

Industrialist Kumar Mangalam Birla received the prestigious Padma Bhushan Award from President of India Droupadi Murmu

2023: Industrialist Mr. 31st March, 2022). Kumar Mangalam Birla Padma Bhushan Award of India Droupadi Murmu.

Mangalam Birla

Mr Kumar Conglomerate, Aditya and Louis Philippe. Birla Group.

A f i f t h UltraTech CemCo, the Vasavadatta Birla.

In the 28+ years that he has been at the helm of the Group, he turnover by 30 times, Mr Birla's flagship

Chennai, March 23 US\$ 60 billion (as on Hindalco. _ 2012: Future

Mr Birlahas led Group's Pantaloons received the prestigious 40 acquisitions in India acquired by Aditya and globally, among the Birla Nuvo Limited from Hon'ble President highest by any Indian (ABNL). With this multinational. Major acquisition, ABNL acquisitions under entered into multiple About Mr Kumar leadership of Mr Birla brands, store formats include:

- 1999: Madura Mangalam Birla, born Garments acquired by on June 14th 1967, is an Indian Rayon and Indian billionaire Industries. Through this industrialist, acquisition, the Group philanthropist and the became the owner of Chairman of the premium brands such venerable Indian as Van Heusen, Allen US based, global Multinational Solly, Peter England

- 2 0 0 4 :

generation member of demerged cement the Birla Family from operation of Larsen & Rajasthan, Mr Birla Toubro. A USD 7.1 was born in Kolkata billion building and grew up in a joint solutions powerhouse, family in Mumbai with UltraTech is the largest his parents Mr Aditya manufacturer of grey Vikram Birla and Mrs cement and ready mix Rajashree Birla and concrete (RMC) in younger sister Ms India. It is also one of

segment in India.

- 2007: Novelis, has accelerated growth, the world's leading built meritocracy, and producer of aluminium enhanced stakeholder rolled products and the value. In the process he largest recycler of has raised the Group's aluminium, acquired by

and a complete range

across categories spanning casual wear, ethnic wear, formal wear, party wear and sportswear for men, women and kids.

2020: Aleris, a aluminium flat rolled producer, acquired by

Novelis. This acquisition made Hindalco one of the world's largest aluminium companies, with a global footprint spanning 49 state-ofthe-art manufacturing facilities in North America, Europe and Asia.

Mr Birla the leading players in studied at London the white cement Business School and was awarded Master of

London Business largest ever endowed



B u s i n e s s scholarship programme School. He is also a and IIT Delhi. Administration from at the London Business Chartered Accountant University of London School in memory of from Institute of in 1992. He is now an his grandfather, Mr Chartered Accountants Honorary Fellow of the B.K. Birla, marking the of India (ICAI).

Mr Birla is the School. Mr Birla scholarship gift to a first Indian Industrialist

was the first Indian 100 nationalities, the Industrialist to receive Group is built on a the TiE Global strong foundation of Entrepreneurship stakeholder value Award for Business creation.

Transformation in 2021. He has also been 130 state-of-the-art awarded the Economic manufacturing units Times "Business globally. Leader Award for Corporate Excellence" is: in 2003 and 2013. In

addition, he has received several awards and honours from leading institutions like EY, Forbes, CNBC, CNN-News18 and World Economic Forum (WEF).

The Group has

Globally, the Group

World's leading producer of aluminium rolled products

World's largest recycler of aluminium The largest

single location copper smelter No. 2 in viscose

of carbon black (based

on installed production

producer of insulators

No. 2 producer

Third largest

5th largest

3rd largest

staple fibre

capacity)

fibre

Mr Birla's mother, Mrs Rajashree Birla has also been conferred with the Padma Bhushan, as well as Mr Birla's great grandfather, Mr G. D. Birla with the Padma Vibhushan.

About the Aditya producer of acrylic Birla Group

The Aditya cement manufacturer Birla Group is a global conglomerate in the league of Fortune 500.

globally (excluding China) The largest

The Group's legacy dates to over a Indian MNC with

Mr Birla was the architect of the firstever governance code for Corporate India as

he chaired the

constituted a £15mn European Business Securities and from US\$ 2 billion to metals company, to be conferred an

Second G20 Sustainable Finance Working Group meeting held in Udaipur, discussion on raising financial resources for climate change

Chennai, March 23 The 2nd 2023: Sustainable Finance Working Group (SFWG) meeting under India's G20 Presidency began in Udaipur, Rajasthan today. The three-day meeting focused on identifying relevant policies and best practices to mobilize sustainable finance to help ensure global growth and stability. For the first time in this group meeting, issues related to climate change were discussed beyond data and reporting related to nature and its social impact.

During the meeting, the mechanism for raising financial resources for climate change was discussed in detail. Along with this, topics like climate budget tagging, public



participation program on Enabling Finance for and capacity building the Sustainable for environment were Development Goals. also brainstormed. More As a prelude to the than 90 delegates from 2nd G20 Sustainable different countries are Finance Working participating during the Group, various 'Jan three-day meeting. This Bhagidari' events are meeting will continue being organized in till March 23. Udaipur from March 18

A workshop was also to 23 to create awareness organized today on the about India's G20 sidelines of the meeting Presidency. These where the first workshop events include Townhall was based on non- Meeting for MSME pricing policy to support Entrepreneurs, Seminar sustainable investment. on Bridging the The second workshop to Financing Gap of SDGs, be held on Wednesday Role of Microfinance at i.e. 22nd March will be IIM Udaipur,

Conference on 'Green Finance - A Way Forward', Digital Banking Education Programme, Session on Cyber Hygiene and Cyber Security, G20 Financial Literacy Walkathon, Financial Literacy Camp, Mela and Awareness Program by Jaipur etc.

