

PM flags off Mumbai-Solapur Vande Bharat and Mumbai-Sainagar Shirdi Vande Bharat at Chhatrapati Shivaji Maharaj Terminus in Mumbai

Chennai, Feb 11 2023: The Prime Minister, Shri Narendra Modi flagged off two Vande Bharat trains at Chhatrapati Shivaji Maharaj Terminus in Mumbai today. The two trains are Mumbai-Solapur Vande Bharat and Mumbai-Sainagar Shirdi Vande Bharat. He also dedicated two road projects to the nation - the Santacruz Chembur Link Road and Kurar underpass project to ease road traffic congestion and streamline the movement of vehicles in Mumbai.

Upon arriving at Platform no. 18 of Chhatrapati Shivaji Maharaj Terminus, the Prime Minister inspected the Mumbai-Sainagar Shirdi Vande Bharat. He also interacted with the train crew and the children inside the coach.

Addressing the gathering, the Prime Minister said that it is a huge day for Railways in India, especially for advanced connectivity in Maharashtra as this is the first time that two Vande Bharat trains have been flagged off on the same day. He underlined that

these Vande Bharat trains will connect economic centers such as Mumbai and Pune to centers of faith, thereby benefiting those traveling for college, office, business, pilgrimage and agricultural purposes. He said that traveling to sacred places like Shirdi, Nasik, Trimbakeshwar, and Panchvati will be made easier with the new Vande Bharat trains which will give a boost to tourism as well as pilgrimage. "The pilgrimages of Pandharpur, Solapur, Akkalkot and Tuljapur will also be made more accessible with the Solapur Vande Bharat Express", he said.

The Prime Minister said that the Vande Bharat train is a grand picture of modern India. "It is a reflection of India's speed and scale." Commenting on the speed of the launch of Vande Bharat Trains, the Prime Minister informed that so far, 10 Vande Bharat trains have started operating connecting 108 districts of 17 states of the country. The Prime Minister expressed happiness that



many projects were launched today that will enhance the ease of living. He said that the elevated road will connect eastern and western suburban areas and the underpass, he said, is significant.

The Prime Minister reiterated the need for improving public transport for 21st-century India as it will lead to massive ease of living for the citizens. This thinking, he pointed out, is behind the launch of modern trains, the expansion of the Metro, and new airports and ports. The Budget also strengthens this thinking as for the first time, 10

lakh crore were allocated exclusively for infrastructure development. In this railway's share is 2.5 lakh crore, he added. The Prime Minister said that the Rail Budget for Maharashtra also witnessed an unprecedented rise and expressed the hope that with the efforts of the double-engine government, connectivity in Maharashtra will move ahead rapidly.

"The middle class has been strengthened in this budget", the Prime Minister said as he underlined that the needs of both the salaried class and those who own

businesses have been addressed in this year's budget. He noted that people with an income of more than 2 lakh rupees were taxed before 2014 but it was the present government that initially increased it to 5 lakh rupees and now to 7 lakh rupees in this year's budget. "Those who paid 20% tax in the UPA government pay zero tax today", the Prime Minister remarked. He also highlighted that those with new jobs now have an opportunity to save more.

The Prime Minister expressed confidence that this budget that promotes the spirit of

'Sabka Vikas Sabka Prayas' will give strength to every family and encourage everyone to build a Viksit Bharat, the Prime Minister concluded.

Governor of Maharashtra, Shri Bhagat Singh Koshyari, Chief Minister of Maharashtra, Shri Eknath Shinde, Deputy Chief Minister of Maharashtra, Shri Devendra Fadnavis, Union Minister for Railways, Shri Ashwini Vaishnaw, Union Minister for Micro, Small and Medium Enterprises, Shri Narayan Rane, Union Ministers of State, Shri Ramdas Athawale and Shri Kapil Moreshwar

Patil, and Ministers from Government of Maharashtra were present on the occasion among others.

Background

Mumbai-Solapur Vande Bharat Train and Mumbai-Sainagar Shirdi Vande Bharat Train are the two trains that were flagged off by the Prime Minister at Chhatrapati Shivaji Maharaj Terminus, Mumbai. This will be an important step towards fulfilling the Prime Minister's vision of building better, more efficient and passenger-friendly transport infrastructure for New India.

Mumbai-Solapur Vande Bharat Train will be the 9th Vande Bharat train in the country. The new world-class train will improve connectivity between Mumbai and Solapur and will also facilitate travel to important pilgrimage centers like Siddheshwar in Solapur, Akkalkot, Tuljapur, Pandharpur near Solapur and Alandi near Pune.

Mumbai-Sainagar Shirdi Vande Bharat, the 10th Vande Bharat train in

the country will improve connectivity to important pilgrimage centers in Maharashtra like Nashik, Trimbakeshwar, Sainagar Shirdi, and Shani Singanapur.

To ease road traffic congestion and streamline the movement of vehicles in Mumbai, the Prime Minister dedicated the Santacruz Chembur Link Road (SCLR) and Kurar underpass. The newly constructed elevated corridor from Kurla to Vakola and from MTNL Junction, BKC to LBS Flyover at Kurla will enhance much-needed East-West connectivity in the city. These arms connect the Western Express Highway to the Eastern Express Highway thereby connecting eastern and western suburbs efficiently. The Kurar underpass is crucial to ease traffic on the Western Express Highway (WEH) which connects Malad and Kurar sides of WEH. It allows people to cross the road with ease and also vehicles to move without having to get into the heavy traffic on WEH.

