

SRM Group is going to enter in Railway Transport



Chennai, March 24 2023: Ravi Pachamoothoo Chairman SRM Group and Pro Chancellor SRM University, today launched SRMPR Global Railways under Bharat Gaurav Scheme through website srmtrain.com and probable routes under Dekho Apna Desh Scheme.

While speaking to the Press Chairman Ravi Pachamoothoo further informed that SRM group was doing good service in education and hospital for 55 years. Now the Group has entered railway to operate Bharat Gaurav Train which is very pet project of Hon'ble Prime of India.

SRMPR Global Railways has taken four LHB rakes under this scheme to enable the passengers to visit tourist historical and monumental places throughout India. In this train we have separate well equipped pantry, hygienic food and wifi, separate Bedroll and security personnel with hotel accommodation and AC bus transport.

Our first trip will be from Chennai to Shirdi covering Mantralayam and Pandharpur. Further the train will cover tourist and historical places throughout India. This will help public to visit all the places in affordable price.

Southern Railway conducts Zonal Official Language Implementation Committee Meeting. A help guide on Health released

Chennai, March 24 2023: The meeting of the Zonal Official Language Implementation Committee of Southern Railway was held today on 23.03.2023 under the chairmanship of Shri Kaushal Kishore, Additional General Manager, Southern Railway.

Shri Gautam Dutta, Principal Chief Mechanical Engineer and Mukhya Rajbhasha Adhikari welcomed the gathering and briefed on effective methods of implementation of Hindi. Shri Kaushal Kishore, Additional General Manager, Southern Railway released the Help literature on the subject of 'Health', the first copy of which was received by the representative of the Central Government Medical Department, Dr. U.K.Perumal, Chief Health Director. This booklet elucidating diet rules will be a useful guide for people suffering from diabetes, hypertension and kidney ailments. Shri Kaushal Kishore commending the department's efforts in bringing out the useful booklet urged everyone to adhere to "What to eat, What not to eat" which is the need of the hour.



Emphasizing on 100% compliance of implementation of Hindi language in Kishore, Additional Southern Railway.

Shri Kaushal Kishore, Additional Southern Railway, received Railway Office's Dr. Southern Railway in Board Individual cash A.Srinivasan gave a his keynote address demo on expressed satisfaction implementation of the implementation of throughApp". implementation of the implementation of Shri Kaushal official language in Kishore, Additional Southern Railway.



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SUPERSTAR YASH ENCOURAGES IRREPRESIBLE INDIA TO 'RISE UP, BABY!' WITH PEPSI®

Chennai, March 24 2023: Pepsi® is the spirit of youth in a bottle and as the quintessential culture creator, Pepsi® has constantly strived to be embedded in the cultural fabric of India. Celebrating its 125th year with a brand-new positioning "Rise Up Baby!", the brand has rolled out yet another summer campaign with rocking star Yash.

A tribute to the spirit of Pepsi®, the campaign aims to empower the youth of India that own who they are without seeking validation through society. Building on this very philosophy, this allegorical TVC showcases how as individuals we are constantly surrounded by a sea of voices. The sea of voices is constantly telling us



what to do, what to like and whom to swipe and if we listen to them to the societal voices too much, they will Judge us, control us, and soon enough drown us. Embodying the persona of the irrepressible Pepsi® guy, Yash encourages everyone around him to challenge this noise, follow their hearts and just Rise up Baby!

Commenting on the association, Saumya Rathor, Category Lead, Pepsi Cola, PepsiCo India, said, "The response we have

received since we joined hands with the Yash has been nothing short of phenomenal as the country has truly appreciated this epic partnership. As promised, we are back with a blockbuster film featuring Yash, embodying our all-new campaign. He narrates the new positioning in his extraordinary style, empowering the youth with self-expression, self-confidence, and self-belief. The TVC echoes the irrefutable truth that this generation truly is Unstoppable and

Gravity has absolutely nothing on them!"

Sharing his excitement on the new campaign, Pepsi®'s ambassador, rocking star Yash said, "This film is very personal to me as it encourages one to be confident, expressive and a go-getter, despite all odds. It reflects the voice and purpose of the younger generation today. I had a great time shooting for this film and I hope the audience will enjoy and relate to it, the way I did."