All the guests who reached Udaipur a day earlier were given a grand welcome in Mewari style. The program to take all the foreign guests to Kumbhgarh Fort who attended the meeting is scheduled for March 24. The first meeting of the SFWG was held in Guwahati on 2ndand 3rd February this year. The third meeting will be held in Mahabalipuram and the fourth in Varanasi.

Honorary degree by the Exchange Board of Institute of Company India (SEBI) Secretaries of India Committee on (ICSI). Corporate Governance.

Mr Birla is the Outside the Chancellor of the Birla Group, Mr Birla has Institute of Technology held several key & Science, with campuses in Pilani, positions on various Goa, Hyderabad, and regulatory and Dubai, BITSoM School o f He was a Director on Management) and the Central Board of recently launched BITS Directors of the Law School. He has also served as the Reserve Bank of India. Chairman of the Board Over the years, at Indian Institute of Mr Birla has been Management conferred several Ahmedabad (IIM A)

manufacturing century and it was the operations in the US first Indian business In India, the Group group to venture is: abroad. No. 1 in cement The Group's No. 1 in fashion annual turnover (in FY22) was around retail USD 60 billion. No. 1 caustic The Group is soda professional Boards. present in 36 countries Largest across six continents manufacturer of linen with over 50% of its fabric revenues coming from No. 1 in viscose overseas operations. filament yarn Anchored by an A leading player in extraordinary force of Life Insurance and over 140,000 Asset Management.



Thursday, March 23, 2023

How do doctors

Kidney disease is

diagnosed by medical

professionals using a

family history, and

physical examination.

Kidney disease in

confirmed using one or

more procedures, such as

urine testing, blood tests,

imaging tests, kidney

biopsies, and genetic

problems are identified,

medical experts use

surgery, dialysis,

vaccines, and antibiotics

To maintain your

It is crucial to monitor

your child's daily fluid

intake together with the

appropriate diet that has

been recommended by a

dietician or other

specialist. If your child is

on medication, be certain

that he or she takes the

prescription exactly as

prescribed. Finally, see

the nephrologist at

regular intervals to check

kidney health and disease

progression.

to treat kidney disease.

child's kidneys healthy?

Once kidney

tests.



Aditya Birla Finance unveils a new campaign 'Zaroorat ke waqt pe zaroorat ka paisa'

Chennai, March 23 Aditya Birla 2023: Finance Ltd (ABFL), the lending subsidiary of Aditya Birla Capital Ltd., today rolled out its new campaign - 'Zaroorat ke waqt pe zaroorat ka paisa'. The integrated marketing campaign highlights a gamut of loan offerings provided by ABFL and positions it as the right financing partner for all the financing needs of consumers, be it SME Loans, Loan Against Property, Business Loans, Personal Loans etc.

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It stems from the fact that timing is the most important factor when it comes to providing financing solutions, and Aditya Birla Finance Ltd. is fully cognizant of this verity. The campaign features a split screen, stitching together several instances depicting how



ABFL goes the extra mile Hence the tagline to ensure it is always there at the right place at the zaroorat ka paisa' right time to fulfil its customers' requirements

with customised solutions, speedy disbursal, and minimum documentation at attractive interest rates.

The campaign underlines that while the customers may receive multiple sales calls offering loans on a daily basis, its Aditya Birla Finance Ltd. that will always be there for customers at the right time reaffirm that ABFL is with the right offerings. committed towards

'Zaroorat ke waqt pe

Commenting on the launch, Mr. Rakesh Singh, Aditya Birla Finance Ltd., said, "At Aditya Birla Finance Ltd., customer centricity has always been at the core of our brand philosophy and operations. We constantly strive to ensure that our solutions enable a smooth financing journey for our customers. Through this integrated campaign, we aim to journeys

understanding and fulfilling customers' needs for urgent funds in a timely manner. We assure customers that we are the financing partner they can count on for quick and hassle-free loan disbursals to fulfil their needs and aspirations."

The campaign is being promoted across social and digital media, OTT networks and television, underlining the theme of 'Zaroorat ke waqt pe zaroorat ka paisa', with relevant product solutions that can cater to the financing needs of customers. Aditya Birla Finance Limited provides several loan offerings to salaried and self-employed customers, complementing their needs and aspirations by protecting and powering their personal and business

Renal disease in children: how to keep the kidneys healthy and disease at bay Dr. Prabhu Kanchi, Nephrologist, Fortis Malar, Adyar

2023: Kidney disease is kidneys are damaged, and skills, and self-esteem. the blood cannot be filtered properly. This struggle to focus and damage can lead to a buildup of wastes and fluid in the body, which can lead to several issues. Kidney illness can also lead to other health issues such as acute kidney injury (AKI) and chronic kidney disease (CKD).

Acute kidney injury (AKI) is the medical term for an abrupt decline in kidney function that typically lasts just a short while. Although it does not last long, it may have long-term consequences even after the underlying problem has been resolved.

Typically, chronic kidney disease (CKD) develops slowly over many months to years, and it may eventually cause kidney failure.

How common is kidney disease in

Kidney disease is uncommon in children. Yet, we cannot assert that kids are totally immune to kidney disease. Kidney illnesses can impact them, and many youngsters may exhibit few or no symptoms in the early stages of the

illness. This makes early detection difficult. Electrolyte imbalances, BMI issues, growth retardation, bone abnormalities, urine incontinence, and many other conditions will

Kidney disease can causes. They are: have further negative

result from this.

