feedback, Honda BigWing is also actively available across all social media platforms.

Ensuring safety and convenience of customers, Honda BigWing brings Immersive Digital Experience. The virtual platform allows customers to experience the complete fun motorcycle line-up, riding gear and accessories in granular detail while sitting in the comforts of their home.

Premium Experience

Adorned with the black & white monochromatic theme, BigWing showcases the displayed vehicles in their full glory.

ABFRL inducts Ananya Birla and Aryaman Vikram Birla as Directors

Chennai, Feb 02 2023: The Board of Aditya Birla Fashion and Retail, at its meeting held today, inducted Ms. Ananya Birla and Mr. Aryaman Vikram Birla as Directors. Ms. Ananya Birla and Mr. Aryaman Vikram Birla come with rich and varied experience straddling entrepreneurship and business building. The board believes that ABFRL will benefit from their new-age insights and business acumen.

Commenting on their appointment, Mr. Kumar Mangalam Birla, Chairman Aditya Birla Group said, "Aditya Birla Fashion and Retail has built a formidable portfolio of fashion brands across multiple categories and formats, covering all major segments of Indian apparel market. In the last few years, the company has entered multiple new emerging segments such as Ethnicwear— including partnerships with Indian designers, luxury, sportswear and new age businesses through its digital venture TMRW. The ABFRL platform is now poised for a new wave of exponential growth. Ananya and Aryaman's exceptional individual achievements



in their chosen fields and early success with their independent entrepreneurial ventures set them up well for larger responsibilities. Their nuanced understanding of new-age business models and emerging shifts in consumer behaviour will infuse fresh energy to the board of ABFRL. He added, "Ananya and Aryaman are firmly rooted in the group's values and passionately believe in the group's purpose. I am confident that they will build on the group's rich entrepreneurial traditions and successful track record in creating sustained stakeholder value."

Ms. Ananya Birla and Mr. Aryaman Vikram Birla have recently been inducted as Directors on the board of Aditya Birla Management Corporation Pvt. Ltd, the apex body that provides

strategic direction to the Aditya Birla Group's businesses.

Ms. Ananya Birla is a successful business woman and platinum selling artist. Her first company, Svatantra Microfin Pvt Ltd, founded at the age of 17, is amongst India's fastest growing MFIs. It has crossed an AUM of 1 billion USD, and has grown at a CAGR of 120% (2015-2022). With over 7000 employees, it has consistently been accorded a Great Place To Work. With a CRISIL A+ rating, Svatantra is the youngest, highest rated organization in the sector. Svatantra successfully acquired Micro Housing Finance Corporation Ltd. in 2018. Her innovation across the business has resulted in a number of firsts in the industry, and solidified Svatantra's position as an industry leader in financial

services. Ms. Birla is also the founder of design-led home decor brand Ikai Asai. On the social front, Ms. Ananya Birla has co-founded Mpower, and advocates the need for conversations around mental health in India. She is also the founder of the Ananya Birla Foundation that does pioneering research in mental health and social impact.

Mr. Aryaman Vikram Birla comes with diverse experience which includes, entrepreneurship, VC investing, and professional sport. Aryaman is closely involved with several businesses of the Aditya Birla Group. In consultation with the Group Chairman, Mr. Kumar Mangalam Birla, he is actively championing the Group's foray into new-age businesses. Aryaman helped incubate the Group's D2C platform, TMRW, and is a director on its board. His maiden entrepreneurial foray was in the hospitality business. Aryaman is also spearheading the Group's Venture Capital fund, Aditya Birla Ventures. Prior to joining ABG, Aryaman was a prolific first-class cricketer.

JIO ANNOUNCES TRUE 5G ROLL-OUT IN 34 MORE CITIES TAKING THE TOTAL COUNT TO 225 CITIES

Chennai, Feb 02 2023: Reliance Jio today announced the launch of its True 5G services across 34 additional cities. With this, Jio users across 225 cities are now enjoying Jio True 5G services.