Quit the Queue! Use UTS Mobile App to book tickets at your fingertips! UTS app facilitates ease of booking Unreserved, Platform and Season tickets 50.75 lakhs tickets booked and 2.51 crores passenger traveled using UTS Mobile app during Apr - Jan 2023 Improved geo-fencing features, QR code facility are new features

Chennai, Feb 11 2023: With a move to benefit the modern daily commuters who increasingly rely on smartphones and digital means, UTS Mobile Application was launched in Southern Railway in April 2015 in the Chennai Suburban network. Backed by Government of India's 'Digital India' initiative, UTS mobile app is now available pan-India for booking Unreserved tickets, Platform tickets and purchase/renew Season tickets pan-India. Supported by Android, iOS mobiles and Windows, the UTS mobile app can be easily downloaded from the Play/App store and accessed for booking tickets, both on paper and paperless modes.

Significantly, indicative of the increased usage of digital means for ticketing, the UTS mobile App witnessed a steady growth in bookings during the 10 month period from April to Jan 2023. During this period, over 50.75 lakh tickets have been booked on UTS mobile app and 2.51 Crores of Unreserved passengers have experienced this hassle free ticketing facility. During the said period, the revenue generated from UTS Mobile app

bookings stood at Rs.24.82 Crores.

Features of UTS Mobile App

The 'UTS on mobile' application enables booking and cancellation of unreserved tickets, issue and renewal of season and platform tickets, check and load R-wallet balance and helps maintain user profile management and booking history.

The passenger can opt for payment through debit card, credit card, net banking mechanism and UPI.

A 3% bonus is provided for the recharge value at the time of recharge of R-wallet.

The tickets can be obtained in both Paper and paperless mode. The ticket opted in paper mode can be printed at UTS counters or at the ATVM kiosks at Journey Commencing Station.

A dedicated Railway Mobile ticketing call centre is functioning in Chennai division to resolve issues on UTS App login, R-wallet and Handset change, which can be contacted through Rail Passenger Helpline 139.

Recent passenger-friendly upgrades

Now, unreserved tickets can be purchased beyond 15 meters and within 5 Km from journey commencement station in case of suburban stations, while beyond 15 meters and within 20 Km from journey commencement station in case of non-suburban stations

Now, paperless or printout type tickets can be booked even while the user is in the originating station concourse provided beyond 15 meters away from the geo-fencing point.

Tickets can also be quickly booked via QR Booking option on UTS Mobile app. The QR code pasted at the originating railway station is to be scanned by the user. Once scanned, the destination station details can be entered and payment be made immediately through railway wallet, UPI, debit or credit card or net banking.

On the concourse/booking office area also, using the QR code scanning method, paperless UTS tickets can be booked if the passenger is in any suburban station. The QR code for each station is pasted on a poster displayed at all booking

offices in Chennai suburban area.

Easy Steps to download UTS app and book tickets

The 'UTS on mobile' application is very handy, free and is available for ios, Android and Windows smartphones. Users can download this app from Google Play Store, Windows and Apple store free of cost.

First the passenger will have to get the registration done on the UTS app by providing his/her mobile number, name, Date of Birth, Password, Gender.

Upon successful registration, Railway Wallet (R-Wallet) will be created automatically with zero balance to the passenger. There will be no extra cost for creating R-Wallet.

The R-Wallet can be recharged through UTS app, at any of the UTS counter or through the recharge option available in the below website:

<https://www.utsonmobile.indianrail.gov.in>

Paperless Ticket: The passenger can travel without taking a hardcopy of the ticket. Whenever Ticket Checking Staff asks for a

ticket, the passenger will use the 'Show Ticket' option in the app.

Paper Ticket: The passenger can book tickets through the mobile app. On booking of ticket, he/she will get Booking ID along with other ticket details. The booking details will also be available in booking history. The booking ID will also be conveyed through an SMS.

After booking Paper ticket, Passenger can go to the journey originating (source) station to take ticket print out from any of the ATVM there, by entering his/her registered mobile number and booking ID

Season tickets can be issued /renewed from a mobile



application and it will be valid from the current or next day of booking the ticket.

In both paper and paperless UTS tickets, no advance ticket booking is allowed. (i.e.) the journey date will always be the

current date. The journey should commence within one hour. In case a passenger is not able to show the ticket on mobile when demanded by Ticket checking officials, then it will be considered as ticketless travel.

Rail users are requested to extensively use UTS mobile app for hassle-free booking of unreserved, platform and season tickets in a short span of time while long queues during peak hours can also be avoided.

E-Sevai Maiyam
Star Rainbow Services
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
8148231942 / 8144337349
PATTA | LEGAL HEIR | PAN | PASSPORT | AADHAAR
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United States to Headline Aero India 2023 with Largest-ever U.S. Delegation

Chennai, Feb 11 2023: U.S. Embassy Chargé d'Affaires Ambassador Elizabeth Jones will lead the largest-ever U.S. delegation to Aero India from February 12-17, 2023, in Bengaluru.



"It will be an honor to lead the largest-ever U.S. delegation to Aero India to showcase the world-class equipment, training, capability and interoperability the U.S.

industry and military offer. As India modernizes its defense capabilities, certainly we want to be the partner of choice. We are increasingly focused on mutually beneficial co-production and development partnerships. We see India as an indispensable partner

for a safer, more prosperous, more open, and freer Indo-Pacific region," said Ambassador Jones.

