

The Ministry of Tourism inaugurates a pavilion at ITB, Berlin 2023, under its "Incredible India" brand line on 7th March

Chennai, March 09 2023: The Ministry of Tourism, Government of India under its "Incredible India" brand line is participating in ITB, Berlin 2023, showcasing India's rich & diversified tourism potential and providing a platform to the tourism stakeholders to showcase the various tourism destinations and products including niche products. It also aims to promote India as a 'Must See, Must Visit' destination.

The India Pavillion was inaugurated by Mr. Arvind Singh, Secretary of Tourism, Government of India, H.E. Mr. Parvathaneni Harish, Ambassador of India in Germany and other Indian officials from the State Government of Kerala, Rajasthan, Uttar Pradesh, Goa, Maharashtra, Telangana, Uttarakhand, Madhya Pradesh, Karnataka, West Bengal, Tamil Nadu, Arunachal Pradesh and Union Territory of Ladakh, Union Territory of

Puducherry etc. at 10:30 am on 7th March, 2023 with a traditional ceremony, dances and distribution of sweets.

Around 60 Participants from India are present in the India Pavilion, including travel agents, tour operators, airlines, hotels, the National Council for Hotel Management and Catering Technology, and Indian Railway Catering and Tourism Corporation, showcasing the diverse tourism products and services.

The Ministry of Tourism, Government of India is participating in ITB 2023 from 7-9 March 2023 by taking a space of 710 Square meters.

During its participation the Ministry of Tourism would have B2B meetings with Tour Operators, Travel Agents and various other stakeholders.

Ministry of Tourism promotes India as a holistic destination in the tourism generating

markets to promote various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.

Incredible India pavilion at ITB will have focus on showcasing varied tourism products of India including culture, heritage, adventure, rural tourism and niche tourism products such as cuisine, wellness, yoga, wildlife, and luxury etc.

Also at 14:00 hrs on 7th March, at the newly build City Cube Congress venue of the Messe Berlin, India held the Press Conference "Incredible India welcomes the world". Minister for Tourism, Government of Telangana, Mr. V. Srinivas Goud, Mr. Arvind Singh, Secretary of Tourism, Government of India, H.E. Mr. Parvathaneni Harish, Ambassador of India in Germany, Mr. Gyan Bhushan, Senior Economic Advisor, Ministry of Tourism,

Government of India, presented the highlights of the new season.

65 international journalists participated in the conference, among whom international television channels, national German magazines and newspapers as well as international European Media. Some of the most influential German tourism magazines as FWV, Touristik Aktuell and the national television ARD were also present.

After the presentation by the Indian delegates, journalists were shown several new videos about the relevant tourism sectors that India is focusing on in 2023.

After the conference Indian finger food and drinks were served, a perfect conclusion for a press conference, giving the participants a small taste of an authentic Indian atmosphere.

The ITB is a prestigious platform and is among the top

international travel shows, where travel professionals come together to connect and showcase destinations and tourism products.

The Ministry of Tourism through the integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions promotes India at the International Markets.

The Government of India continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India. Harnessing the momentum created by the recovery of the global industry, preferential sentiment from global travellers for exploring India and building upon the success in growing tourism in India over the years—the Tourism Ministry is on a mission



to unlock the untapped potential of tourism in India, making India a 365-day destination.

In view of promoting Incredible India holistically, Ministry of Tourism has developed five thematic television commercials on different themes that is on Adventure Tourism, Heritage Tourism, MICE Tourism, Art & Craft and Wellness Tourism. The promotional films will provide the glimpse of

what India has to offer to the World.

Further, encouraging the inbound travel and particularly in the backdrop of India's G20 Presidency as well as grand celebrations of India @ 75 'AzadiKaAmritMahotsav', Ministry of Tourism, Government of India has declared "Incredible India! Visit India Year 2023". The focus is on inbound travel to India, to

highlight varied tourism offerings of our country and showcase them to the global tourists. The priorities include highlighting the unique tourism offerings of every state by leveraging country's richness in culture, heritage, spirituality, natural beauty and focusing on promoting diverse categories of tourism like sustainable tourism, rural tourism, medical tourism, MICE, and others.