The campaign film was unveiled by Yash as he posted the video reverberating the 'Rise up Baby!' attitude with millions of fans over Instagram. The film will be amplified over traditional and digital platforms across the country.

Walmart Foundation Expands Efforts to Support Smallholder Farmers in India, Further Empowering Women

Chennai, March 24 2023: Expanding its commitment to improving farmer livelihoods in India, Walmart Foundation today announced a new five-year strategy that aims to reach 1 million smallholder farmers by 2028 with at least 50% women. The grants will be extended to non-profit organizations working in the areas of collectivization and farm aggregation with the aim of boosting farmer incomes across several states including Uttar Pradesh, Karnataka, West Bengal, Maharashtra, Andhra Pradesh and Odisha.

The Walmart Foundation grants will focus on enabling local grantees to better support capacity building for farmer producer organizations (FPOs), expanding access to market linkages so that they can participate in commercial opportunities more seamlessly, and training farmers on sustainable farming methods and technology, with a particular focus on empowering women farmers. The Foundation announced two new grants alongside the new five-year strategy; they include:

\$3 million to TechnoServe for smallholder farmers in Maharashtra and Andhra Pradesh aiming to reach 24 FPOs and 30,000 farmers, with 50% of them expected to be women.

\$533,876 grant to Trickle Up aiming to reach 1,000 women smallholder farmers in Odisha, connecting them



with two FPOs.

This five-year strategy is an extension of the Walmart Foundation's investments since 2018 to improve farmer livelihoods in India and expand their access to commercial goods markets. Surpassing its initial goal of \$25 million invested, the Walmart Foundation has funded philanthropic grants supporting smallholder farmers in India totaling just over \$39 million through 24 grant programs with 16 grantees. Grants span the states of Andhra Pradesh, Uttar Pradesh, Telangana, Karnataka, Odisha, Jharkhand and West Bengal, Maharashtra, and Madhya Pradesh.

Through these investments, Walmart Foundation grantees project they will cumulatively support over 800,000 smallholder farmers. Of those grantees reporting on gender, more than half of the farmers reached are expected to be women. This new commitment reaffirms the Walmart Foundation's work to expand market access for smallholder farmers across India by leveraging its scale, networks and strategic philanthropy. As the new set of grants starts to roll

out later this year, they will build on the results of a new impact study conducted by Sambodhi, an India-based impact measurement firm, that assessed the efficacy of Walmart Foundation's investments thus far in enhancing livelihoods and incomes for Indian FPOs. The study examined a number of initiatives put forth by NGO grantees in the area of FPO capacity building and indicated that interventions by implementing partners contributed to strengthened systems and processes at the FPO level, higher revenues and profitability as well as an increased representation of women at the farm level and in FPO leadership.

On the occasion, Shri Narendra Singh Tomar, the Honorable Minister of Agriculture and Farmers Welfare, said, "Agriculture forms the backbone of the Indian economy and the welfare of smallholder farmers is one of the top priorities of the government under Prime Minister Shri Narendra Modi's leadership. Along with launching multiple measures to increase farmer incomes, the government has initiated setting up more than 10,000 FPOs in the country that will help

them get the maximum return on their produced. I congratulate Walmart Foundation for committing to support 1 million farmers by 2028, and especially for their focus to benefit women farmers."

Kathleen McLaughlin, Executive Vice President and Chief Sustainability Officer, Walmart Inc. and President, Walmart Foundation, said, "The Walmart Foundation's latest commitment to expanding market access for smallholder farmers in India builds on our efforts to identify solutions that can systemically help create shared value for all stakeholders. Strategic philanthropy can act as a strong instrument in rewiring yesterday's systems and enhancing economic opportunities for smallholder farmers while promoting the inclusion and empowerment of women."

Rajneesh Kumar, Senior Vice President, Chief Corporate Affairs Officer, Flipkart, said, "Flipkart is committed to building a resilient and inclusive agribusiness supply chain. We know that grocery empowers local stakeholders, and, working closely with the Walmart Foundation, and programs such as Flipkart Krishi Samarth, we are creating a holistic ecosystem that helps farmers prosper by leveraging the opportunities that the digital economy presents. Helping empower women, and in this case women farmers and ensuring inclusive growth is at the center of all our initiatives."