A cross-section of U.S. military members and impressive aircraft will also feature at Aero India 2023.

The U.S. government delegation to Aero India will include:

§ Ambassador A. Elizabeth Jones, Chargé d'Affaires of the U.S. Mission to India;

§ Jediah P. Royal, Principal Deputy Assistant Secretary of Defense for Indo-Pacific

Security

Affairs;
§ Rear Admiral Michael Baker, Senior Defense Official, U.S. Embassy New

Delhi;
§ Mira K. Resnick, Deputy Assistant Secretary of State for Regional Security, Bureau of Political-Military

Affairs;
§ Judith Ravin, Consul General, U.S. Consulate General

Chennai;
§ Justin K. McFarlin, Deputy Assistant Secretary of Defense for Industrial Base Development and International

Engagement;
§ Michael F. Miller, Deputy Director, Defense Security Cooperation

Agency;
§ Maj. Gen. Julian C. Cheater, Assistant Deputy Under Secretary of the Air Force, International

Affairs;
§ Brig. Gen. Joel W. Safranek, Director of the Air Force Security

Assistance and Cooperation Directorate and Director of International

Affairs, Air Force Materiel Command;

§ Karla Horn, Executive Director of the Navy International Programs Office;

§ J. Mario Miranda, Director of Technology, Security, and Cooperative Programs at the Navy International Programs

Office;
§ Carey Arun, Counselor for Commercial Affairs, U.S. Consulate General Chennai, and

§ Peter Evans, Deputy Director for Regional Security and Arms Transfers, U.S. Department of State

Leading U.S. defense companies participating in Aero India 2023 with exhibits in the USA Partnership Pavilion include Aero Metals Alliance, Astronautics Corporation

of America, Boeing, GE Aerospace, General Atomics Aeronautical

Systems Inc, Hi-Tech Import Export Corporation, Jonal Laboratories, Inc., Kallman Worldwide, Inc.,

Lockheed Martin, Pratt & Whitney, and TW Metals, LLC. Link to information about U.S. exhibitors at the USA Partnership Pavilion organized by Kallman Worldwide and located in Hall A at Yelahanka Air Force base:

<https://kallman.com/shows/aero-india-2023>

In the spirit of bilateral support for India's largest aviation exhibition, the United States Air Force Band of the Pacific's seven-member music ensemble

Final Approach will perform for the public at Aero India on February 16 and at several venues in Bengaluru throughout the week.

Robust U.S. engagement at Aero India strengthens the U.S.-India defense partnership, demonstrates our commitment to the security of the Indo-Pacific, promotes interoperability,

and displays the flexible combat capabilities of the U.S. Military. As President Joe Biden said, "The future of each of our nations – and indeed the world – depends on a free and open Indo-Pacific enduring and flourishing in the decades ahead."

Madhan Karky and G. Dhananjayan have joined hands for SCRIPTick and officially launched by Legendary Filmmaker 'Iyakkunar Imayam' Bharathirajaa,



Chennai, Feb 11 2023: SCRIPTick is formed to offer Producers and Filmmakers, carefully shortlisted, curated, fully developed, and fine-tuned scripts (screenplays with dialogue) from talented Script Writers, which are ready to go for a shoot and at the same time, offer great opportunities to talented Script Writers to reach out to Producers and Filmmakers with their script through SCRIPTick.



Currently, a large number of scripts are being taken up for production without adequate due diligence on their worthiness by screenplay experts and hence we see a high percentage of failures of new films every year. Scripts offered by SCRIPTick would have gone through that rigor of verification for their worthiness by a team of experienced screenwriters, filmmakers, and experts. Hence Producers can be reasonably sure that the scripts acquired from SCRIPTick would work well with the audience when they are made as feature films or web series.

Why SCRIPTick?

Content is King is the most quoted line in film business. Great scripts are the backbone of great films for decades and good scripts never fail to achieve success with audience. However, the challenge for producers and filmmakers is finding such great scripts and hence compromises are often made to proceed with whatever is found to be good.

221 new films were released in Tamil in the year 2022. Out of them, only around 30 were considered as good content by the audience and got due recognition. An additional point is not even one failed film during 2022 (over 170 films failed out of the total 221) was of good content, which proves that good content never fails to get recognition from audience and critics.

In a recent Twitter survey, when the audience were asked the reasons for the failure of 90% of films (especially small and medium budgeted) to connect with the audience, the following were the results from over 9,600 voters: Poor Script/Screenplay – 61%, Poor Release/Promotion – 24%, Bad Filmmaking/Production – 10% and Wrong Star cast/Team – 5%. As expected, a large number of voters (61%) stated poor script/screenplay as the reason for the failure of films. Many commented that a good script will never fail to connect with audience too.

However, the big question is where can one find good scripts/screenplays? Is it readily available or how difficult to identify a good script?

Recently, popular Producer Mr. S.R. Prabhu of Dream Warrior Pictures has shared an analysis of the number of synopses they received during the period August to December 2022 and how many out of them were shortlisted for the next stage: His team received 814 synopses in various genres during this period, and out of them, only 43 were chosen for the next stage to read their full scripts (just 5% of synopses received).

Team SCRIPTick which has been evaluating scripts for years has no different experience. Out of 106 full-bound scripts read

by the team during 2022, only 4 were selected for their merits and taken up for the next stage of discussion with artists for Production.