Chennai, March 23 effects on children's lives, baby's body parts do not including issues with a disorder in which the behavior, relationship inside the womb or Children with CKD could learn, and they might also develop their language and motor abilities more slowly than their peers. As a result, children with renal disease may have low self-esteem and trouble focusing or learning in general.

> What signs of pediatric renal illness?

> Little or no symptoms may be seen in children with renal disease in its may include:

Edema, or swelling of the hands, feet, legs, or face.

? A change in the amount of urine excretion. Some kids might need to urinate more frequently and might even wet the bed at night.

Proteinuria, which is characterized by excessive protein in the urine and foamy pee.

Hematuria, or pink or coke-colored pee brought on by blood in the urine.

Slow growth

Depending upon the cause of the kidney illness, children's differ.

What causes pediatric kidney dysfunction?

Kidney disease in children can have various

grow normally while it is uterus, it is said to have a birth defect. The most common disorders are renal hypoplasia, kidney dysplasia, and kidney agenesis.

Hereditary diseases When a parent transmits a gene mutation to their offspring, the condition becomes hereditary. backward, it can worsen a Polycystic kidney disease kidney infection. and Alport syndrome are two examples of frequent diagnose childhood inherited kidney kidney disease?

conditions. Infection Infections early stages. When in other parts of the body, kidney disease such as postprogresses, symptoms streptococcal or child's medical history, postinfectious glomerulonephritis and hemolytic uremic children can be syndrome, might cause a child to develop kidney illness.

> Nephrotic syndrome When the glomeruli, which are small filters in the kidney that prevent protein from leaking from the blood into the urine, are destroyed, nephrotic syndrome can occur.

Systemic diseases The common kidney condition known as lupus nephritis is due to the autoimmune condition known as systemic lupus erythematosus.

Trauma - Acute kidney injury or failure can result from trauma symptoms can such as burns, dehydration, bleeding, accident, or surgery.

Urine blockage or reflux Reflux is the backward flow of urine from the kidneys to the bladder. If the infected Birth defects When a urine can move

been my favourite snack.

When the brand reached

out for their 'At Home'

film, I was instantly drawn

towards the comical and

playful script because I

have always related to the

frenzy of keeping my

home stocked with Lay's. I

had a lot of fun filming the

TVC and I am definitely

going to have 'Ghar Par

Lay's Always'. I hope the

audience enjoys the film

and ensures Lay's is a part

of all their joyful moments

excitement at the TVC,

Shailja Joshi, Director-

Marketing, Potato Chips

Category, PepsiCo India

said, "At Lay's, we are

Expressing her

at home."

2023: Uber successfully camp and congratulated organized vision Uber on the successful correction camps in completion of its initiative Chennai for commercial to support road safety. drivers including those on Speaking at the the Uber platform. These concluding eye-camp, Mr. camps were set up to offer Thiruvalluvan, Regional free eye tests and

corrective glasses to drivers in a bid to reduce road accidents caused due to faulty vision. Over 1000 commercial drivers got a chance to get their vision tested and received vision correction support at the camp. The beneficiaries were threewheeler and four-wheeler

drivers.

Chennai, March 23 drivers at the concluding

Transport Officer, Government of Tamil Nadu, said, "If drivers want an eye check-up payments. done, they spend a day and lose potential earnings.

However, Uber and SightSavers have made these tests available free of cost to help drivers address vision-related issues. A majority of eye tests conducted revealed

Mr. Thiruvalluvan, that many drivers suffered our work on safety never Regional Transport from eye-related ailments. stops. Several studies Officer, Government of Drivers should get their have highlighted the fact Tamil Nadu, and Mr. eyes tested before they that commercial drivers Jayaganesh, Traffic drive and must follow often remain unaware of

were also sensitized on road safety awareness in partnership with the State Traffic Police to encourage them to follow traffic rules and avoid mistakes that often lead to road accidents. They also attended a session on how to accept trips digitally and make or receive

road. This initiative is our Speaking about the attempt to contribute vision correction camp, towards a solution by Shiva Shailendran Sekar, testing drivers' eyes and Director - Regional providing vision Business Operations & correction glasses for free where necessary. We hope Supply Growth, Uber that will help make roads safer in the city." Uber has partnered with a global NGO,

India & South Asia, said, "At Uber, we believe that SightSavers, which serves as the expert service provider for this initiative



Uber organizes vision correction camp for city drivers Conducts Free eye-tests for 1000 city drivers children?

Inspector, State Traffic road safety protocols to vision-related issues and Police, interacted with ensure safety of all."

pose a safety risk on the

across 8 Indian cities.

ICICI Prudential Life Insurance launches an innovative savings product - 'ICICI Pru Gold'

Life Insurance has lifelong income. launched ICICI Pru Gold, an innovative long-term savings product designed to enable customers to create an additional income stream to meet their diverse income requirements. Besides receiving guaranteed lifelong income, the life cover component in the product provides financial security to the family.

To cater to the varied income needs of customers, this product is available in three variants i.e. Immediate Income, Immediate Income with Booster and Deferred Income.

variant can choose to receive income after 30 days from the date of policy issuance, enabling them to

Chennai, March 23 immediately create a their income in a Savings 2023: ICICI Prudential supplementary source of Wallet instead of specifically designed to

> Customers who purchase the "Immediate Income with Booster" variant receive additional guaranteed income every fifth policy year in addition to the lifelong income, which begins after 30 days from the policy issuance date.

Income' variant, customers have the flexibility to choose when they want the income to start, as per their financial goals. Customers can start receiving income as early as the second policy year or as late as the 13th policy year. This gives customers the Customers opting for flexibility to receive the 'Immediate Income' income as per their requirements.

> benefits, ICICI Pru Gold offers customers the option to accumulate

In the 'Deferred

corpus. Distribution Officer, Over and above these

market fluctuations.

