





## Case IH introduces Unnat Kaushal Initiative for Sustainable Sugarcane Farming

Chennai, April 05 2023: Case IH, a brand of CNH Industrial and a global leader in agriculture equipment has announced a new CSR (Corporate Social Responsibility) initiative the "Unnat Kaushal-Sugarcane Harvester Operator Training." The program has been introduced in collaboration with Krishi Vigyan Kendra (KVK) in Baramati, Maharashtra for sugarcane harvester operators from all over India. The project aims to encourage sustainable sugarcane farming by training sugarcane farmers on the optimal use of harvesting equipment to improve overall efficiency and maximize machine uptime.

The initial batch had 150 farmers from villages of Baramati, Kolhapur, Satara and



Sangli District. The five-day training program is set to educate 300 operators between 18 and 35 years of age with minimum education qualification. The program is geared towards providing them with employability skills and bridging the gap for skilled work force in the industry.

Sandeep Gupta, Agriculture India Sales and Development Leader, CNH Industrial said, "At CNH Industrial, we are

committed in making a positive impact in the agricultural industry. With the Unnat Kaushal program, we aim to equip the sugarcane harvester operators with the necessary skills and knowledge. This initiative will enable the farmers to operate the equipment efficiently leading to increased productivity, minimized costs, and ultimately, a sustainable farming system. We hope to impact many more farmers in the region through this initiative."

The program is a part of company's constant endeavours to educate farmers and operators, especially in the rural regions of India. Last year, as a part of their various CSR initiatives, the company has trained 600 farmers in Haryana and Uttar Pradesh on topics such as financial literacy, farm mechanization, biomass management and State agricultural subsidies.

Case IH has been a global pioneer in mechanical sugarcane harvesting for nearly 80 years. The Austoft 4010 Maxx, available in India, is engineered for better cutting quality and improved productivity, with its lightweight and compact design providing sugarcane producers with more flexibility to harvest under various field conditions.

## Cogencis to offer premium Dow Jones global news to its WorkStation users

Chennai, April 05 2023: NSE Cogencis today announced an expanded partnership with Dow Jones to offer premium news through Cogencis WorkStation, its real-time market data terminals.

Cogencis Terminal users will benefit from the addition of real-time streaming news from Dow Jones Institutional News Service, which includes content from Dow Jones's global newsroom to provide an instant snapshot of markets throughout the trading day.

Under the bolstered agreement, users will have access to premium news, data and analysis from Dow Jones's trusted brands: The Wall Street Journal, Barron's, MarketWatch and Investor's Business Daily. This complements Dow Jones Newswires' real-time news offerings with additional coverage that includes stock news, market commentary and insights, and popular columns.

"As the Indian financial markets continue to develop and

integrate with global financial systems, having real-time insights on global events is more critical than ever for Cogencis WorkStation users" said Aniruddha Chatterjee, MD & CEO, Cogencis. "Integrating Dow Jones Institutional News Service will provide Cogencis users with an edge, helping them keep up with global news and insights from trusted brands like Dow Jones and The Wall Street Journal without ever leaving the terminals."

"As a long-time partner with Cogencis, we are excited to expand access to our premium content and data to all Cogencis Terminal users," said William Ashworth, General Manager, Corporate Partnerships at Dow Jones. "This agreement significantly extends the reach of Dow Jones's trusted journalism and data to the Indian and South Asian financial community, helping them uncover market opportunities and inform their investment decisions."

## Marrow announces the exit of its Founder, Dr. Deepu Sebin

Chennai, April 05 2023: Marrow, India's leading healthcare education & training platform, announced that the founder, Dr. Deepu Sebin has officially resigned from the company in all capacities. Vineet Bagri, who has worked with Dr. Deepu Sebin for three years as the Business Head, is appointed by the Board as the CEO of the company. Dr. Deepu plans to move on to investing and advisory roles in healthcare after taking a short break.

This transition has been under process since last year, where Dr. Deepu and Mr. Vineet have worked together to set up a solid foundation of people, processes, and new goals along with the Board to ensure complete operational stability.

During his tenure, Dr. Deepu has made significant strides in advancing evidence-based practice and promoting a culture of continuous learning in medicine. Marrow, a product of DailyRounds, is a leading platform used by over 80% medical students in India to supplement their medical education and improve their clinical skills.

"We are immensely grateful for Dr. Deepu's contributions to our team and the healthcare industry as a whole," said Vineet Bagri, the current CEO of DailyRounds and Marrow. "His expertise and dedication have been invaluable to us, and we will miss his leadership dearly. However, we are excited

to see what Dr. Deepu will build next and we know that he will continue to make a positive impact in the healthcare industry."

Dr. Deepu Sebin has been recognized as a leading healthcare thought leader and entrepreneur in India, and his contributions to the healthcare industry have been widely acknowledged. His vision and leadership have helped to shape the future of healthcare education and training in India and have inspired many to pursue careers in healthcare.