Reliance Jio has become the first and the only operator to launch True 5G services in Chennai, Coimbatore, Madurai, Tiruchirappalli, Salem, Vellore, Hosur, Tirupur, Erode, Dharmapuri, Dhoothukudi, Cuddalore, Dindigul, Kanchipuram, Karur, Kumbakonam, Nagercoil, Thanjavur, Tiruvannamalai and Puducherry.



Jio users in these cities will be invited to the Jio Welcome Offer, to experience

Unlimited Data at up to 1 Gbps+ speeds, at no additional cost, starting today.

Commenting on the occasion, Jio Spokesperson said, "We are really excited to launch Jio True 5G services in 34 additional cities, taking the total count to 225 cities. Jio has achieved this milestone in just under 120 days since

The upcoming union budget needs to be growth oriented: B Gopkumar, MD & CEO, Axis Securities

Chennai, Feb 02 2023: The Union budget for the financial year 2023-24 needs to be a growth-oriented budget that can fulfil people's expectations of generating employment opportunities without putting too much pressure on the government's fiscal health.

The primary triggers for markets to move up would be:

- Any possible announcement to include the Oil & Gas sector under the GST ambit

- A plan to reduce the pending receivables of infrastructure companies from government undertakings through a quick dispute-resolution process

- Measures to prod State Governments to take care of the State Electricity Board's financial health

A few expectations:

We believe the government's priority will continue to achieve and maintain macro stability by adopting a fiscal consolidation path. For fiscal consolidation, the



emphasis will be on maintaining the right balance between growth and inflation with a focus on capacity building in light of slowing global growth and macroeconomic uncertainties.

The overall focus of the Budget is likely to be on job creation and investment-driven growth, which would give notable impetus to the country's infrastructure development. It will include public infrastructure Capex towards roads, water, metro, railways, defence, digital infrastructure, and green technologies.

Though private Capex has been sluggish for the last several years, we expect it to receive a much-needed push in the upcoming Budget.

The manufacturing

sector may get a further boost as we expect the base of the PLI scheme to widen beyond 13 sectors.

Higher rural spending: In light of tightening monetary policy and the elevated level of inflation impacting the purchasing power of a large section of people in the country, we expect the Budget to provide some relief for the affected people at the bottom of the pyramid. The government has continued to extend its support to this section by proactively providing food and fertilizer subsidies. With the rural economy still not showing a sign of 100% recovery to pre-Covid levels, higher rural spending is likely in the upcoming Budget with more focus on affordable housing and employment.

The government could also provide some relief by expanding the current income tax benefit for housing to support growth and affordability.

Support for SMEs and MSMEs to drive credit growth: The Indian economy stands in a sweet spot of growth and remains the land of stability against the backdrop of a volatile global economy. Currently, the Indian banking system is in better shape when compared to pre-Covid levels with a stronger balance sheet, improving asset quality trend, and lower provisioning. Credit growth has picked up in the last couple of months, and we expect more stimulus in this Budget to augment it further. This push would come with additional support to SMEs and MSMEs and more action plans for private Capex that have remained sluggish for a long time.

The Budget would likely set a roadmap to build and bolster the entrepreneurship culture of our country.

A unique and free entrepreneur app solely for Grampreneurs®, launched to commemorate National Startup Day

Chennai, Feb 02 2023: To commemorate National Startup Day 2023, a unique app was launched by India's leading non-profit, Bharatiya Yuva Shakti Trust. An Android-iOS mobile application, the platform aims to bring grassroots entrepreneurs from across India together on a single platform. Entrepreneurs who were extended a loan and mentored, as well as those who had been counselled only, would be part of this platform. The inclusion of this latter group, of aspiring and potential entrepreneurs across the country, is a unique feature of this app whereby these underserved youth can join this ecosystem that would help them follow and nurture their entrepreneurial dreams.