Mahindra and State Bank of India tie-up for tractor & farm machinery financing in Tamil Nadu

Chennai, March 24 2023: Mahindra & Mahindra's Farm Equipment Sector, the world's largest tractor manufacturer by volume, has tied up with the State Bank of India (SBI) to provide easy loan options on their tractors and farm machinery products across India.

Customers can visit the nearest Mahindra Tractor dealership to avail financing options on Mahindra's range of tractors and farm machinery or visit the nearest SBI branch to initiate the application process. Customers are pleased to submit their KYC documents, proof of income and property documents to initiate the process.

Commenting on the announcement, Hemant Sikka, President - Farm Equipment Sector, Mahindra & Mahindra Ltd. said, "Financing is crucial to ensuring that farmers are able to choose the right farm equipment for smooth running of their operations and at Mahindra we are pleased to partner with SBI in Tamil Nadu for financing of Mahindra's wide range of tractors and farm machinery. Through this



partnership with SBI, we aim to enable farmers to avail hassle-free, affordable, and flexible credit facilities, as we aim to Transform Farming & Enrich Lives through mechanisation on India's farmlands."

Speaking on the tie-up with Mahindra & Mahindra Ltd. for Tractor & Farm Machinery financing, Shantanu Pendsey, CGM - Agri Business Unit & Govt. Sponsored Schemes, SBI said, "Technology plays a major role in increasing farmers productivity, as well as incomes and we at SBI, aim to deliver the best financial solutions to farmers to buy the best farm equipment solutions available in the country. Our partnership with Mahindra will ensure sale of farm equipment through one of the widest network of touchpoints across the country, bringing ease and convenience into the

lives of farmers through a range of our tailor-made finance schemes."

SBI has been a pioneer and a market-leader in agriculture-financing in India with a portfolio of over Rs.2,45,000 crore in agricultural advances that covers more than one crore farmers. SBI provides hassle-free and adequate credit for purchase of farm machinery like tractors, combine harvesters, power tillers, and other farm machinery through its vast network of over 15,000 rural and semi-urban branches. This tie-up enables farmers to avail latest Mahindra products through affordable financing, through India's largest public sector bank.

Mahindra has been India's No.1 tractor brand for more than three decades. Having rolled-out its first tractor in 1963, through a joint venture with

International Harvester Inc., USA, in March 2019, Mahindra became the first Indian tractor brand to sell 3 million tractors, inclusive of sales to global customers. Known for their exceptional build-quality and performance on rugged and unforgiving terrain, Mahindra tractors have earned both the Deming Award and the Japanese Quality Medals; and is the only tractor manufacturer to have achieved this feat.

Today Mahindra has one of the most diverse range of tractors and farm machinery, developed for multi-functional use for both domestic and global markets, with a presence in over 50 countries across six continents, with the U.S. as the largest tractor market for the company outside India.

Mahindra has seven manufacturing centres in India, with over 1,100 tractor and farm machinery dealerships across the country. Mahindra has a global manufacturing and assembly presence worldwide in North America, Brazil, Mexico, Finland, Turkey and Japan through subsidiaries.

Zigly expands its national footprint; plans to grow 2X by 2024

Chennai, March 24 2023: Zigly, (Cosmo First Limited) India's first tech-enabled omni-channel pet care brand, is all set to strengthen its national footprint with the launch of its first experience center in Bengaluru. The expansion is in line with the company's aim of growing 2X by 2024 with a commitment of ensuring the best pet care needs without any compromise. This remarkable achievement is a reflection of the brand's unwavering dedication to delivering pet care products and services that seamlessly blend quality, style, and affordability. With increased brand visibility and customer touchpoints, Zigly strives to be more accessible with a commitment to ensuring the highest level of customer satisfaction.

Zigly now boasts 15 experience centers across India apart from its online presence through www.zigly.com website and through the Zigly App.

The experience center in Bangalore is located in Aswan Plaza, Koramangala, and is built across 2200 square feet. The experience center is strategically located in a densely populated area that is home to numerous



pet families, enabling easy access to the brand's superior pet care products and services.

Sharing his thoughts on the same, Mr. Pankaj Poddar, Group CEO, Cosmo First said, "The pet care industry in India, particularly in metropolitan cities, has witnessed tremendous growth in recent years. There has been a seismic shift in people's perceptions towards their pets, who are now regarded as members of the family. However, the availability of high-quality products and services in the pet care space is still limited. At Zigly, we are committed to providing the very best for our customers' furry companions. The addition of another experience center in

Bengaluru will enable us to cater to the existing demand more effectively, attract new customers, and expand our market share."