The above data clearly explains that only 4 or 5% of the scripts pitched by Script Writers have merit to be considered for production. But is there anyone/team who can help to shortlist such good scripts (4 or 5%) and present to Producers for quicker approval and production?

SCRIPTick is being launched to meet this need gap by introducing a Script Bank that will offer carefully shortlisted, curated, fully developed and fine-tuned scripts (screenplays with dialogue) from talented Script Writers, that are ready to go for the shoot.

In addition to the founders Madhan Karky and G. Dhananjayan, team SCRIPTick is headed by Screenplay expert 'Karundhel' Rajesh and will have Filmmakers, Screenplay writers and Experts. The team will also be offering several other services like Script Consultancy (Script Evaluation/Doctoring), Script Rating, Script Curating, Script Pitching and few other services which will be additional support to script writers.

More details on SCRIPTick and its services are explained in detail in the newly launched website www.scriptick.in. The website is developed to offer details in both English and Tamil,

depending on the language comfortable for the readers to go through. Video presentations are also included.

Commenting on the launch of SCRIPTick, Co-Founder Madhan Karky stated 'I am very excited to partner with G. Dhananjayan to launch this new initiative, which is the need of the hour as with the expectations of audience increasing higher and higher, stories offered need to be stronger and exceeding the expectations of the audience. To offer such path-breaking scripts, SCRIPTick is a collective initiative we are launching, which we are confident will be beneficial to Producers, Script Writers, and the film industry as a whole. We are hopeful our services will be made use of by everyone associated with the film industry.'

G. Dhananjayan, Co-Founder of SCRIPTick expressed his happiness by stating that 'It is a proud moment to partner with Madhan Karky, who is a pioneer in many ways to bring out this new initiative SCRIPTick, which was brewing as an idea with me for many years as a service to film industry. Producers all along have to go through hundreds of synopsis or scripts to select the one they wish to produce. To cut short that effort and make it easier for them to choose, SCRIPTick is being launched with the involvement of experts. We are confident, this will be a pioneering initiative, that will help everyone in the film industry.'

Government of Tamil Nadu and USAID Launch New Initiative to Increase Tree Coverage in Tamil Nadu

Chennai, Feb 11 2023: Today, the Government of Tamil Nadu's Forest Department and the U.S. Agency for International Development (USAID) announced in Chennai the launch of the "Trees Outside Forests in India (TOFI)" program in Tamil Nadu, which will bring together farmers, companies, and other private institutions to rapidly expand tree coverage outside of traditional forests in the state. The new initiative will enhance carbon sequestration, support local communities, and strengthen the climate resilience of agriculture, thereby contributing to global climate change mitigation and adaptation goals.



The State of Tamil Nadu has long placed a high priority on expanding tree cover outside forest areas, as demonstrated by its establishment of the Green Tamil Nadu Mission and Tamil Nadu Climate Change Mission, which aim to tackle the climate crisis and reduce greenhouse gas emissions through a

variety of measures, including increased tree cover. TOFI will build on the state's progress and harness agroforestry to bolster the resilience of farming systems, while also further increasing the income of farmers in Tamil Nadu. Importantly, TOFI will leverage India's private sector to promote and scale tree-based enterprises and the sale of carbon credits, helping to create jobs and boost incomes.

mutual climate change goals, increasing carbon sequestration as well as farmer incomes."

Attending the launch, Additional Chief Secretary, Department of Forests, Environment and Climate Change, Government of Tamil Nadu, Ms. Supriya Sahu said, "The government of Tamil Nadu is giving huge impetus to agroforestry and plantations on areas outside of the notified forest areas. With the state government's target to increase the forest and tree cover to 33 percent as per Vision 2023, the TOFI program will support the state in achieving its goals while also aiding the creation of a balanced ecosystem to advance the socio-economic development of the state."

The Trees Outside Forests in India program

was launched in September 2022 by the Ministry of Environment, Forest, and Climate Change Secretary Leena Nandan and then-U.S. Chargé d'Affaires Patricia Lacina. The program will allocate up to \$25 million U.S. dollars in seven states including Assam, Andhra Pradesh, Haryana, Odisha, Rajasthan, Tamil Nadu, and Uttar Pradesh and is implemented in partnership with the International Centre for Research in Agroforestry (ICRAF). With the goal of rapidly expanding tree coverage outside of traditional forests by 2.8 million hectares, the program will contribute to India's Nationally Determined Contribution target of creating an additional "carbon sink" of 2.5 to 3 billion tons of carbon dioxide equivalent by 2030. This new program builds on the enduring U.S.-India partnership to tackle the climate crisis and bolster resilience in the face of climate threats and extreme weather events.

KFIN TECHNOLOGIES CONTINUES POSITIVE PERFORMANCE TREND

Chennai, Feb 11 2023: KFin Technologies Limited announced its financial results for the quarter and nine months ended 31st December 2022 today.