The app was carefully conceived, keeping in mind the diversity and needs of rural entrepreneurs, such as language, geography, demography and digital maturity. Learning, through various formats, is a critical component of the platform, which is the need of the hour for the youth of the country. A part from fundamentals of Digital

Marketing, Business Development, Finance, HR, Soft Skills, Sales and Operations, special focus has been given to make them aware about environmental, social, and governance (ESG) concerns that impact businesses and ways in which they can adopt green processes and practices.

While launching the BYST Entrepreneur Android-iOS mobile application (app) along with other co-panellists, Mr. Ashish Kundra, IAS, Principal Secretary, Govt. of NCT Delhi said, "This is a timely initiative. It can help to bring millions of grassroots entrepreneurs on a single platform to help them network, share business knowledge, attend digital events, and access a pool of industry mentors across the country."

"I find it a very unique and thoughtful feature that this app is designed to on board youth from underserved communities to access self-employment and banking services," Mr. Kundra further added.

A daylong event organized by Bharatiya Yuva Shakti Trust and attended by industry leaders across sectors,

spotlighted key issues to empower Grassroots Startups. Highly credible experts from business, government, banks, and the development sector discussed the challenges and solutions to make the ESG movement in India inclusive for rural entrepreneurs to ensure their digital readiness, especially after the pandemic.

Ms. Anna Shotbolt, Deputy Trade Commissioner for South Asia, British High Commission New Delhi highlighted the strong partnership between the Government of India and the UK in enterprise development, as laid out in the UK-India Roadmap 2030. She welcomed the inspiring entrepreneurial stories and expressed her congratulations on the results achieved under the BYST programmes.

BYST Business Idea Contest winners, Ms. Chandni Khandelwal from Bhubaneswar (Odisha state) and Mr. Vikram Kumar from Ranchi (Jharkhand state) were awarded by Mr. Sumesh Girhotra, Investment Lead, British High Commission New Delhi.

"Indian start-ups

have captured global attention, attracted venture capital, and achieved notable success in recent years. Such an effort if replicated at scale for grassroots entrepreneurs from lesser privileged backgrounds will have a multiplier effect on the country's economy and help achieve its vision of Atmanirbharta or self-reliance. Our sole focus is to empower Grampreneurs® to become job creators rather than job seekers," Lakshmi Venkataraman Venkatesan, Founding & Managing Trustee, of BYST, said in a statement.

To enhance entrepreneurial skills and provide the right technical and financial know-how to grassroots entrepreneurs, BYST also signed MoUs with key public and private partners like SIDBI and CISCO.

"I am happy that SIDBI and BYST have signed an MoU to support and mentor micro-entrepreneurs to become digitally ready and adopt ESG good practices, to unleash a green business revolution in the country," said Sivasubramanian Ramann, CMD, SIDBI.

HCL's Chairperson Ms Roshni Nadar Malhotra releases book on Palkhivala @ 20

Chennai, Feb 02 2023: To mark the foundation of Palkhivala Foundation, HCL Technologies Chairperson Ms Roshni Nadar Malhotra has released a book on 'Palkhivala @ 20 Remembering the Legend'. The first copy of the book was received by Dr Lakshmi Venu, Deputy Managing Director, TAFE.

The book was edited by Mr Kasturi Balaji, one of the Trustees of the Foundation and Director of Kasturi & Sons Limited, publishers of The Hindu, The Hindu Business Line and other.

The book covers the journey of Palkhivala Foundation's last 20 years journey. The Foundation was named after India's one of the brightest minds in the constitution and former Indian Ambassador



to the US late Shri Nani Palkhivala.