Zoho Schools' Marupadi programme successfully completes a year of restarting careers of women in tech

Chennai, March 09 2023: Zoho Corp., a global technology company headquartered in Chennai announced that its Marupadi programme, launched on the occasion of International Women's Day in 2022, has successfully completed

one year. The Marupadi programme aims to help women in technology who want to resume their careers after a break. As of today, 26 women—from two batches—have undergone training, of which 23 have been successfully placed in

different roles across various departments in Zoho Corp., while three are interviewing. The third batch is currently undergoing training.

"Marupadi was launched to help women in tech jumpstart their careers after a break. The tremendous response we

have had over this past year speaks volumes about the amount of talent that is being passed over for want of an opportunity. We are glad that Marupadi is already proving to be an agent of change for these women who have now embraced it as a turning

point in their lives," said Rajendran Dandapani, President, Zoho Schools of Learning.

Marupadi—meaning "again" in Tamil—is a three-month bootcamp in software development, software testing and technical writing. The women selected for the programme can choose their stream based on their interest and aptitude. They learn mobile-specific testing, UI & UX testing, API testing, in-depth training on backend technologies, SEO, API documentation, Special fundamentals of marketing, and more with hands-on projects in real-world situations.

focus is given to communication, problem-solving skills, team collaboration, and emotional intelligence. They also have access to counseling sessions that

help build back their confidence after a long break. On successful completion of their training, candidates sit for job interviews at Zoho Corp.

The only criterion spelled out for joining the programme is that the women should have been employed in the tech sector for a minimum of two years before taking a break. "I was quite surprised to know that neither my age nor the number of years I was on a break worked against me, since that had been the case everywhere else I tried," said Benazir Fathima, an M.Tech graduate who took an eight-year break to take care of her children. "The three months in the Marupadi programme has been a life-changing journey for me. It has given me the confidence to restart my career. Something that at one

point seemed impossible." Today, Benazir Fathima is a technical writer for Zoho Desk.

K Brinda, who now works with the Zoho Labs team, came back after a break of nearly five years.

"I come from Tiruppur from a family of farmers. Thanks to my family's support, I was able to complete my MCA degree and work at an IT company. After getting married, due to personal reasons, I had to take a break and pause my dream of working in tech. Last year, I heard about the Marupadi programme and applied for a seat. I am happy I am here today, able to continue my dream. The three months proved to be a great learning experience and I have found new friends and mentors who have become a support

system for me. I sincerely hope more women make use of this opportunity and continue to pursue their dreams," she said.

The Marupadi programme is run by Zoho Schools of Learning (ZSL), which started in 2005 as a to conventional college education. As of today, more than 1,400 students meaningful alternative have completed the course through ZSL, comprising over 10% of Zoho Corp's total workforce.

Students have also been placed in other companies. The two-year programme has three streams, Technology, Design, and Business, as well as an Advanced Study course for those who want to take more than one stream.



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Thala or Thalapathy Who is Dinesh Karthik's Favourite?

Chennai, March 09 2023: Club Mahindra, the flagship brand of Mahindra Holidays & Resorts India Ltd., hosted an Evening of Conversation with one of India's most prolific wicketkeeper batsman, Dinesh Karthik. This exclusive event was hosted under the aegis of Club Mahindra's unique platform, 'The Stage', at Taj Coromandel Chennai on February 26th, 2023. This event witnessed more than 1000 guests & members of Club Mahindra who were exclusively invited for the event.



The event gave fans a chance to interact with Dinesh Karthik and hear his insights into his successful cricket career, his fitness regimen, his personal life, and his travel experiences. The audience also had an opportunity to participate in a question-and-answer session with the cricketer, which provided a n understanding into his life on and off the pitch.