Sharing his thoughts on the same, Mr. Ambarish Sikarwar, Business Head, Zigly said, "Zigly's journey began with a mission to promote love and awareness for quality pet parenting. Since then, it has made remarkable progress and expanded its reach across Delhi, Gurugram, Chandigarh, and Bengaluru. Our relentless pursuit has been to establish a reliable and easily accessible pet care ecosystem while tackling some of the pressing challenges in the

segmented market. Through the inauguration of our new experience center in Bengaluru, Zigly seeks to close the gap between the quality of pet care demanded by customers and what is currently available by providing high-end pet care solutions."

Additionally, Zigly has a specially designed clothing line for dogs, cats, and other pets. The center also has a dedicated section for pet services including veterinary and diagnostics services, grooming, spa, and salon, ensuring that your pets not only feel but also look their best. To add to the experience, a play area has also been created for your pets to relax and have some fun.

First India-GCC Senior Officers Meeting Takes Place in Riyadh, Early Finalisation of FTA Discussed

Chennai, March 24 2023: The Indian delegation led by Secretary (CPV & OIA), Dr. Ausaf Sayeed attended the first round of India-GCC Senior Officers Meeting (SOM) at Riyadh, on Monday. This SOM was in line with the MoU signed between India and the GCC countries when EAM Jaishankar visited Riyadh in September, last year.



on investment and trade increasing over the years, all the countries look forward to an early finalisation of the FTA.

The meeting turned out to be crucial for the much awaited India-GCC Free Trade Agreement (FTA). With India-GCC cooperation

Secretary Sayeed invited GCC countries for greater collaboration in areas of renewable energy, food security, health, IT sector and counter terrorism.

Pursuant to such collaboration, the formation of Joint Working Groups were also proposed which would ensure continuous progress over priority sectors for India and the GCC countries.

Assistant Secretary General for Political

Affairs and Negotiations of the GCC, Dr. Abdul Aziz also tweeted after the meeting, "Had very rich discussion on political issues, regional security and ways to move our partnership forward."

With GCC being India's largest trading bloc partner, the future of greater economic cooperation was established through this SOM. Before the next SOM, the countries decided to also focus on enhancing people-to-people ties and address issues of regional importance.

Deficits in macro and micronutrients raise the chance of developing tuberculosis

Ms. Ishathri Dietician, Fortis Hospital, Vadapalani

Chennai, March 24 2023: Worldwide, the incidence of TB is decreasing at a rate of roughly 2% year, and between 2015 and 2020, this reduction totaled 11%. This was more than half way to the WHO's 2015-2020 20% reduction target for the End TB Strategy. Mycobacterium tuberculosis is the bacterium that causes tuberculosis. Once TB has infected a person, it begins to weaken their immune system and manifests all the symptoms, including weight loss, appetite loss, a persistent cough, exhaustion, a fever, chills, and coughing up blood or phlegm. Micronutrient deficits



trace components aid in enhancing the immune system.

Avoid ingesting excessive amounts of alcohol, caffeine, trans fats, which are present in some bakery products and cakes, as well as refined carbs, which include refined breads, cereals, pastas, and baked products. Foods and drinks that are high in sugar, such as soft drinks, pancakes, jam, and jelly should also be avoided.

BEST CHOICES

Soups

Superfoods such as sunflower seeds, besan seeds, pumpkin seeds.

Boiled pulses/ whole grams

Fresh green salads and boiled vegetables except roots and tubers

Fruits

A combination of vegetable oils should use.

Things to keep in mind

The consumption of small, frequent meals is encouraged.

Avoid eating late at night and having a midnight snack.

Minimize your consumption of processed, fried, and red meats.

Limit your intake of items preserved in salt, soft drinks, canned juices, refined carbs, and carbonated beverages.

Prefer dishes that are boiled, roasted, or steamed.

Fruits and vegetable-rich diet.

For cooking, plant oils should be used.

Encourage physical activities or exercise every day.

choose foods that are high in calories per serving but also high in energy. Examples include bananas, oats, cereal porridge, or kheer, peanut chikkis, rava laddoos, wheat and ragi sprouted malt porridge, lentils, whole grain bread, and milk.