Delivering the 41st Nani Palkhivala Memorial Lecture organized by the foundation at Chennai today, Ms Roshni Nadar gave a presentation on 'Sitapur to Stanford', capturing the value of rural education pertinent to the

lower middle class. She also presented few case studies of students who have gone from rural parts of the country to global institutes including Stanford, George Town and domestic top institutions including IITs, AIMS etc.,

Ms Roshni Nadar also

announced that HCL Foundation will set up a VidyaGyan, which identify and nurture students from rural and below poverty line, Tamil Nadu. HCL Foundation set up its first VidyaGyan in Uttar Pradesh about 14 years back and invested Rs 250 crore.

Vi Rs. 99 pack to drive Digital India growth

Chennai, Feb 02 2023: In line with its strategy to get closer to bottom of pyramid users driving Digital India growth, leading telecom operator, Vi is offering entry level recharge at just Rs. 99 for users across the country. Vi is the only pan-India, high speed data network which is offering essential mobile connectivity with both

voice and data services to consumers at this price point.

Enabling bottom of pyramid users in <<mention circle>> to stay connected, Vi's 99 RC offers full talktime and 200 MB data with a validity period of 28 days.

According to S. Murali, Cluster Business Head- Tamil Nadu, Kerala, Vodafone

Idea, "Catering to the affordability of consumers, Vi continues to take measures to offer the best in class mobile services at most attractive price points. We invite mobile users and non-users to join the high speed Vi network at just Rs. 99 and continue enjoying the benefits of mobile connectivity in the digital era. This will not just drive inclusivity

but also enable more users to enter the digital bandwagon."

Vi has also opened new format Vi Shops to service prepaid rural consumers in the market. It offers a wide bouquet of curated offerings for Bharat Youth in areas such as Jobs & Skilling, Govt. Exam preparation, English language skills amongst others.

Star Health and Allied Insurance and Punjab National Bank enter into long term Bancassurance Tie-up

Chennai, Feb 02 2023: Star Health and Allied Insurance, one of the leading Health Insurance companies in India, renewed its strategic corporate agency tie-up with Punjab National Bank (PNB) for a long-term period. Punjab National Bank, one of India's oldest and second largest nationalized bank, will continue to distribute Star Health's insurance products across all their branches pan India. This long-term partnership is a testament to Star Health's customer service, goodwill and

track record. Under this strategic agreement, Star Health's best-in-class health insurance products will be available through the Bank's extensive distribution network of around 10,000+ branches across the country, providing customers with a one-stop solution for all their health insurance needs. Mr. Biju Menon, Joint Executive Director, Star Health and Allied Insurance Co. Ltd, said, "We are pleased to renew our partnership with Punjab National Bank which is India's second largest public

sector bank. This long term partnership is a rarity in the industry and substantiates Star Health's commitment to customer centricity and product offerings. With this strategic tie-up, we endeavor to expand our reach to offer quality health insurance products and services to PNB's customers. This initiative will be a significant milestone in empowering customers to financially safeguard themselves from rising healthcare costs." The partnership will enable both Punjab National Bank, the second largest public sector bank in

India and Star Health, India's first standalone health insurance company to further increase insurance penetration pan India while making health insurance easily accessible across regions. "At Star Health, we strive to offer innovative products that cater to every customer. Punjab National Bank's strong presence across the country and Star Health's Insurance expertise will help address the concerns of raising hospitalization costs that the common man faces today." added Biju Menon.

Archies Launches Exclusive Collection for Valentine's 2023

Chennai, Feb 02 2023: Archies, a leading brand in the social expressions industry has come up with a new range of products on the occasion of Valentine's Day 2023. This is a collection that has a varied range of products, suitable for people from every age group (exclusive & economical both).

The pandemic had put a boundation on physical exchanges of gifts or expressions.



Archies is making sure to bring back the charm of gifting your loved ones & made them feel special just like people

would before the pandemic. They've come up with an interesting new range of Valentine's products

listed below:

1. A new collection of Love inspired Greeting Cards starting from 300 INR

2. Hamper Boxes with Personalised Cards starting from 1,078 INR

These products are available for purchase at Archies Stores across India.

Also available on the official Archie's Website: <https://www.archiesonline.com/>