The highlight of the event was undoubtedly the rapid-fire Q&A session, who provided a fascinating glimpse into his personal and

professional life which kept the audience on the edge of their seats. When asked about his recent watch list, Karthik responded by mentioning two popular shows - Farzi and Patal Lok. He then went on to answer the age-old question of Thala vs. Thalapathy, stating that he preferred the Thalapathy. He was also asked to choose between two renowned South Indian actors, while Prakash Raj was his pick over SJ Surya. The cricketer, who is wedded to squash champion Dipika Pallikal, spoke candidly about his personal life beyond the cricket field. Despite their busy schedules, both DK and Dipika manage to take two vacations a year, where DK visits her during her tournaments and they take a brief break together before the next

event. In a particularly intriguing moment, Karthik was asked to rank Indian cricket captains in order of their leadership skills. He responded by listing out the top four, with MS Dhoni taking the top spot, followed by Rohit Sharma, Virat Kohli, and Sourav Ganguly. Finally, Karthik was asked to weigh in on the debate surrounding the best batsman in the world, with the options being Steve Smith, Babar Azam, Joe Root, and Virat Kohli himself. Karthik did not hesitate to declare Virat Kohli as the best among the four, a decision that was likely met with cheers from his many fans. Overall, the Q&A session was a riveting and informative experience for all those in attendance.

Mr. Pratik Mazumder, Chief Marketing Officer, Mahindra Holidays & Resorts India Limited, commented, "Club Mahindra is committed to providing our members with unique and unforgettable experiences, and the Evening of Conversation with Dinesh Karthik is a testament to that commitment. We are thrilled to have had the opportunity to host such a prolific cricketer and offer our members and guests an exclusive chance to interact with him. Through our platform 'The Stage', we aim to continue providing our members with unforgettable experiences that create lasting memories."

Club Mahindra has been delivering distinctive and unforgettable experiences to its members and guests. With this exclusive event, Club Mahindra has once again displayed its unwavering commitment to providing its members with extraordinary experiences that they will cherish for a lifetime.

JIO ANNOUNCES TRUE 5G ROLL-OUT IN 27 MORE CITIES TAKING THE TOTAL COUNT TO 331 CITIES

Chennai, March 08 2023: Reliance Jio today announced the launch of its True 5G services across 27 additional cities. With this, Jio users across 331 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, Thoothukudi, Cuddalore, Dindigul, Kancheepuram, Karur, Kumbakonam, Nagercoil, Thanjavur, Tiruvannamalai,

Tirunelveli, Kovilpatti & Pollachi in Tamil Nadu & 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 25 additional cities, taking the total count to 331 cities. Jio has achieved this milestone in just under 120 days since 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 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.

THIS HOLI JIO LAUNCHES TRUE 5G IN 27 MORE CITIES TAKING THE BENEFITS OF TRUE 5G TO 331 CITIES ACROSS THE NATION

Chennai, March 08 2023: Reliance Jio today announced the launch of its True 5G services in 27 cities across the country. With this launch, Jio becomes the first telecom operator to bring the next-generation True 5G technology to most of these cities, setting the stage for a new era of digital transformation.

Starting today, the technological advantages of high-speed internet, low-latency, stand-alone True 5G services shall be made available to the people and businesses of these cities. Jio True 5G offers lightning-fast speeds of up to 1 Gbps,

enabling seamless streaming of high-definition content, immersive and interactive viewing, and cloud gaming. The technology also promises to enhance the capabilities of emerging technologies like the Internet of Things (IoT), Augmented Reality (AR), and Virtual Reality (VR), paving the way for innovative applications in nation-building areas like healthcare, education, and agriculture.

Commenting on the launch, Jio Spokesperson said, "On this festive occasion of Holi, we are happy to announce the

launch of Jio True 5G services in 27 additional cities across

13 states, taking the benefits and reach of Jio's True 5G services to 331 cities across the nation.

We want every Jio user to enjoy the transformational benefits of Jio True 5G technology in 2023. By embracing True 5G, Jio will create nation-first platforms and solutions that will transform skill development, education, healthcare, agriculture, and many such sectors, with the promise of enabling a better life for every Indian.

By December 2023, Jio True 5G will cover every town/city in the country. This is testimony to Jio's commitment towards transforming India into a Digital Society. We continue to remain grateful to the State Governments and Administrators for their support to digitize their regions."

Starting 8th March 2023, Jio users in these 27 cities will be invited to the Jio Welcome

Offer, to experience Unlimited Data at up to 1 Gbps+ speeds, at no additional cost.