Eating a protein-rich diet can help to improve immunological function. Boost your intake of protein by including foods like milk and dairy products, pulses, nuts, soy, fish, eggs, paneer, tofu, lentils, almonds, groundnuts, gingelly chicki or laddoo, or dry fruit and nut mixtures. These foods are also highly suggested. Consider drinking high-protein, high-energy beverages, such as milkshakes and soups.

Vitamins A, C, E, and D3 are key micronutrients for a healthy immune system. Vitamin D is plentiful in seafood. Yellow and orange fruits and vegetables, including carrot, orange, mango, papaya, sweet pumpkin,

and papaya, are among the foods high in vitamin A. Amla, sweet lime, orange, tomato, kiwi, and guava all contain vitamin C. Oils from vegetables, nuts, and seeds also contain vitamin E. Consuming a lot of foods high in antioxidants protects the body by destroying dangerous oxygen molecules known as free radicals. Consume a lot of antioxidant foods.

In addition, foods like whole grain cereals and pulses, nuts and seeds, eggs, fish, particularly oily fish like salmon, tuna, mackerel, and sardines, chicken, and lean meats are also good sources of B complex vitamins.

Mushrooms and most nuts and seeds, such as flax, sesame, chia, pumpkin, and sunflower seeds, are also excellent providers of selenium and zinc. Oysters, fish, and chicken are non-vegetarian choices. Choose a few superfoods that are rich in micronutrients for some roasted butter roasted snacks. These

Ather Energy and Southern Railways join hands to set up EV charging points in MRTS/Suburban stations in Chennai

Chennai, March 24 2023: Ather Energy, India's first smart electric scooter manufacturer, today announced a partnership with Southern Railways to set up electric vehicle charging stations across 10 Mass Rapid Transit System (MRTS) and Suburban stations in Chennai. The partnership is aimed at aiding the company's vision of building a smart and connected charging ecosystem, alleviating range anxiety, and increasing EV adoption in the country.



electric two-wheelers and electric four-wheelers owners.

As a pioneer in the Indian EV space, Ather Energy is committed to empowering the entire EV ecosystem with charging solutions. The partnership with Southern Railways will provide Ather Energy with a dedicated space of 100 sq. ft. at each MRTS/Suburban station to set up a charging zone enabling the company to place three chargers in one single location. This will help to increase the accessibility and convenience of charging infrastructure for EV owners in Chennai. The fast charging network can be used by all

Speaking about the partnership, Aravind Prasad, Head -Charging Infrastructure, Ather Energy, said, "Since inception, Ather has been at the forefront of building a robust ecosystem to facilitate the faster adoption of EVs. We have already installed 60+ Ather Grids across Chennai and 185+ across Tamil Nadu. Our partnership with Southern Railways will allow us to install 10 fast charging points at MRTS/Suburban stations in Chennai, making it more accessible. This will go a long way in promoting the adoption of electric

vehicles in the city and pave the way to more such PPP (Public-Private Partnerships) models and in shaping the e-mobility landscape."

Ather Energy currently has the largest fast-charging network for two-wheelers, with over 1200 Ather Grids, fast-charging points. The company has also released its IP for the charging connector to all OEMs, paving the way for an interoperable two-wheeler fast charging platform. The Ather Grid, designed and built in India, is today the biggest fast-charging network for two-wheeler EVs in the country, with 60% of current installations in

Tier-II and Tier-III cities. Ather has also installed these grids strategically across cities to enable intercity rides. Consumers can now easily plan rides from Pune to Mumbai, Siliguri to Darjeeling, or Coimbatore to Ooty to name a few.

In November 2022, Ather inaugurated its second manufacturing facility spread across 300,000 sq. ft. in Hosur, Tamil Nadu. The facility will help Ather to expand its production capacity to 420,000 units per year in FY 2024 (April 2023 - March 2024), further enabling the company to fulfil the increasing demand for its flagship scooters.

Mahindra Rural Housing Finance & Habitat for Humanity India collaborate to build sanitation units in Tamil Nadu

Chennai, March 24 2023: Mahindra Rural Housing Finance Limited (MRHFL), one of the largest home finance companies serving rural and affordable areas across India and a subsidiary of Mahindra and Mahindra Financial Services Ltd. recently built sanitation units for 110 marginalised families living in Ketti Panchayat, Nilgiris

district, Tamil Nadu under its CSR initiative. The project has been executed this program in partnership with an NGO Partner Habitat for Humanity India, a housing non-profit organization which helps low-income families across India build healthy housing eco-systems through shelter and sanitation.