Financial Highlights – Q3FY23

Revenue from operations stood at ₹ 1,881.3 million, up 12.1% Y-o-Y and 5.0% Q-o-Q

EBITDA stood at ₹ 807.0 million, up 9.1% Y-o-Y and 13.6% Q-o-Q, EBITDA margin at 42.9%

PAT at ₹ 533.8 million, up 78.6% Y-o-Y and 11.4% Q-o-Q, PAT margin at 28.4%

Diluted EPS stood at ₹ 3.15, up 70.5% Y-o-Y and 11.3% Q-o-Q

Financial Highlights – 9MFY23

Revenue from operations stood at ₹ 5,368.9 million, growth of 17.1% Y-o-Y

EBITDA stood at ₹ 2,142.0 million, up 4.9% Y-o-Y, EBITDA margin at 39.9%

PAT at ₹ 1,387.2



million, up 42.0% Y-o-Y, PAT margin at 25.8%

Cash and cash equivalents at ₹ 2,288 million as on Dec 31, 2022

Diluted EPS stood at ₹ 8.20, up 29.4% Y-o-Y

Q3FY23 Business Highlights

Overall AAUM1 growth at 8.5% Y-o-Y compared to 5.4% Y-o-Y growth for the industry

Equity AAUM growth at 12.8% Y-o-Y compared to 12.4% Y-o-Y growth for the industry

Overall AAUM market share at 31.7%; Equity AAUM market share stable at 35.0%

SIP inflows of ₹ 167 billion at life-time high, up 18.6% Y-o-Y; 42% market share in December 2022

Won our first client in Canada to provide fund administration services

Won one new mutual fund mandate in India in Feb – 23; Old Bridge Capital Management

Added 128 corporate clients under issuer solutions; 49.0% market share2 in NSE 500 companies

Added 47 AIF funds; 33% market share3

Added 36,035 NPS subscribers; 7.0% market share4; 11.3% market share5 on new subscriber base

Commenting on the company's performance, Sreekanth Nadella, Managing Director and CEO, KFin Technologies Limited said, "We have closed

the quarter and nine months period ended December 31, 2022 with satisfactory performance across all business segments. Despite volatile market conditions, KFin registered strong business outcomes driven by accelerated growth across our diversified businesses. The business performance validates our globally relevant asset management administrator strategy.

Our technology-led innovation & execution to address our client needs, deep product stack, and value-added solutions have helped us to add new clients across segments. As we move forward, we will leverage our differentiated strengths across local and global asset management solutions to add value to our clients, partners, and shareholders".

"We continue to enjoy market leadership positions across a number of different parameters in our businesses" he added.

'Axis CRISIL IBX 50:50 Gilt Plus SDL September 2027 Index Fund'

Chennai, Feb 11 2023: Axis Mutual Fund, one among the fastest growing fund houses in India, announced the launch of their New Fund Offer – Axis CRISIL IBX 50:50 Gilt Plus SDL September 2027 Index Fund. It is an open-ended target maturity index fund investing in constituents of CRISIL IBX 50:50 Gilt Plus SDL Index – September 2027; a relatively high interest rate risk and relatively low credit risk. The new fund will track the CRISIL IBX 50:50 Gilt Plus SDL Index – September 2027. The fund will be managed by Aditya Pagaria and Sachin Jain. The minimum investment amount is Rs. 5,000/- and in multiples of Rs. 1/- thereafter. The exit load is Nil.

Axis CRISIL IBX 50:50 Gilt Plus SDL September 2027 Index Fund

The investment objective of the scheme is to provide investment returns corresponding to the total returns of the securities as represented by the CRISIL IBX

50:50 Gilt Plus SDL Index – September 2027 before expenses, subject to tracking errors. However, there can be no assurance or guarantee that the investment objective of the scheme will be achieved.

The scheme would be allocating 95% to 100% of its underlying securities in Debt Instruments comprising CRISIL IBX 50:50 Gilt Plus SDL Index – September 2027 (Please refer to SID for detailed Asset Allocation & Investment Strategy) and the remaining in Debt and Money Market instruments (such as treasury bills and government securities having a residual maturity up to one year. Tri-Party Repos and any other like instruments as specified by the Reserve Bank of India from time to time).

The open ended nature of such a fund means that investors can use systematic investment and withdrawal facilities to tailor entry and exit in the fund to meet investor objectives. The Scheme will be a passively

managed scheme by providing exposure to constituents of CRISIL IBX 50:50 Gilt Plus SDL Index – September 2027 and tracking its performance and yield, before expenses. Furthermore, the Scheme will follow Buy and Hold investment strategy in which debt instruments by G-Sec & state government securities will be held till maturity unless sold for meeting redemptions/rebalancing.

Top features of the fund include:

Potential Yields: As inflation comes within RBI's tolerance band, the tightening stance of RBI policy seems to be nearing the end; thereby giving an opportunity to invest in this yield curve

Low Cost Passive Investment: A hassle free solution for investors looking for a low cost fixed income product

No Bias in Security Selection: As the fund is passively managed and invests in the constituents of CRISIL IBX 50:50 Gilt Plus SDL September 2027

Index, there is no bias in security selection

Simple and Easy: Target maturity and high quality G-Sec and SDL portfolio with the benefit of indexation

Commenting on the launch of the NFO, Chandresh Nigam, MD & CEO, Axis AMC said, "The current yield curve presents material opportunities to the investor with a medium to long term investment horizon. Axis CRISIL IBX 50:50 Gilt Plus SDL September 2027 Index fund gives an opportunity to investors to invest in a high quality portfolio with minimal default risk. The 'held to maturity' nature of target maturity strategies aims to minimize duration risk for investors who remain invested through the life of the fund. The newly launched scheme will be an important add on to Axis Mutual Fund's portfolio of passive debt offerings"

The new fund offer (NFO) opens for subscription from February 08 to February 21, 2023.