On Women's Day, GEO India Foundation organized Wonder Woman Icon Awards at Savera Hotel, Chennai. Awards were presented to more than 15 female personalities from various fields



Chennai, March 09 2023: International Women's Day was celebrated by GEO India Foundation.

In this Event V.Nandakumar IRS Commissioner of Income Tax, Department of Revenue Ministry of Finance Government of India was the chief guest in the event and Actresses Iniya, Vadivukkarasi

and Saratha Ramani, Neena Reddy, Sindhu Vinothkumar, Bina Boaz, Dharani Komal, Devi Krishna, Dr. Mayalekshmi, Dr. Gracy Dr.Sowmya Ramani, Dr.Tasmia Papa, Prathiba Yuvraj are 15 personalities were given the best Female Achievers Awards.

In particular, Adviasa social service educational trust

(ASSET) Founder and director Swarnalatha, an Irular woman and Tribal Teacher chitra from the tribal community, received the award for the best female personalities.

In this event, Priya Jemima, founder of GEO India Foundation, received 15 sewing machines worth Rs 5 lakh from Globaling W W for the

development of tribal women.

Priya Jemima, founder of GEO India Foundation, the organizer of the event, said that all the awardees are role models for women who are striving to achieve and have organized this event to encourage them to harness the power of rural women.

India celebrates women's cricket with a billion plays on Reels from the ICC Women's T20 World Cup

Chennai, March 09 2023: Ahead of International Women's Day, we are sharing insights about the way India celebrated the players and teams at the ICC Women's T20 World Cup in South Africa. Smriti Mandhana was one the most popular players and the India vs. Pakistan match was one of the most popular matches on Instagram, with over a billion plays on Instagram Reels throughout the tournament from India.

Instagram is a place where people can connect, build community and follow the things they love – and Reels is a great way to do that. Cricket is a



popular youth interest in India, so the robust conversation and engagement on Instagram during the event was unsurprising. More than 150,000 Reels, with over 140 million engagements related to the matches have been created about the tournament from its start on February 10th to its end on February 26th. Sandhya Devanathan, Vice

President, Facebook India (Meta), said, "We're excited that our platforms are the home where people can express themselves and support each other. In context to International Women's Day, that's very important because we believe in empowering women – whether you're a consumer, a creator, a business owner, a sportsperson or a fan. We're happy to see an

entire nation backing women in a sport traditionally dominated by men, and that we've been able to play a small role in it."

While a lot of the action was posted from the @icc, @t20worldcup and the cricketers' Instagram accounts, a squad of content creators were also sent to the host nation, South Africa, to cover the tournament. These creators – Rida Tharana, Saloni Gaur and RJ Kisna – shared reels from a spectator's lens and collaborated with various teams to create content in a fun way for their audience. You can follow #ReelsSquadIndia hashtag to see more.



Siruvan Samuel, the first Kanyakumari-based Children's film, was screened today successful at the Children's Film Festival held at Anna Centenary Library. Honorable Educational minister, Anbil Mahesh Poyyamozi graced the occasion along with several other dignitaries from the education department. He also met the director Sadhu Burlington and the entire crew of Siruvan Samuel, and wished them all the best for the film's theatrical release. The film that was well-received by students, is tentatively scheduled to release in May.

TN Minister for Adi Dravidar and Tribal Welfare launches Bharatiya Yuva Shakti Trust 'Business Idea Contest' for aspiring women entrepreneurs from underprivileged communities

Chennai, March 09 2023: Appreciating the role played by women-owned startups in Tamil Nadu, Hon'ble Minister for Adi Dravidar and Tribal Welfare Kayalvizhi Selvaraj said that the state government has stepped up efforts to help grassroots entrepreneurs generate employment in towns and villages, even as she stressed on the need to embrace digital initiatives to bring banks, mentors, entrepreneurs, and Women's Self Help Groups onto one seamless platform.

Speaking at a conference titled "PENN SHAKTI - Celebrating Women Grampreneurs®", she appreciated the role played by socio-economic mentoring organisations like Bharatiya Yuva Shakti Trust (BYST), which has reached out to two lakh youths in Tamil Nadu and created 2300 successful entrepreneurs who are providing employment to thousands of workers and contributing to the state exchequer.