The project commenced in

November 2022, further to which all sanitation units have been built and successfully installed in the homes of the families.

With access to improved sanitation units, these families will be able to lead a safe and hygienic life. Additionally, Habitat for Humanity India will conduct an awareness session on personal health, hygiene, and

sanitation practices for 20 community leaders, who will then pass on their knowledge to the villagers by acting as change agents.

Commenting on the partnership, Dr. Rajan Samuel, Managing Director, Habitat for Humanity India, said, "We are extremely delighted to collaborate with Mahindra Rural Housing Finance Limited (MRHFL) to

bring improved sanitation facilities to the marginalised communities in Ketti Panchayat. This partnership reflects our shared vision to build healthy housing ecosystems that support safe, decent homes with better sanitation facilities. We hope that this project will have a positive impact on the lives of underprivileged communities and

contribute to the development of a healthier India".

Shantanu Rege, MD & CEO, MRHFL, commented, "It has always been MRHFL's endeavor to reach out to a large section of marginalized population thru our various initiatives. We are proud to be a part of Habitat for Humanity India's efforts to provide these communities with

improved sanitation facilities. Through this collaboration, we hope to make a significant and long-lasting difference in the lives of the people of Ketti Panchayat and help them build a better, safer and respectable future".

With the successful completion of this project, Habitat for Humanity India and MRHFL have taken a step forward in creating

a healthy and sustainable future for the underprivileged communities of Ketti Panchayat. Previously, MRHFL has successfully implemented CSR programs in various fields such as education and gender equality, preventive healthcare and sanitation, safe water supply and environmental sustainability.

India start-ups shine: Three named awardees of DBS Foundation's Grant Programme 2022

Chennai, March 24 2023: Three Indian startups have made it to the list of winners under the DBS Foundation's Grant Programme for the year 2022. The Indian startups selected as part of the programme are: Neomotion Assistive Solutions, Saathi Eco Innovations, and Urdhvam Environmental Technologies.

The three Indian startups were among the 23 finalists from across Asia. Of the 23 startups selected for 2022, 15 are social enterprises (SEs), including the three Indian winners, and eight are small and medium enterprises (SMEs). From a record 900-plus grant applications received, the final grantees were selected on the basis of stringent criteria, including their ability to create social and environmental impact, innovate and on the overall sustainability and scalability of their organisations.

Since 2014, the DBS Foundation through its flagship Grant Programme, has been supporting social enterprises (SEs) in growing their businesses and creating positive impact. The Small and Medium Enterprises (SME) programme was launched more recently and seeks to help SMEs kickstart their transition towards becoming more sustainable businesses.

A total of SGD 3 million will be disbursed to scale the growth and impact of the 2022 programme grant awardees, who will join the Foundation's growing community of over 100 businesses for impact in the bank's key markets. Apart from the financial support as part of the grant, the businesses will also benefit from capacity building, networking and



advisory & mentoring support to be extended over the grant period of 2 years.

Shoma Narayanan, Managing Director, Group Strategic Marketing & Communications, DBS Bank India, said, "At DBS Bank India, we are committed to creating social impact beyond banking and take the lead in encouraging more responsible business practices. The DBS Foundation and its Grant Programme are a manifestation of this commitment. Indian startups have been doing some exemplary work in the ESG space. The impactful work of the winners this year - Neomotion Assistive Solutions, Saathi Eco Innovations, and Urdhvam Environmental Technologies - and what they have achieved so far is indeed very inspiring. We are proud to be a part of their journey as they work towards improving lives and livelihoods, and happy to help them scale positive change."

Using the grant z

With DBS Foundation's grant funding, Neomotion Assistive Solutions will be able to increase its production and provide mobility solutions for the differently abled and the elderly and empower them with the ability to travel without assistance. Saathi Eco Innovations will use the grant to expand its production

capacity to make eco-friendly hygiene products, educate and provide sanitary pads to underserved women in India and reduce plastic waste. Urdhvam Environmental Technologies will utilise the grant to advance its groundwater mapping and patented smart rainwater harvesting "BoreCharger" technology to make villages sustainable for future generations. The growth of these businesses would help India on its journey towards net-zero emissions and to meet their food security aims and Sustainable Development Goals.