TRUE-TO-LIFE EXPRESSIONS WITH THE NIKKOR Z 85mm f/1.2 S Elevate your creativity with unparalleled depth and realism from the latest NIKKOR Z S-Line lens

Chennai, Feb 11 2023: Nikon India Private Ltd. introduces the NIKKOR Z 85mm f/1.2 S, the latest S-Line lens that is an embodiment of dependability, mobility, and outstanding optical performance. Encased in a well-balanced body, the lens delivers incredible high-quality impression of dramatic and romantic portraits and is designed with a fast and highly accurate autofocus (AF) that enables users to

maximise the shallow depth of field of f/1.2. The NIKKOR Z 85mm f/1.2 S lens is priced at INR 2,57,995/- and will be available to purchase from the last week of March. Users are also able to capture not only refined stills but also impressive videos with the adoption of stepping motors that reduce drive sounds, and with an operability that provides a natural shift in focus positions and brightness levels. "The NIKKOR Z

85mm f/1.2 S enables professionals and creators to showcase their creativity while capturing stills and videos. This new addition renders unprecedented capabilities in producing beautiful bokeh, capturing every detail with accuracy and versatility. It is bound to inspire with its optical performance while showcasing the user's creativity." said Sajjan Kumar, Managing Director of Nikon India Pvt. Ltd.



Add a Splash of Colour with Accessories from Language



Chennai, Feb 11 2023: Language introduces their all-new curated range of Accessories, offering the finest quality of genuine leather indulgence to women. Language has curated a range of soft-hued, spring coloured products to compliment your wardrobes and add a splash of colour to your outfits. Language uses the finest quality genuine leather to ensure you revel in the experience of

comfortable luxury. This assortment of soft-hued accessories from Language will surely enhance your style and be a dependable companion for life. It features cross body bags, wallets and belts, each of these products from Language are available in colour options that please your soul.

A fashionable Cross-Body bag from Language is the perfect accessory to keep your hands free and valuables safe. The

cross-body bag is available in several colour options and it is made of genuine smooth grain leather. The Wallet on chain is glamorous to behold and the perfect size to carry, this premium leather wallet is the perfect companion piece for your outfit. Bring your ensemble together with a leather belt from Language, and flaunt your true style and class. The belts from Language are refined and streamlined to exude a

flair of sophistication. Explore the range of Accessories for women from Language at its exclusive brand outlets at Nungambakkam Chennai, VR Mall Chennai, Express Avenue Chennai, Sarath City Mall, Hyderabad, Lulu Global Mall Bengaluru and Lulu Mall Kochi. You can also shop the collection online at www.languageshoes.com and www.amazon.in The Price range starts from Rs.1290/- onwards.

Following the success of Run Baby Run, Prince Pictures signs director Jiyen Krishnakumar for another exciting project

Chennai, Feb 11 2023: Prince Pictures' latest release in theatres is the RJ Balaji starrer Run Baby Run, and the film which released on the 3rd of February opened to rave reviews and a very good response from the audiences at the box office. The Jiyen Krishnakumar directorial gained appreciation from lots of critics who praised it for its brisk pace, thrills and surprises along with the message that it drives home. Following the success of the film, the



production house Prince Pictures have once again signed director Jiyen Krishnakumar for another exciting project. Though no more details on the project are revealed, it is for sure that it will be another interesting film from the director. Prince Pictures have an exciting lineup of films in their kitty which include films with director Manu Anand, Andrew Louis and few other projects. The production house show promise of an exciting slate to come in the near future.

Wild Milan Valentine Two Day Shopping Fest inaugurated by Renuka Praveen, Ghun Jain, Siri Chandana Reddy at Amethyst

Chennai, Feb 11 2023: An exclusive pop up show by Wild Milan featuring small scale businesses which includes food, clothing, accessories, sustainable goods, footwear from all over India on February 11th & 12th 2023 at Amethyst Folly Hall

Wild Milan motive is to support small scales and home-grown businesses.

Wild Milan pop up show presents a mix of fashion, appetizing food and uncompromising shopping experience at the most happening place of the city Folly Hall, Amethyst Chennai

This show is created especially for Small scale businesses, who mostly conduct business through online platform, this is an opportunity for them to exhibit their products to our exclusive clientele

We are coming up with more shows pan India, showcasing the products of many young and talented entrepreneurs. This Valentine shopping festival by Wild Milan will meet all your shopping needs right from Handmade clothing, footwear and accessories to Food, toys, Art and craft, vegan skin care and many more eco



friendly and sustainable products.

List of brands participating

CLOTHING BRANDS

LABEL SALONI JAIN, NIVVIS, A B A R N I K A , SAMARA WEAVES, LINKUSHAS, GO CHIC, HOUSE OF AKOOR, PURPLE TREE, SUSTI, AAMIKA, STUDIO M A N G A I , BLUEMOON

ACCESSORIES

GO CHIC, KI & K A , J H U M K A COLLECTIVE, ONLY BAGS, BLUSHBOX.

ORGANIZERS PROFILES

Siri Chandana Reddy

Siri is a finance professional who quit her corporate job, a

first-generation entrepreneur who started a sari brand whose motive is to bring back the forgotten weaves and crafts of India, and make them a part of every one Wardrobe. Her passion is to support startup's & Young Entrepreneurs and provide them a platform to show case their product & services

Gunavathy Ghun Jain

Ghun is an avid social media Lifestyle influencer with a followers of 55.6 K. She is co-founder of Sustis for Life, which has latest collections of sustainable unisex Shirts and Kaftans.