The minister further stated, "I am delighted to launch the Bharatiya Yuva Shakti Trust 'Business Idea Contest' for aspiring women entrepreneurs from underprivileged communities of Tamil Nadu and across India. By providing a platform



such contests can encourage more and more women from underprivileged communities to come forward, apply their traditional knowledge and skills, and education - to develop their own enterprises and take a lead in the socio-economic progress of the country."

The half day event showcased the exemplary journey of BYST-supported women entrepreneurs, five of whom were recognised and awarded for their achievements:

Ms. Panchamirtham for 'Highest Business Revenues' - Ms. Sharda Gopalakrishnan for 'Best Digitally Enabled Enterprise' - Ms. Divya SK for 'Most Promising Green Enterprise' - Ms. Leema for 'Rekindling Traditional Arts and Handicrafts', and - Ms. Mythili for 'Breaking the Barriers via Social Inclusion'

Ms. Lakshmi V. Venkatesan, Founding

leading corporate, JK Tyre.

The event also witnessed a panel discussion and a special plenary session featuring eminent women achievers from Academia, Banking and Financial Services, Corporate and Development Sectors, and the Public Sector including Ms. Booma Santhakumari, GM, Financial Inclusion & Development Dept., RBI, Ms. Sharon Buteau, ED, Institute for Financial Management & Research, Chennai, and Mr. B S Dagar, VP & Group Head, IR & CSR, JK Tyre.

A Letter of Cooperation (LoC) was exchanged for the Mentoring India® Programme between BYST and Rajalakshmi Institute of Technology.

Products of BYST-supported Grampreneurs® were showcased at an exhibition, and special skit and musical performances were rendered by Social Work students of Patrician College of Arts and Science, Chennai.

Over 1500 mentors, entrepreneurs, and other stakeholders participated in hybrid mode to celebrate the impact of mentoring and the achievements of BYST-supported women entrepreneurs.

Pondy Oxides & Chemicals Limited lists on National Stock Exchange (NSE)

Chennai, March 09 2023: The equity shares of Pondy Oxides & Chemicals Limited (POCL) (NSE CODE: POCL) made its trading debut on the National Stock Exchange (NSE). The BSE listed lead & alloys major is India's largest secondary lead manufacturer.



decades in the metal recycling space, which includes lead acid batteries, non-ferrous metal scraps and plastic scraps.

POCL is currently exploring business opportunities in e-waste, lithium-ion recycling, glass, paper and value-added products.

Commenting on the listing at the premium National Stock Exchange (NSE), Mr. Ashish Bansal, Managing Director, Pondy Oxides &

growth in the coming times. Based on these opportunities, we are looking at other business areas within the POCL Group, including e-waste, lithium-ion recycling, glass, paper, and value-added products. We would continue to concentrate on value-added and specialised alloys that give us incremental margins".

"Globally, the metal recycling industry is gaining momentum. Ramped-up infrastructural development and greater consumption trends are likely to further enhance the growth prospectus in the domestic market. We firmly believe these positive tailwinds will aid POCL achieve its growth targets & vision," Mr Bansal added.

Amazon India launches the second edition of #ShelsAmazon: A campaign to celebrate women

Chennai, March 09 2023: On the occasion of International Women's Day, Amazon India celebrates the innovative spirit, leadership and excellence of women. Aligned with this year's international theme, 'Embrace Equity', Amazon India has launched '#SheIsAmazon' campaign for the second year in a row, to highlight the company's initiatives focused on increasing opportunities for women and creating sustainable growth paths in the workforce. The campaign spotlights women who have been at the forefront of innovation and who serve as a role model or inspiration to others in the company.

Amazon India has created tens of thousands of opportunities for women across the



country - from small business owners who sell on Amazon.in and partners within the fulfilment and delivery network to tech employees who work in applied science or lead in corporate spaces, women continue to thrive in diverse roles across Amazon and raise the bar for communities. Globally, Amazon has made significant progress to enhance and expand policies, benefits, programs and initiatives to ensure there are women represented on different levels in different roles

across the company.