"Building and leading Marrow has been the most incredible experience of my life, and I am proud of what we have accomplished together," said Dr. Deepu Sebin. "The



decision to pass on the steering wheel to a new leader had been on my mind for sometime, given the fact that the organization is now moving into a more mature state and would do well under the guidance of a seasoned leader. I have full confidence in Vineet and his leadership team to take the product and the overall organization to newer heights."

## Apollo Hospitals goes beyond treatment by sponsoring two-time transplant survivor's sporting event in Australia

Chennai, April 05 2023: In a special effort to celebrate the heroism of transplant recipients and showcase sustained support to patients beyond the treatment cycle, Apollo Hospitals is sponsoring the journey of former patient and star sportsperson, Sumeer Kumar, to the World Transplant Games in Australia this month. The World Transplant Games is the world's largest awareness event and sporting platform for transplant communities.

Sumeer Kumar is a professional sportsperson who has excelled in cricket, badminton and athletics. However, he has endured a two-decade-old battle with various medical conditions. At the peak of his cricketing career, he was diagnosed with acute kidney failure. Respiratory infections while on a high-altitude training programme



some years later affected his kidneys again. He has since faced multiple surgeries critical open heart procedures, at Apollo Hospitals. The pandemic brought more criticality as he suffered a paralytic attack from a stroke. But with ongoing support and care of Apollo Hospitals, as well as his determination and resilience, Sumeer overcame the odds and became an inspiration to the transplant community.

Dr Venkatesh Rajkumar - Senior Consultant, Nephrologist, Apollo

Hospitals, said, "Apollo Hospitals is pleased to sponsor Sumeer Kumar's journey to the World Transplant Games in Australia. We feel it is vital for us to go beyond the treatment cycle and connect with patients in a way where we can meaningfully impact their lives. Sumeer is also the sole representative at the Games from Tamil Nadu. This sponsorship effort is an opportunity for us to showcase heroes from our country on international platforms."

Sumeer Kumar, the kidney transplant survivor and volunteer

with the Kidney Warriors Foundation and a Holistic Wellness Coach, said, "I am honoured that Apollo Hospitals has been an integral part of my journey for many years and am grateful for their immense support. This sponsorship opportunity is an impetus for me to rise to even greater heights. The grand gesture, apart from the expertise of the doctors and their human touch during the treatment programme, will remain etched in my heart. I hope that my story will inspire others like me to surge ahead and strengthen the narrative for transplant survivors."

The Games will see participation by 2500 sportspersons from over 50 countries. The Gift of Life Baton, a new symbol of organ donation, will be presented to the World Transplant Games in Perth this year.

## Upstox Launches 'Invest Right' to Help Indians Begin Their Investing Journey

Chennai, April 05 2023: Upstox, one of India's leading digital investment platforms, has launched a new campaign, 'Invest right' to help individuals learn where to invest, when to invest and most importantly why to invest.

This campaign rollout will coincide with the start of the new season of the Indian Premier League (IPL). Upstox is an Official Partner of the Tata IPL. With this campaign, Upstox seeks to change how India invests - make it simple, intuitive and engaging, much like how the IPL has transformed and given a new direction to Indian cricket in the last decade.

Building on their previous IPL campaign 'StartKärkeDekhō' which encouraged Indians to take the first step towards investing, this year's campaign shifts the focus to 'Investing Right'.

Today, individuals want to invest but often get confused because there are so many choices. So to help them, Upstox has done all the heavy lifting and hard-work and simplified investing.

With a strong belief that India is growing and through equity participation one can benefit from India's growth story, Upstox's core campaign focuses around how one can invest in India. By

introducing them to Index Funds - a way to track market's performance Upstox gives a cost-effective, easy, and long term solution to beat inflation and grow their wealth.

But within Mutual Funds, one also has so many options. So to simplify this further, Upstox has taken on the mammoth task of evaluating hundreds of mutual fund schemes based on their risk and reward ratio and from that curated some of the top ones in each category. With this curated list of funds and expert analysis, the brand seeks to provide users with the best in-app experience for investments in mutual funds. The brand is also offering information and research, enabling an investor to make well-informed decisions.

Alongside this feature, Upstox also aims to educate Indians on the simple Truths of Investing. For instance if one starts an SIP of just ₹ 5000 which gives 12.5% return and stays invested for 25 years in the markets, their money has the potential to grow to a crore, showcasing the power of compounding.

Just like this, Upstox provides other eye-opening truths that are simple to follow. With each truth, they offer actionable steps to help users succeed. Throughout the campaign Upstox is

conducting a series of online and offline learning sessions on Mutual Funds, Technical Analysis, Option Trading and more. With this, Upstox aims to provide individuals with a holistic, 360-degree approach to investing enabling them to learn, decide, invest and trade all with Upstox.

And to drive this message across, the ad campaign features characters placed in common, everyday scenarios. For instance, two friends using UPI to pay a roadside nariyal-pani seller. The campaign uses this instance (UPI payment) to evoke FOMO in both the characters and viewers, highlighting the potential benefits of participating in India's economic growth. The eventual answer - invest in India, invest in index funds - is given by the more financially-savvy character. This person then credits Upstox with having educated them so they could make the right choice.

Through scenarios like these, the campaign aims to increase awareness, consideration, and brand love amongst investors.