Wild Milan is a Dream project of three friends Eshitha, Siri and Ghun whose aim

was to create a platform for Small and Upcoming businesses at affordable pricing.

CHIEF GUEST FOR THE POP UP SHOW

R E N U K A PRAVEEN

FOUNDER OF LASHSTUDIO

SOME MORE GUESTS

1. Chandini khanna Celebrity stylist / designer,
2. Indu Kandasamy, Managing director of Anjappar,
3. Dr. Ranjitha Sudanthiram Managing Director - Bhalakh Medical Centre,
4. Sudha Chandrasekar, HR Professional Founder - Zing N Swing, Co-founder- Space N Beyond,
5. Lakshmi Prabha Makeup Artist,
6. Mrs. SUMANA JEEVANANDHAM, M B A . , L L M . , C R I M I N A L LAWYER., MADRAS HIGH COURT,
7. Sneha Mohandoss Founder - Food Bank - india State Secretary Makkal Needhi Maiaam,
8. Swetha Subramanian Actor / Influencer,
9. Name : Akshaya .v Actress / dancer / influencer,
10. Dr. K. Elakiya Arumugaswamy MD - EC International Ltd Vice Chairperson - Saratha Group of Education Institution, Director - RSECT Foundation.

Naturals Signature Salon 716th outlet launched by Padmasree Palam Kalyanasundaram, C.K.Kumaravel, Veena, Shanmugapriya & Sreenivasan at Ashok Nagar

Chennai, Feb 11 2023: Naturals Salon, India's No #1 Salon Chain launches its latest Signature Salon in Ashok Nagar, Chennai.

Naturals Signature Salon will feature high-end hair and beauty services incorporating Premium brands like System professional, Jeannot Ceuticals, Brillare Skin Range, Footlogix Pediceutical etc.

Naturals Salon, India's No.1 Salon Chain is proud to announce the launch of its latest Naturals Signature Salon in Ashok Nagar, Chennai.

The event will mark



Salon's journey in Ashok Nagar.

Naturals Signature Salon 716th outlet launched by Padmasree Awardee Palam Kalyanasundaram, C.K.Kumaravel, Veena, Shanmugapriya & Sreenivasan. Actor Chinni Jayanth, Actress Priyadarshini, Model & Social Activist Namitha Marimuthu, Actress Rekha Nair, Actress Akalya participated in the inauguration along with eminent Socialites & Influencers.

Located at No. 3/47, 11th Avenue, Opp to 11th Avenue KFC, Ashok Nagar, Chennai 600 083. Phone: 90477 88585 / 044-42136740.

South India emerges as most financially protected region with a Protection Quotient of 47: Max Life's India Protection Quotient 5.0 Survey

Chennai, Feb 11 2023: Max Life Insurance Company Ltd. ("Max Life" / "Company") unveiled the findings of the fifth edition of its flagship survey India Protection Quotient survey (IPQ)* conducted in partnership with KANTAR, the world's leading marketing data and analytics company. The survey revealed deep insights into the financial preparedness of urban Indians living in the country's South region.

As per the study, the country's southern zone emerges as better financially protected with a Protection Quotient of 47, four points more than urban India's overall IPQ of 43. Driven by a renewed sense of financial security and a life insurance ownership rate of 78%, the South zone tops in IPQ among all zones - with the highest rise from the last edition. The survey also reveals that as the rest of urban India returns to normal, the South zone's security levels also restore to pre-pandemic levels, rising sharply from 65% in IPQ 3.0 to 77% as per IPQ 5.0. However, the South zone's Knowledge Index showcased a flat trend (55% in IPQ 3.0 vs 57% in IPQ 5.0), indicating a slowdown in financial literacy and understanding of life insurance products in the region.

From a city perspective, Chennai emerged as one of the least financially protected metro cities in India with a Protection Quotient of 38, owing to the lowest adoption of life insurance products of 62% as compared with other metros. Conversely, Bangalore emerged as the most financially protected metropolitan, with a Protection Quotient of 58.

V Viswanand, Deputy

Managing Director, Max Life said: "The 5th edition of our flagship 'India Protection Quotient' Survey has revealed the South zone's pro-activeness in coping with life's uncertainties. The study has also highlighted the need for better measures to improve awareness and ownership of financial products amongst various consumer segments. We are certain that this year's IPQ findings will largely contribute to highlighting the real value of life insurance as an imperative solution for building long-term financial resilience."

The following findings reveal insights that highlight the South zone's shift across financial priorities and anxieties:

IPQ 5.0 survey reveals the need to boost financial awareness in the South zone

The Knowledge Index shows a flat trend from 55 in IPQ 3.0 to 57 in IPQ 5.0, indicating the need to deepen efforts to boost awareness of life insurance products in the region. One of the least financially aware regions of urban India, the South zone lags in Knowledge Index, with the North zone at 58 points and the West zone at 61 points.

The South zone's changing preferences showcase a shift in savings and spending allocation; the region prioritizes savings products over term plans

In line with urban India's savings-first preference, the South zone prioritizes savings over term, with a savings ownership of 38% and term ownership of 35%. Furthermore, the ownership of market-linked products has seen a sharp rise from 13% in IPQ 3.0 to 18% in IPQ 5.0.