Sharing her thoughts on the campaign, Deepthi Varma, Vice President, People Experience & Technology, Amazon Stores - APAC, MENA & LATAM, says, "Gender equality and equity has always been a priority for Amazon. It is ingrained in how we operate, our governance framework and decision-making. We believe that true progress and success in any society can only be achieved when women are given the tools and opportunities to fully realize their potential.

Through the '#SheIsAmazon' campaign, we honour the outstanding accomplishments of women in Amazon India. We will continue to provide meaningful opportunities for women in our workforce and incubate women entrepreneurs to succeed, ultimately increasing their representation and influence in their respective fields."

As part of this year's '#SheIsAmazon' campaign, Amazon India has released a doodle that showcases various policies, programs, benefits, and initiatives launched by Amazon India over the years. These initiatives and programs have been introduced to increase women's representation in the workforce and to support their growth and professional development.

Vi Brings Exclusive Offers for the Women of Bharat to find their Dream Jobs on Vi App

Chennai, March 09 2023: On the occasion of International Women's Day (IWD), to help Bharat's aspiring and ambitious women find their dream job, India's leading telecom operator Vi in partnership with Apna, India's largest job search platform is offering thousands of job opportunities across India for the women of Bharat. Women can apply for these opportunities ranging from teachers, tele-callers, receptionists etc. and thousands of part-time and work-from-home opportunities on the Vi Jobs & Education platform on Vi App.



With this, Vi will facilitate the entry of more women into the workplace by providing them platform and opportunities for employment across diverse areas.

In addition, Vi in partnership with Apna is also offering a placement-guaranteed training program with a

flat discount of Rs. 5000 to all women aspiring to become tele-callers.

English fluency increases prospects of getting a job and progressing in one's career. This IWD, Vi has a special offer for women looking to learn and improve their English speaking skills. In partnership with

Enguru, India's leading English learning platform, Vi will be offering 50% discount on English learning courses with unlimited interactive live classes conducted by experts.

To help women enter the workforce and develop their professional identity, Vi will also be conducting a series of webinars, on topics such as Career counselling for women, How English empowers women, etc., in partnership with Apna and Enguru.

These offerings are available on the Vi App (Jobs & Education) from 7th to 14th March 2023.

Shooting for 'Christina Kathirvelan', a rom-com thriller story produced by Dr R Prabhakar and directed by SJ Alex Pandian starts with pooja

Chennai, March 09 2023: Dr. R Prabhakar an eminent sculptor from Kumbakonam proudly presents his maiden production, titled 'Christina Kathirvelan' under the banner Shri Lakshmi Thirai Kalai Koodam. The film will be directed by debutant SJ Alex Pandian. Shooting of the film 'Christina Kathirvelan' commenced with Pooja at Dharasuram Kamakshi Amman temple, Kumbakonam. Kaushik Ram who did lead role in the movie kalangalil Aval Vasantham is the hero of this movie. Popular YouTubers Ravi VJ and Bhuvaneshwari are doing important characters in this movie. Singam Puli,



Cook with Comali fame Silmisham Shiva, Ajith Unique and TSR are also playing vital roles. Cinematography will be done by Prahath Muniyasamy. Art Director is Nandakumar. Namaskaram Saravanan is the Production Manager of this movie. Nikkil Murukan is doing the public relations work for this film. Smt. Durga Devi Pandian and

Pandian are Co-Producer and Executive Producer of this movie, respectively. Editor is Hari S R. Debutant Director SJ Alex Pandian had previously worked as Associate Director in the movie Powder, directed by Vijay Shri G who earlier made the movie Dhadha 87 and presently directing 'Silver Jubilee

Star' Mohan for the film Haraa. Speaking about his movie Christina Kathirvelan, the debutant director SJ Alex Pandian says, Christina Kathirvelan is a romantic comedy thriller with a social message. The problems faced by the hero who comes to the city from the village for his college education, is dealt with twists in the movie. The story is based on the true incidents, Alex Pandian said and added that they are planning for the shooting in areas in and around Kumbakonam. He also said that after Sethu, Christina Kathirvelan shooting is going to be held at Kumbakonam Government College.