Collectively, the 23 businesses will support over two million lives and livelihoods by providing access to education, healthcare, accessibility solutions and employment opportunities. The businesses will also work towards reducing 319 tonnes of CO2 emissions, equivalent to growing 15,960 trees a year and reducing 132,000 tonnes of food waste. In addition, these organisations will also provide one billion litres of clean water.

In 2021, Trestle Labs, Recity Network, and Jovaki Agro Food were the three Indian social enterprises that received grants from DBS Foundation. Trestle Labs utilised the grant to develop and scale a new

product line, which resulted in a 300% growth in revenue, 500% increase in distribution partner network and 112% increase in workforce. Recity Network's waste technology platform was improved with enhanced transparency and traceability of plastic waste movement and the formalisation of the informal waste workforce. Jovaki Agro Food successfully launched three new products and processed 30 megatonnes of wild fruit & vegetable produce, thereby reducing deforestation and increasing climate resilience while providing livelihood opportunities to women from tribal communities.

Last year, DBS Bank committed an additional SGD 100 million to DBSF Foundation to further its efforts to improve lives in Asia. This would allow the bank and DBS Foundation to boost their support to purpose-driven businesses and contribute towards finding solutions to the region's increasingly pressing societal issues. Recently, DBS Bank India in collaboration with Social Alpha, awarded grants to five Indian startups focused on enhancing food security by reducing quantitative and qualitative food loss and waste, under the accelerator programme 'Tectonic - Innovations Towards Zero Food Waste'. The bank has also announced decarbonisation targets for nine industry sectors, including power, oil and gas, aviation and shipping, and has reinforced its commitment to net-zero financed emissions by 2050.

shared, and electric mobility. MG recently launched the Next-Gen Hector at the Auto Expo with a host of exciting new technologies, intuitive features and driving comforts. The new SUV, with its all-new striking bold exterior and luxurious interiors, evolved safety features, and elegant design elements offer an unprecedented drive and user experience. With India's largest 35.56 cm (14-inch) HD portrait infotainment system and a brand-new user interface, the interior of the Next-Gen Hector is designed to offer a cinematic and immersive experience complemented by handcrafted textures, soft-touch tactile, and versatile ambience on demand.



deliver on their highest expectations. Our partnership will further make MG vehicles more accessible to SUV and EV enthusiasts in India. We are deeply grateful to WTiCabs for having chosen the MG Hector and ZS EV as their choice of vehicle for their business. We wish them the very best for their future."

Ashok Vashist, CEO, WTiCabs, said, "We value the partnership and look forward to continued

sale and services support from MG in our constant endeavor to provide sustainable mobility, we will keep adding EV's into our fleet. Our endeavor is to provide Sustainable and Robust Mobility Solutions to our corporate clients."

The Hector, India's first Internet SUV, was introduced by MG Motor India in 2019 and has since set a new bar for SUVs in India by giving shape to its philosophy of connected, autonomous,

Microsoft and Tech Data Bring Third Edition of Tech Mart to Chennai

Chennai, March 24 2023: As small and medium businesses (SMBs) increasingly adopt technology to transform their businesses, Microsoft remains committed towards empowering them in their ability to innovate and succeed in today's digital economy. In line with this commitment, Microsoft and Tech Data, A TD Synnex Company, are hosting the third edition of Tech Mart in Chennai on March 24, 2023.

Tech Mart in Chennai will serve as a one-stop window, offering one-on-one expert consultations, solutions showcase and technical sessions to help organizations reimagine their business with technology. Through these interventions, businesses will be able to experience tools and solutions that can help them better manage resources, processes and operations to drive optimization, efficiency and productivity. The event will showcase

solutions that can help businesses migrate, manage and optimize applications, infrastructure and data on Cloud, improve their security posture, enhance productivity and collaboration as well as gain insights into solutions across HR, Operations and Customer Relationship Management. To know more, visit Microsoft TechMart.