ICICI Pru Gold is receiving it as regular provide customers with payments. Customers flexibility in terms of moments even better. But can withdraw the amount liquidity and can be running out of Lay's can accumulated in their customised to meet their Savings Wallet, either income needs. All three partially or in full, variants of this product, Hilariously drawing depending on their i.e. Immediate Income, attention to the outcomes financial needs. The Immediate Income with of last-minute restocking Premium Offset option Booster and Deferred trips, Lay's, one of India's enables customers to pay Income, provide brands, has launched a their future premiums customers with a TVC campaign featuring from the accumulated combination of award-winning actor oriented regular income, Mr. Amit Palta, Chief besides life cover.

ICICI Prudential Life Insurance, said, "Rising introduced 'Premium steady pace. As a result, inflation is nudging many consumers to build an additional source of the option to offset future guaranteed income apart from the income they receive from their the Savings Wallet. With TVC under the 'Ghar Par profession. This was the this long-term savings genesis of designing product, we aim to ICICI Pru Gold. This enable our customers to up Lay's at home. innovative long-term meet their diverse finances.'

2023:experiences and occasions are best enjoyed with friends and family, and a pack of Lay's makes these interrupt the good times and may even induce lastminute panic to restock. favoured potato chip guaranteed and bonus- Rajkummar Rao to remind consumers to have 'Ghar Par Lay's Always'!

In-home occasions We have also continue to grow at a Offset', a novel feature consumers choose to that provides customers celebrate these occasions with large packs of their favourite snacks by their premiums against the side. Thus, the corpus accumulated in introduction of the latest Lay's Always' campaign speaks to the consumers on the perils of not stocking-

Directed by Vinil savings product provides income needs without Mathew, the TVC film customers with a having to worry about opens with Rajkummar guaranteed source of the uncertainties throwing a costume party income cushioned from impacting their at home with himself his girlfriend (played by

LAY'S NEW TVC HILARIOUSLY SPOTLIGHTS THE PERILS OF NOT STOCKING UP LAY'S AT HOME

Chennai, March 23 At-home Dolly Singh) informs him irresistible flavours has that they've run out of

Lay's, Rajkummar nervously heads out to the grocery store, starting a series of comedic mishaps. From being mistaken as a real burglar by the public to getting arrested by the police, his hilarious rollercoaster of misadventures concludes upon his release from jail, when he tells a jail warden curious about his imprisonment that "Mai toh sirf Lay's lene gaya tha". The TVC ends on an entertaining note as Rajkummar explains his Lay's misadventures to Dolly and proudly shows off his fully stocked pantry with Lay's, remarking, "Isliye...Ghar pe Lay's Always!".

Speaking about being sense of joy into our part of the TVC film, consumers' lives and uplift Rajkummar Rao, their consumption expressed, "For years, experiences with our dressed as a burglar. When Lay's, with its iconic and distinct offerings and

relatable storytelling. Our newest TVC film for 'Ghar Par Lay's Always perfectly captures the central role that Lay's plays during at-home occasions. We're thrilled to have associated with Rajkummar Rao for this campaign and he has fantastically brought this messaging to life in the film. We hope that it will prompt Lay's fans to always keep their favourite Lay's well-stocked at home and experience fun uninterrupted.'

Speaking about the campaign Rajdeepak Das, CEO & Chief Creative Officer, Leo Burnett -South Asia, said, "Lay's has always been the perfect snack partner and with this film we wanted to reiterate to the audiences to stock up their favourite Lay's at home. With this hilariously exaggerated cautionary tale starring Rajkumar Rao, our film gives people a glimpse into the perils of not having 'Ghar Par Lay's Always'! If you don't have Lays, anything can happen.'

committed to infuse a The Lay's '@ Home' packs are available at INR 20, INR 30, INR 50 and INR 78 across all leading retail and e-commerce platforms in India.

Thursday, March 23, 2023



Somnath Trust accepts the request of cleanliness campaign "Punyam Poonkavanam" initiated by IPS officer P. Vijayan, to give benefit of online darshan and aarti of Somnath Mahadev

Chennai, March 23 2023: Thousands of devotees and 1001 special invitees from 51 Shiva Temples from Kerala, Karnataka, Tamil Nadu, Andhra Pradesh and Telangana joined the Live Darshan and worshipped virtually the first Jyotirlinga- Shree Somnath temple.

The Ayyappa temple in South India is an important religious place. Millions of devotees visit this temple every year. Disposal of garbage was a major problem here. IPS officer Shri P.Vijayan initiated the "Punyam Poonkavanam" to ensure cleanliness at

pilgrim places.

Hon'ble Prime Minister Shri Narendra Modi also lauded this campaign in his Mann Ki Baat programme. The volunteers of Punyam Poonkavanam and the Somnath Temple Trust jointly participated in this historic event. Devotees

from 51 famous Shiva temples from Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and Telangana connected virtually with the Somnath temple in Gujarat. 1001 devotees from these 51 pilgrim places joined the virtual Shiva Puja and Somnath Temple.

Under the vision of Hon'ble Prime Minister of India and Hon'ble Chairman of the Trust Shri Narendra Modi, Somnath has become a place where spirituality and modernity meet. To add, the Somnath Trust has developed in an unprecedented manner in information and technology.