Additionally, with luxury spending in the

region resetting to pre-COVID times, the South zone's urban population increased its income allocation towards luxury spending (15% in IPQ 5.0 vs 11% in IPQ 3.0), with savings and investments witnessing a decline from 51% (IPQ 3.0) to 49% (IPQ 5.0).

High premiums lose focus, while operational concerns pose significant obstacles to term ownership

While 'high premiums' remain the top barrier to term plan purchase, the IPQ 5.0 survey notes a sharp decline in the percentage of people citing cost as a deterrent, with 31% in IPQ 3.0 to 24% in IPQ 5.0 study. Operational reasons now emerge as strong barriers to term insurance purchase, with 22% citing the 'need to undergo medical tests' as a barrier and 21% naming 'poor service of insurer or agent' as an obstacle in owning term plans.

Shifting demographic behavior: Men widen the gap with women in financial protection and L I o w n e r s h i p ; Millennials narrow the gap with non-millennials in financial protection

Both millennials and non-millennials have made giant strides on the protection quotient scale, with a 6 points rise in the IPQ of millennials, from 41 in IPQ 3.0 to 47 in IPQ 5.0, and that of non-millennials - an 8 points increase from 40 in IPQ 3.0 to 48 in IPQ 5.0. While the millennial segment is almost at par with non-millennials in terms of financial protection, the survey showcases a wide gap in life insurance uptake - with millennial LI ownership at 71% as compared to non-millennial LI ownership at 77%. Additionally, the survey has showcased a 5 points gap in the protection quotient between the male (49

and female cohorts (44). Similarly, in terms of LI ownership, males reflect a 4-percentage difference (79%) as compared to females (75%) in the South zone.

Protection quotient of salaried and self-employed individuals on an upswing; LI ownership for the salaried class is a revelation

Mirroring the protection quotient increase amongst millennials and non-millennials, the salaried and self-employed class of the South zone has shown remarkable improvement in the protection quotient. While the salaried class has returned a 9 points increase (from 42 in IPQ 3.0 to 51 in IPQ 5.0), the self-employed category has witnessed a 6 points improvement (from 43 in IPQ 3.0 to 49 in IPQ 5.0). However, in LI ownership, the self-employed category has returned flat indices of 80% (80% in IPQ 3.0), while the salaried class has witnessed an 8% increase from 72% (IPQ 3.0) to 80% (IPQ 5.0).

Bangalore and Chennai, two ends of the spectrum - Chennai is one of the least financially protected metros; Bangalore is the most financially protected metro city

With a Protection Quotient of 38, Chennai emerged as one of the least financially protected metro cities. Conversely, Bangalore emerged as the most financially protected metropolitan, with a Protection Quotient of 58 - at par with Mumbai's IPQ. Hyderabad stood out as one of the most financially secure metropolises, with a Security Level of 80%, closely following Bangalore, which has the highest security level in the country at 84%.

Sabarmati Tamil Sangamam: TN Industries Minister to lay foundation stone for Tamil school in Maninagar

AHMEDABAD, Feb 11 2023: After Kashi Tamil Sangamam, now it's Sabarmati Tamil Sangamam for the world's oldest language Tamil in Vibrant Gujarat on Sunday.

Tamil Nadu Minister for Department of Industries, Tamil Official Language, Tamil Culture & Archeology Thangam Thennarasu and VGP World Tamil Sangam Chairman VGP Santhosam will lay the foundation stone of an iconic Tamil school building at its old campus in Tamil-dominated Maninagar in Ahmedabad. Gujarat Minister of State for Cooperation, Salt, Industries Jagdish Ishwarbhai Vishwakarma will unveil the statue of Saint

Thiruvalluvar, the author of Thirukkural here on Sunday, announced Ahmedabad Tamil Sangam president Dr S Kavidass.

Tamil Nadu Minister of Minorities and NRI Tamils' Welfare KS Masthan, Puducherry Home Minister A N a m s i v a y a m , Ahmedabad Mayor Kiritkumar K Parmar, Ahmedabad Municipal Commissioner M Thennarasan and Puducherry Civil Supplies and Consumer Affairs Minister AK SAIJ Saravanakumar will be the Guests of Honour. MPs, MLAs from Gujarat and Tamil Nadu, Gujarat cadre Tamil IAS, IRS and IPS officers (serving and retired), leading academicians and industrialists from both

the states will take part in these events, Dr S Kavidass added.

Elaborating on the new iconic Tamil school building, Dr Kavidass said, "Tamil Nadu Government led by Chief Minister MK Stalin has been extending all possible help to Tamils residing in all parts of the country and abroad. Preserving the world's oldest language Tamil and culture are the avowed aim of CM Stalin. Gujarat Tamils had education facility in our Mother Tongue for over a century but owing to the onslaught of globalization all schools have been shut down. In keeping with the changing world, the ATS has decided to construct a state-of-the-art new building to revive it. In this new Avataar, apart

from Tamil, the regional language Gujarati, national language Hindi will also be taught as we have planned to introduce English-medium education once the construction is over. India is a country of diversity with multi-language, culture and food but despite these differences 'unity is our strength.'

"This green building will have digital library, science and language labs, an auditorium and sports facilities. We will open the doors to children from any part of India. However, all four languages will be mandatory. We hope that the state government will extend all possible help in raising this building and also give grant to run the school," said Dr Kavidass.