Equitas Small Finance Bank partners with Gujarat Titans for Tata IPL 2023

Chennai, March 09 2023: Equitas Small Finance Bank today announced that it has signed a partnership as the 'Proud Banking Partner' with the 2022 Tata IPL champions - Gujarat Titans for the 2023 season. This is to further the Bank's brand ethos of being "The Progressive Bank Behind Progressive Champions".



The Gujarat Titans team will sport the Equitas Small Finance Bank logo on the back of the helmet as part of the team's jersey. This partnership campaign will be aimed to communicate that Equitas has been playing a progressive role in transforming the lives of individuals through their lending and social responsibilities of 'Beyond Banking'.

Some of the key benefits of banking with Equitas include earning up to 7% interest on savings, contactless video KYC service, no maintenance charges

on savings accounts, free online fund transfers and so on. These offerings aim to build stronger communities, phygitally across India in a seamless and agile manner.

Mr. Murali Vaidyanathan, Senior President and Country Head, Equitas Small Finance Bank said, "Equitas Small Finance Bank is excited to associate with a team like Gujarat Titans, which won the championship title in its first-ever IPL season. Through this partnership with a progressive and young

team, we will be able to strengthen our association and extend our reach to a diverse segment of our population. The 'Progressive Champion' campaign is in line with the philosophy of our brand of progressive banking. We are a new-age bank that understands the evolving needs of the customer through an ideal platform to build a sustainable society and a responsible tomorrow. Furthermore, our association with the game of cricket also nourishes our

relationship with the customers as we engage through the mode of entertainment that exhibits the bank's core values of being fair and transparent."

Elated about the association, Gujarat Titans COO Colonel Arvinder Singh, said, "The Gujarat Titans have showcased their commitment to excellence on and off the field since inception. We have always believed in futuristic, innovative and customer-friendly businesses which symbolise a progressive approach - an ethos shared by Equitas. I am delighted to welcome them to the Gujarat Titans family and look forward to a fruitful association."

Currently, Equitas has 68 branches across Gujarat in cities like Ahmedabad, Rajkot, Surat, Vadodara, Gandhinagar, Bhavnagar, Jamnagar, Junagadh, etc. and looks forward to expanding the footprint.

Zuora Expands India Footprint with New Office in Chennai

With a 200-person capacity, engineering talent at the new office will help drive global product innovation in the Subscription Economy

Chennai, March 09 2023: Zuora, Inc. (NYSE: ZUO), a leading monetization platform provider for recurring revenue businesses, announced the opening of a new office in the Brigade World Trade Centre, Chennai, to support its largest employee population outside of the U.S. The office was inaugurated today by Zuora® Founder and Chief Executive Officer Mr. Tien Tzuo, and is a hub for product and engineering talent focused on global product innovation.

Zuora's new Chennai office is 20,115 square feet with a 200-person capacity. Equipped with state-of-the-art technology and resources, the office includes space for both group collaboration and independent focus. It also offers a kitchen and café area for colleagues



to connect beyond work.

"We've intentionally designed the new Chennai office to support our vision for the future of work, empowering teams to determine how they work best in an environment that's collaborative, flexible and inclusive," said Mr. Tien Tzuo, Founder & Chief Executive Officer, Zuora. "India is a strategic centre for

skilled talent, and we look forward to growing Zuora's team, accelerating product innovation and helping the world's best companies win in the Subscription Economy®."

Zuora's team in India has grown 3x in the last two years to 450 across the country. The company plans to continue its headcount expansion over the next

two years and beyond.

Born out of a vision to evangelize a fundamentally new way of doing business, Zuora was started in 2007 when Mr. Tien Tzuo recognized a major economic shift to deliver recurring, people-centric subscription services instead of one-time product sales, coining the term the "Subscription Economy." This transformation has led to a rise in new digital services, rooted in ongoing customer relationships, focused on desired outcomes and experiences. These businesses continue to grow faster than traditional, product-based businesses: Subscription businesses in Zuora's Subscription Economy Index have outpaced S&P 500 growth rates by 4.6x over the past decade.