IPS Shri P. Vijayan highlighted the concept of "Punyam Poonkavanam" and the group's work related to cleanliness and environment. He praised the Live Darshan facility provided by the Somnath

Aarti offered by the Trust. Hitwicket Superstars Launches First-ever Hitwicket Cricket World Championship 2023

Chennai. March 23 India's highest-2023: rated Cricket Strategy Gaming app, Hitwicket Superstars has finally released the event schedule Hitwicket World Championship set to feature a massive prize pool of INR 2,25,000 & is the biggest strategy-based, independent Cricket eSports tournament ever

the The virtual tournament for a particular city. March with the rigorous election process to choose the top 30 Hitwicket Teams of the highly anticipated that will be battling out for the lucrative cash prize. The response to the initial announcement has been As a part of the massive with over 30,000 teams registering to participate in the elections.

witnessed in the history of Hitwicket World their skill set in mobile gaming. In fact, the Championship is the only Hyderabad-based gaming eSports tournament that studio has managed to will involve participation carve out an inspirational from users across all benchmark with its prize levels. This democratic pool, attracting top esports flavour is ensured through aspirants and millions of a methodical electoral cricket fans from across system, wherein users can will offer users a way to loving countries.

g l o b e . vote to choose managers will commence on 23rd Furthermore, they can scout players i.e. In-game characters for playing on the squad of their chosen to win a portion of the prize р 0 0 1 tournament, Hitwicket has

> introduced a tier-based PvP Reputation system to categorize users based on multiplayer matches. Different ranks will indicate the caliber and prowess of the users dealing with an increasing level of toughness. The PvP Reputation System

showcase their skillset in the multiplayer mode, aiming to climb up the leaderboards. Upending the global trend, more women have shown city offering them a chance interest in the tournament with 22% of the registrations being from female players. Evidently, the metros such as Chennai and Mumbai seem to be leading the path with 37% of overall registrations followed by Delhi, Hyderabad, and Bangalore. It is interesting to note the significant share of 18% of International registrations from England, Australia, Pakistan and other cricket-

EAM Jaishankar Inaugurates Sri Lankan Exhibition at NGMA and Highlights Growing Relations Between India-Sri Lanka

Chennai, March 23 2023: The Sri Lankan exhibition "Geoffrey Bawa: It's Essential to Be There" at the National Gallery of Modern Art in New Delhi was inaugurated by India's External Affairs Minister, Dr. S Jaishankar. India's Minister of State for External Affairs and Culture, Meenakshi Lekhi was also present on the occasion. This landmark exhibition



iconic Sri Lankan Commission of Sri architect. The exhibition Lanka in New Delhi and

Policy'. has been organized the Geoffrey Bawa Trust

Tata AIA Life Insurance Launches NFO Offerings

2023: Tata AIA Life Insurance (Tata AIA) has launched, NFOs under the aegis of #ProtectYourFuture. Sustainable

features the works of the

fund. Equity Fund & Dynamic Advantage Fund

at NAV of Rs. 10 per unit.

Tata AIA's Sustainability Equity Fund seeks to generate capital appreciation in the long term by investing in companies that adopt sustainable or Environmental, Social and Governance (ESG) friendly practices. The fund will invest 80-100% in equity and equity related instruments following ESG criteria. and upto20% in other equities or debt or money

market instruments. Demonstrating the

Chennai, March 23 fund's core philosophy, Rakshak and Sampoorna Tata AIA will plant a Raksha Supreme. Sustainable Equity sapling that will be geo- Consumers can thus Fund, he said "Today, tagged and provide a benefit from market consumers are keen to digital certificate of the linked returns, while ensure their financial same to every policy holder, investing in this with the protection of a contributing to a greener life insurance cover.

> Tata AIA's Dynamic Harshad Patil, Advantage Fund aims to Executive Vice President generate superior and and Chief Investment steady returns, despite Officer (CIO), Tata AIA factors like market Life Insurance, said, volatility. The fund will "Protecting our future is dynamically allocate the crucial in these times of investment corpus volatility and economic between Equity and Debt uncertainty. At the same time, we are witnessing depending upon market significant climatic changes, clearly Investments in the revealing the negative two NFOs can be made impact of rapid through Tata AIA's ULIP urbanization and offerings like Fortune development on our Pro, Wealth Pro, Fortune planet. Keeping this in Maxima and Wealth mind, we have come up Maxima. Consumers can with two unique NFOs also avail this that will enable investors opportunity by to tide through these purchasing Tata AIA's challenges while unique investment contributing to a better linked protection solutions, Param future of our planet."

securing their loved ones security, while environment. Investors millennial consumers are leaning towards environmentally responsible companies, be it from an investment perspective or choosing their products for consumption. Tata AIA's Sustainable Equity Fund offers investors a unique opportunity to benefit from sustainable investment avenues to secure their financial future while helping create a better tomorrow for mankind. It may be noted that echoing these trends, the ESG 100 index in India has given better returns than the broader Nifty 50 or 100 index over 3 and 5 years duration."

Huggies challenges Sonam Kapoor Ahuja with the #HuggiesFlipAndDipChallenge in their new campaign

Chennai, March 23 took

2023: Kimberly Clark's #HuggiesFlipAndDipChal diapers. In addition, new range by showing iconic brand Huggies lenge and really saw for consumer studies also partners with actor and herself why Huggies is reveal that 9 out of 10 new mom Sonam Kapoor more comfortable than moms feel that Huggies is Ahuja for the second phase regular diapers. We really more comfortable than look forward to working with her to spread our message and be a part of the motherhood journey of moms across India". She further added, "Huggies is known for using innovative technologies to make highquality products ensuring the highest standard of baby care. The #HuggiesFlipAndDipChal lenge is the next phase in our 'We got you, baby' campaign. The idea behind this campaign is to demonstrate the superiority of Huggies in a manner that consumers can see and try themselves." "I am super excited to be associated with this iconic brand and use its new range. When I said yes to the 'Huggies Flip and Dip challenge' I honestly did not know what to expect. I was surprised at how soft and absorbent Huggies is. As a mom, I always want the best for my baby. When it comes to my baby's diaper, I absolutely cannot compromise on comfort. This challenge made me realize why lakhs of moms choose Huggies for their babies- its comfort and convenience all in one," said Sonam Kapoor Ahuja on her association with Huggies.