Tamil Nadu has the third-largest number of Micro, Small, and Medium Enterprises (MSMEs) in India, constituting a significant 8% share and hosting approximately five million thriving enterprises. The state continues to take several steps to improve the ease of doing business and create an investor-friendly climate to promote investments in the MSME sector. The opportunity to unlock technological prowess for these businesses to scale and succeed is clearly tremendous. This is also a clear outcome of the

Microsoft SMB Voice and Attitudes to Technology Study 2022, which revealed that SMBs in India are the most optimistic about future cloud adoption, with 27% of SMBs in India being all or mostly cloud-based - a percentage that is expected to be global average in 2-3 years.

"At Microsoft, our constant endeavor is to empower businesses with the right technology so they can Do More With Less. Initiatives such as Tech Mart are aimed at showcasing the possibilities that technology can unlock for organizations by meeting their unique needs, addressing their business challenges, and empowering them in today's digitally empowered economy. As Tamil Nadu continues to create an environment for MSMEs to grow and succeed, Microsoft along with our partners, is focused on supporting these businesses in their

digital transformation with technology solutions that are secured, affordable, easy to deploy and use," said Samik Roy, Executive Director, Corporate, Medium and Small Business, Microsoft India.

The previous editions of Tech Mart, held in Ahmedabad and Pune, received a tremendous response, reaching an audience of over 45,000 and multiple solutions by ISVs to drive digital acceleration of SMBs.

As a trusted technology leader, Microsoft enables more than 200,000 SMB customers in India. Through its network of over 17,000 partners across the country, Microsoft helps SMBs by ensuring that they have the flexibility to plan, purchase, deploy, and manage their entire IT roadmap throughout their digital transformation journey. For more information, visit Microsoft - Make your business future-ready.

Fastrack Smart launches its most advanced BT calling smartwatch Revoltt FS1 at a special launch day price of Rs 1695 with Flipkart

Chennai, March 24 2023: Fastrack, India's largest youth and accessories brand expands its fashion-tech segment catering to the Gen Z with the launch of Revoltt Series in association with Flipkart. Introducing the best features in the affordable segment, the first in this Flipkart unique series, Fastrack Revoltt FS1 comes with the advanced BT calling facility. Revoltt FS1 offers 1.83" UltraVU display, the brand's largest display along with 2.5X Nitrofast charging, the fastest charging capability in the price segment. Fastrack Revoltt FS1 packed with these and many latest features is launched on Flipkart at INR 1695, a special launch day price, which starts on 22nd March, 12 Noon onwards.

Fastrack Revoltt FS1 comes with advanced chipset ensuring uninterrupted



connectivity and Lightning performance. This smartwatch offers as one can modify the watch face from 200+ options accessible and choose a sport to track from the 110+ sports modes. The smartwatch also has advanced health monitoring features, including continuous stress monitoring, auto sleep tracking, and 24*7 heart rate monitoring. It offers smart notifications and AI voice assistant, and is available in four colors: Black, Blue, Green, and Teal.

For the launch of

Revoltt FS1, Mr. Ravi Kuppuraj, COO, Smart Wearables, Titan Company Limited shared, "With the introduction of Revoltt FS1 which is the first in the new 'Revoltt' series and our other product launches lined up for this year, we are expanding our product portfolio, which will be a treat for the fashion and technology conscious youth of today. The brand's commitment to quality is a vital part of our product development process. With 450+ tests on Fastrack Revoltt FS1, our customers are assured of a top-notch offering. We are also excited to

have partnered with e-commerce giant Flipkart for the launch of Fastrack Revoltt series and this is a testament to our long-standing association with them. Smartwatches are now part of everyone's style and with this launch, we remain steadfast in delivering variety, efficiency, and value to our customers."

With the campaign callout of #RevolttInStyle, this smartwatch is designed for the self-assured, trendy GenZ who question the norms set by previous generations and want to do things their way.

MG Motor India and WTiCabs sign agreement for 100 vehicles

Chennai, March 24 2023: MG Motor India today announced that it has signed an agreement with WTiCabs India for 100 vehicles. The fleet of 100 vehicles, includes MG Hector and MG ZS EV, will be used for the Rent-a-car division of WTiCabs India. The formal agreement signing ceremony was marked today with the delivery of the first fleet in the presence of Rakesh Sidana, Senior Director, Sales, MG Motor India and Ashok Vashist, CEO, WTiCabs, at Dwarka, New Delhi.

Speaking at the occasion, Rakesh Sidana, Senior Director, Sales, MG Motor India, said, "MG lays great importance on its relationships with its customers and our aim has been to constantly