Axis Mutual Fund launches 'Axis Nifty G-Sec September 2032 Index Fund'

Chennai, March 09 2023: Axis Mutual Fund, one among the fastest growing fund houses in India, announced the launch of their New Fund Offer Axis NIFTY G-Sec September 2032 Index Fund. It is an open-ended target maturity debt index fund investing in constituents of the NIFTY G-Sec September 2032 Index. Aditya Pagaria and Hardik Shah would be managing the newly launched fund and the minimum investment amount is Rs. 5,000/- and in multiples of Rs. 1/- thereafter. The exit load is Nil.

Benchmarked against the NIFTY G-Sec September 2032 Index, the investment objective of the Axis NIFTY G-Sec September 2032 Index Fund is to provide investment returns corresponding to the total returns of the securities as represented by the NIFTY G-Sec September 2032 Index before expenses, subject to tracking errors. However, there is no assurance that the investment objective of the scheme will be

achieved.

Investing in Government Securities (G-Sec):

Essentially, Government Securities or G-Secs are Central Government issued securities such as Treasury Bills, Floating Rate Bonds, Zero Coupon Bonds, Capital Indexed Bonds, etc. G-Secs are considered as one of the most liquid instruments traded in the Indian debt market.

Axis NIFTY G-Sec September 2032 Index Fund

The scheme would be allocating 95% to 100% of its portfolio to debt instruments comprising of the NIFTY G-Sec September 2032 Index and the remaining in Debt and Money Market instruments (Please refer to SID for detailed Asset Allocation & Investment Strategy and other scheme related features available at axismf.com). Furthermore, the Scheme will follow Buy and Hold investment strategy in which debt instruments of the respective index

will be held till maturity unless sold for meeting redemptions/rebalancing.

Target maturity funds allow investors to access specific maturity buckets. The transparent nature of such a strategy provides investors a clear picture of the portfolio and the instrument mix. As a passive fund, the Axis NIFTY G-Sec September 2032 Index Fund aims to replicate a designated index created by reputed index providers. 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.

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 NIFTY G-Sec September 2032 Index, there is no bias in security selection

? Simple and Easy: Target maturity and high quality G-Sec 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 NIFTY G-Sec September 2032 Index Fund gives an opportunity to investors to invest in a high quality portfolio with minimal default risk. The newly launched scheme will be an important add on to Axis Mutual Fund's portfolio of passive debt offerings"

The new fund offers (NFO) opens for subscription from March 06 to March 13, 2023.

Magadh Foundation members celebrate Holi at the orphanage home

Chennai, March 09 2023: Members of the Magadh Foundation's Chennai District Committee and their families celebrated Holi with the children of an orphanage home in Otteri, Chennai. Magadh Foundation is a non-governmental organisation founded by Mr. K.N. Tripathi, former minister of Jharkhand state, and other vibrant leaders with the aim of offering aid to the economically weaker section. As a part of the foundation's objectives, its Chennai district committee's members organised this event. The children at the orphanage home were offered



breakfast, snacks, and lunch boxes as a compliment by the Magadh Foundation. The event was attended by the members, including Mr. Venkatesh Ramaraj, Member of the Central Committee, In-charge of membership for South

India and Tamil Nadu's State Convenor, Mr. B.S. Sivaraj, President of the Chennai District Committee, Dilara Khan, Bijoya Pandey, Dharmesh Tanna, Namo Govindan, Sathish, Gideon, and their families. "We are in the

process of identifying, inducting, and enrolling new members to form committees at the district, block, panchayat, and village levels. The formation of committees at all the levels across Tamil Nadu will enable us to extend our service to the society all over Tamil Nadu. There are projects lined up to be held in the near future. Few among them are a "Breast Cancer awareness and free check up camp" scheduled on 12th March 2023 and a football tournament for the economically weaker youth on the occasion of the Tamil new year.", Venkatesh said.

7th DEATH ANNIVERSARY



A. PONNARASAN
METRO WATER J.E.

DOB: 21.01.1962

DOD: 09.03.2016

Deeply Mourned
P.Senthil Arumugam (Son)
Ph: 99403 08346

5/2, K.K.Salai, First Floor, Saligramam, Chennai - 600093