t h e and is softer vs other creatively introducing the



to mark the 75th

anniversary of India-Sri

inauguration, EAM

Jaishankar said that the

India-Sri Lanka bilateral

relations are stronger

than ever. It is natural to

stand with Sri Lanka

during times of crisis,

wherein India has

repeatedly stood by the

countries around it

following the

'Neighbourhood First

Speaking about the

During the

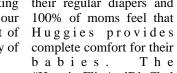
Lanka relations.

of the we got you, baby campaign marking the relaunch of the Huggies Complete Comfort® range in India. The brand sees this as a strong and organic collaboration given Sonam is a lead celebrity influencer for young women and moms. The film which has Sonam taking up the brand's #HuggiesFlipAndDipChal lenge will be deployed in five languages on digital platforms and TV.

Conceptualized and executed by Ogilvy India, the film features Sonam Kapoor Ahuja taking the Huggies challenge involving two simple steps to test for softness and absorption which are the most important attributes of a diaper for moms. Seeing for herself how Huggies outperforms the other diaper, she voices her decision to join the Huggies mom club by choosing the Huggies Complete Comfort® range for her baby.

Saakshi Verma Menon, Marketing Director, Kimberly – Clark India on the TVC said, "We are delighted to welcome Sonam to the Huggies family. As a new mom, I know Sonam is most concerned about what's best for her baby and we are glad to be part of this beautiful motherhood journey with her. Sonam

Extensive research and lab tests show that Huggies delivers great absorption



#HuggiesFlipAndDipChal lenge highlights the benefits of this new restaged range and with Sonam in this campaign. The brand successfully establishes its superior softness through the flip test and superior absorption through the dip test in less than a minute.

Commenting on the film, Sukesh Kumar Nayak, Chief Creative Officer, Ogilvy India, says "The Huggies Flip and Dip Challenge clearly demonstrates to all parents the prowess of Huggies Complete Comfort. And an innovative product like this, needed a credible endorser. Sonam Kapoor Ahuja, as a new mom herself, was the perfect person to take the challenge. The results left her stunned and we are confident just like Sonam, parents will also see the benefits of this new

restaged Huggies range and switch over.' Huggies is marking the relaunch of the Huggies Complete Comfort® range in India with a focus on the core proposition of complete comfort through its campaign. The rollout

of the 360° marketing campaign saw the first leg

babies as their advocates in a digital film. The launch of this new film with Sonam will also prompt select mom influencers to take up the Huggies Flip and Dip Challenge, thereby demonstrating the superiority of the brand to a larger audience set. Huggies further plans to promote this challenge widely across various Indian cities through a comprehensive marketing campaign that includes both instore and outdoor advertising.

The new Huggies Complete Comfort® range is designed to provide 5 comforts in 1 diaper that includes bubble bed softness, 12-hour absorption, triple leak guard, breathable material, and a comfy fit waistband. The Huggies Complete Comfort® range is now available in offline stores and on e-commerce platforms.

2023: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES) acquisition of MITRA Agro Equipments Private Limited (M.I.T.R.A) by increasing its shareholding from the existing 47.33% to 100%, making it a wholly owned subsidiary of Mahindra & Mahindra Ltd. (M&M). As part of this acquisition, Mahindra

fully bought out Omnivore's stake in the business. Founded in 2012 by Devneet Bajaj, M.I.T.R.A is the Indian

market leader in high precision orchard sprayers and a trusted brand for farmers growing fruits like grapes, pomegranate and oranges. The company has more than tripled its revenue from FY18 to FY22 and now

employs over 200 people and has successfully started exporting its products globally. Post-

overseas markets.

Mahindra acquires 100% stake in M.I.T.R.A

conditions.

M.I.T.R.A was an early entrant in the thennascent Indian agritech start-up ecosystem. Omnivore, a venture capital firm that pioneered agritech investing in India, was one of its first institutional investors. M.I.T.R.A understood farmer needs and aspirations and built machines to automate labour-intensive farm

jobs and save resources.

Hemant Sikka, President of the Farm Equipment Sector, Mahindra & Mahindra Ltd., said, "Mahindra aims to grow its farm machinery business by 10x in 5 years and is making rapid progress towards achieving this goal. The additional share purchase in M.I.T.R.A would aid Mahindra's growth and expansion into the growing horticulture market." acquisition by

Chennai, March 23 Mahindra, M.I.T.R.A of M.I.T.R.A, said, plans to accelerate the "After eleven years of expansion of its product building a passionate portfolio alongside its team, more than ten today completed its network in India and innovative products, and a radical rural sales strategy, the journey of exiting M.I.T.R.A to M&M is gratifying. I am thankful to the M.I.T.R.A team and

Omnivore for staunchly backing the vision of improving Indian agriculture with innovation." Dev is now the Chief Strategy Officer of Dream Sports and heads one of India's largest CVC funds, Japan, Finland & DreamCapital.

Mark Kahn, Managing Partner, Omnivore, said, "Ten years ago, Dev traded the American dream for a future building the Indian start-up the world's largest ecosystem, starting with tractor manufacturer, M.I.T.R.A. Through Mahindra Farm Mahindra's expansive Equipment Sector has dealer network, been consistently M.I.T.R.A's cutting- working towards edge technology will meeting the changing now be accessible to horticulture farmers across India. As the first pioneering technologies institutional investor in for farmers, Mahindra the start-up, this is a verv proud moment for



Omnivore and for agritech in India."

Mahindra is ushering in a second revolution in mechanising India's farmlands across crop cycles. By establishing three global technology Centers of Excellence in Turkey, Mahindra is on a mission to identify and adapt innovations relevant to bettering Indian agriculture.

With a presence in over 50 countries and as needs of the agriculture sector. By delivering lives up to its motto -'Transform Farming, Enrich Lives'.

Dev Bajaj, Founder

"printed by R.SATHYANARAYANAN and published by R.SATHYANARAYANAN on behalf of R.SATHYANARAYANAN and printed at Chennai Offset Printers No.19/1, 21/2, Kitabath Khan Bhandur street, Ellis Road, Chennai-600 002, and published at No.11, South Perumal Koil Street, Vadapalani, Chennai - 600 026 Editor R.SATHYANARAYANAN"

Thursday, March 23, 2023



RCC Magnum - Chak De has made the dream of 500 underprivileged children to witness the India-Australia ODI cricket match come true

Chennai, March 23 2023: It's a dream for many of us in India to watch cricket and our favourite players hit a six. We came up with this project to take 500 underprivileged kids to watch IND vs AUS ODI at Chidambaram Stadium at Namma Chennai.

4

We have raised funds to be able to provide this Magnum members, meals and fun with their to equip many needy people through our Skill Development projects financially independent.



Among RCC time.

beautiful experience for Esteemed dignitaries and kids, for a day along with Children RCC Magnum inaugurated & flag off friends. The Surplus Chak De from funds raised will be used Rajaratinam Stadium and celebrated the efforts of the team members and the enthusiasm of the and make many more children to watch the match live for the first

Chief Guest:Mr. Karuna Sagar IPS, Director General of Police Welfare, Chennai along with Special Invitees: Ms. Disha Mittal, IPS, Joint Commissioner of Police, Chennai (East)

Treasurer, TNCA present at the Rajaratinam Stadium for this memorable event.

MS. Lalitha Jangra,

customers can opt for a

Croma's 5G Weekend: Revolutionize Your Smartphone Experience!

Chennai, March 23 2023: Croma, India's first and trusted Omnichannel electronics retailer from the Tata Group, has launched a new campaign dedicated to cutting-edge 5G smartphones. The sale offers a host of affordable 5G smartphones starting at just Rs. 13,999, bringing the latest technology to its consumers.

The 5G weekends at Croma will run in all stores and on its website, croma.com, only on the weekend till 23rd April. Croma aims to provide customers with exclusive offers and discounts that make purchasing a new smartphone a better experience. As part of the campaign, Croma



smartphones.*

smartwatch worth Rs Croma understands 4,999 for free* with that affordability is some 5G smartphones critical to making the during the campaign latest technology period. accessible to everyone. Therefore, they always Customers can also curate some of the best buy the Samsung Galaxy deals in the market, such A14 5G smartphone at as purchasing select 5G an unbelievable starting

smartphones and getting price of just Rs. 16,499. a free smartwatch worth This fantastic face of mobile Rs. 4,999*. Upon smartphone boasts connectivity, Croma has purchasing from a select power-packed features, taken the initiative to r a n g e o f 5 G such as a massive 6.6- bring this technology smartphones, customers inch PLS LCD display, can get a Ring light 4GB RAM, and a 50MP everyone. The sale offers which is used for video + 2MP + 2MP triple rear customers exclusive creation for free*. This camera setup that deals and discounts that offer has appealed to captures stunning make purchasing a new many creators and images. As part of the 5G affordable. content makers. Also,

weekend at Croma, customers who purchase a 5G smartphone will stand a great chance to win a brand-new Tata Nexon or a sleek EV bike*. This exciting offer is only valid until Gudi Padwa, 22nd March, so customers must hurry to avail themselves of this incredible opportunity.

Social Worker, Awardee

of Rajasthan Ratna

Mangalchandji Tater,

Managing Trustee -

Sohan Kanwar Mangilal

Tater Charitable, T J

Srinivasaraj, Honarary

Croma offers a 10% discount of up to Rs. 2,500 for customers who use Federal Bank, HSBC, or ICICI Bank credit or debit cards to sweeten the deal further.*

With the latest 5G technology changing the within reach of smartphone easy and

500+ wedding planners converge to promote Mahabalipuram as a wedding destination aligning with PM Narendra Modi's Vision

Chennai, March 23 2023: Vikram Cotah, CEO, GRT Hotels & Resorts Group, Aditya Motwane-Director, Motwane & Co, Baisakhi Ghosh-Founder, Baisakhi Flower, Rakhi Kantaria-Founder, Rachoutsav Events, Ν. DakshinaaMurthi, CEO WV connect &

tlaır NandiniyVijay, director of WV Connect announced The upcoming WV Connect 2023- Asia's Largest B2B Wedding Summit at GRT Grand Hotels, Chennai.

In his post budget webinar, PM Shri Narendra Modi

expressed that "These days even the middleclass and upper-middle class are opting for destination weddings. Special packages can be announced for such destinations. This will encourage people to hold their wedding ceremony in different states, people from Gujarat will be excited to hold their rituals in Tamilnadu style" The upcoming WV

Connect 2023- Asia's Largest B2B Wedding Summit promises to promote destinations in India for weddings, with Mahabalipuram in the spotlight this season.

Around 50+ hotels and resorts along its coast including the luxurious Radisson Blu Temple Bay, Mahabalipuram serves as a dream destination



This wedding fraternity convention on April 3,4,5 will host top names from the Indian designers. wedding fraternity like Abhinav Bhagat,

Parthip Thyagrarajan, Rajnish Rathi, Rituraj Khanna, Vijay Arora, Sima Taparia (Netflix fame) and more!

Not just that, the summit is also attracting top International wedding planners from around the world to showcase India as a wedding destination and what it can offer. To name a few, Meltem (Turkey), Gabriele Rizzi (Italy), Sakul Intakul (Thailand), Gideon Hermosa (Philippines), Hemant Dadlani (Sri Lanka).

for traditional charm industry veterans, and will set the cornerstone w r i t e display, where weddings accessible and

participants can attend not just a dream for over 18 hours of masterclasses and be will no longer be just for inspired by fashion trends from top

The Panel discussion will revolve around topics like Navigating the Post Covid Wedding Shift, the landscape of destination weddings, latest trends in photography, food & more!

The grand finale awards night will be hosted in collaboration with EY (Ernst & Young) as the official tabulators, and will Bayazit Tepeler honor the brightest minds of the wedding industry.

For a Noble Cause:" Our Social Initiative 101 Weddings spearheads our beloved PM's vision In the 3 days of the to grow the tourism summit, members of the sector. This will serve extended wedding India and its culturally fraternity will meet the diverse states on a world game-changers, hobnob platter as a preferred with the best in the destination for business and experience weddings. 101 couples, an occasion like no including the other. It is a splendid economically backward

millions of Indians. It celebrities and the upper class but also cater to the other side of the spectrum. There's always a pricey connotation attached to destination weddings and the majority only think of Udaipur or Lake Como. Just like Mahabalipuram, there are several other undiscovered gems that can offer a variety, be it for the luxurious or the budget segment" says N Dakshnamurthi, CEO of Wedding Vows.

Nandini Vijay, Director of Wedding Vows, said it was Dakshina Murthy's dream to get 101 couples married for free.

In the end, The Highlight of the event was 4 couples were introduced out of 101 couples who are going to get married at Mahabalipuram.

WV Connect 2023 is happening at Radisson Blu Temple Bay opportunity to explore & differently abled, will Mahabalipuram on destination wedding be married free of cost, April 3,4,5. You can properties in amounting to around 1 attend the summit by Mahabalipuram, engage crore rupees. This v i s i t i n g with over 600 + wedding auspicious ceremony www.wvconnect.in or with a contemporary numerous brands on for making destination hello@wvconnect.in.

provides up to 50% discount on select 5G smartphones, a chance to win unique assured vouchers, and exchange and upgrade benefits up to Rs 20,000 on select

Magadh Foundation's first block committee in Tamilnadu in the RK Nagar block of Chennai District

Chennai, March 23 Magadh 2023: Foundation forms its first block committee in Tamilnadu in the RK Nagar block of Chennai District. The **RK** Nagar Block Committee was formed with the approval of the founder and current president of the Magadh Foundation, Mr. KN Tripathi, a 1. Stand-alone 5G former minister of Jharkhand, in the presence of Mr. Venkatesh Ramaraj, Central Committee Member, State Convenor of Tamilnadu, and Incharge of Membership for South India, and Mr. B.S. Sivaraj, president of the

Chennai District

Committee. This is the Other members of the committees in the first committee that the committee are Kanyakumari District, foundation forms after Satheesh Kumar, Chitti Coimbatore South the formation of the Babu. P., Deniyal. A., District, Coimbatore Chennai District Mani. M., Elumalai, North District, Thiru Committee. Over 20 Viji, Manigandan, Vika Nagar Block, and members of the RK Murali. S., Rajesh Perambur Ward in the Nagar community Kumar, Guna. G., next 2 weeks. We are joined and became Sharjagan. SK, Mohan, constantly planning members of the Anand, Dilli Babu, and executing social foundation, which R a m e s h. M., service projects. As a formed this committee. Saravanan, Mani, D. part of it, there are three Mr. Sasi was appointed Mahalaxmi, and V. new projects lined up as the president of the Shankar. "We are for April 2023," block committee. scheduled to form Venkatesh said.

JIO ANNOUNCES TRUE 5G ROLL-OUT IN 41 MORE CITIES TAKING THE TOTAL COUNT TO 406 CITIES

Chennai, March 23 Reliance Jio 2023: today announced the launch of its True 5G services across 41 additional cities. With this, Jio users across 406 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, launch, Jio Thoothukudi, Cuddalore, Dindigul, Kancheepuram, Karur, Kumbakonam, Nagercoil, Thanjavur, Tiruvannamalai, Tirunelveli, Kovilpatti, Pollachi, Ambur, Chidambaram, Namakkal, Pudukkottai,



Sivakasi, Tiruchengode expanding its True-5G ,Villupuram Karaikudi, reach at a rapid pace and Krishnagiri, Ranipet, has already rolled out a Theni Allinagaram, large portion of the Udhagamandalam, & planned True-5G Vaniyambadi in Tamil network in this country. Nadu & Puducherry. Covering majority of the nation is a matter of Commenting on the

immense pride for us. Spokesperson said, "We We want every are thrilled to witness the Indian to enjoy the rapid uptake of Jio True transformational 5G by millions of users benefits of Jio True 5G across the nation, and we technology in 2023. We believe that the continue to remain transformative power of grateful to the State our network will uplift Governments and their lives through Administrators for their multiple digital support to digitize their Ramanathapuram, touchpoints. Jio is regions."

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.

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

architecture with Zero dependency on 4G network

2. The largest & best mix of 5G spectrum across 700 MHz, 3500 MHz, 26 GHz bands

Carrier Aggregation that seamlessly combines these 5G frequencies into a single robust "data highway" using an advanced technology called Carrier Aggregation.