Speaking on the campaign, Kavitha Subramanian, Co-founder, Upstox says, "Mutual funds offer investors a great opportunity to diversify

their portfolio and participate in the growth potential of different sectors of the economy. We believe that financial inclusion is essential to India's economic growth and development. At Upstox, it is our aspiration for every investor to have access to quality investment advice and guidance. In this regard, our new campaign is designed to help more people in India invest in the right kind of funds by providing them with the tools, resources, and support they need to make informed investment decisions.

We are committed to empowering all Indians with the knowledge and confidence they need to take control of their finances, and build a better future for themselves and their families. By promoting financial inclusion and making quality investment advice accessible to more people, we believe we can help to create a more prosperous economy."

The campaign is targeted towards individuals aged 18 to 35, with a focus on tier 2 and 3 segments across geographies in India. It will run across multiple channels, including digital, social, and print, and will be supported by on-ground activations to drive awareness and consideration amongst the target segment.



## Science 20 Conference on Clean Energy for a Green Future begins in Agartala

Chennai, April 05 2023: Tripura played host to the second meeting of the Science20 engagement group for a two day conference from 3rd to 4th April. The theme of this Science20 meeting is 'Clean Energy for a Green Future', in which 70 Representatives from across the world are taking part.



achieve success in this direction, India gave the message that new developments in clean energy, science, and technology are required. We all need to build a just, sustainable future with innovations and have to work together.

Principal Scientific Advisor to the Government of India, Mr. Ajay Sood in his introductory address flagged that the world is faced with unprecedented issues which require immediate action to save the future. He said that

these issues cannot be postponed any further. Mr. Sood said that three sub-themes will be discussed in the conference, namely, the one about the green hydrogen that has been catching the attention of countries the world over. He said, how ocean-based technologies can help mankind to harness the vast amount of energy through tidal currents and new generation energy storage tells that we need to think beyond lithium electro-chemistry.

On the first day of the conference, India emphasised that efficient clean energy can be accessed only through scientific progress. Therefore, to

## 2nd Energy Transition Working Group Meeting, Gandhinagar

Chennai, April 05 2023: Under India's G20 Presidency, the 2nd Energy Transitions Working Group (ETWG) is taking place in Gandhinagar from 2nd April 4th April, 2023. The meeting witnessed participation from more than 100 delegates from G20 member countries, Ministry of Energy, special invitee countries, and International Organizations. The first Working Group Meeting on Energy transition was held in Bengaluru from 5 to 7 February 2023.



along with six major agenda viz. Energy transition through addressing technology gaps, Low-cost financing

for energy transition, Energy security and diversified supply chains, Energy efficiency, industrial low carbon

transitions, responsible consumption, Fuels for future and Universal, access to clean & equitable energy, affordable, and inclusive energy transition pathways were held.

During the meeting delegates discussed ways to improve access to clean energy around the world in detail. Affordability and inclusivity were important points highlighted during discussions. A detailed seminar highlighting how a global shift in energy production could aid global sustainable cooling was also organised.

## The Second G-20 Tourism Working Group meeting began in Siliguri

Chennai, April 05 2023: The G20 Tourism Working Group meeting got underway today in Darjeeling, West Bengal. It is scheduled to be held over 3 days from the 1st to 4th April, it is the second meeting of the G20 Tourism Working Group under the Sherpa track. Over 130 participants, including delegates from G20 members, guest countries, invited International Organisations, industry partners and local tour operators, took part in the meeting. It was inaugurated by Union Minister of Tourism,



Culture and DoNER, Shri G. Kishan Reddy.

Taking forward discussions from the previous G20 Tourism track meeting held at Rann of Kutch, Gujarat in February 2023. India's G20 Tourism Working Group has identified five priority areas viz. Green Tourism, Digitalization, Skills, Tourism MSMEs

and Destination Management, for our Presidency. All the priorities were welcomed and endorsed by participating G20 delegates in the previous meeting. Under the broad theme of "Travel for LIFE", the G20 Tourism track is working to further the achievement of Sustainable

Development Goals through green, inclusive and resilient tourism-development.

On the sidelines of the meeting, a panel discussion on 'Adventure Tourism as a vehicle for achieving SDGs' would also be organised. Besides, several activities involving 'Janbhagidari' as also giving experience of local arts, crafts, and culture to the foreign delegates have been planned. The participants would also be taken for a ride of the famous Darjeeling Himalayan Railway (Toy Train), a UNESCO World Heritage Site.

## SAMCO Launches MyDEX Technology India's First Stock Market Performance Gauge, that Empower Investors to Make Augmented Investment Decisions

Chennai, April 05 2023: A groundbreaking initiative for the Indian capital markets investors and traders. A first-of-its-kind offering in India, investors and traders have been empowered to measure their stock market performance through their Personal Index (PI). This has been made possible by SAMCO Securities, one of the leading Invest-Tech companies in India, who announced launch of its next-gen Capital Resource Planning (CRP) trading platform on the web and app, backed by proprietary MyDex Technology. PI is one of the innovative features of SAMCO's CRP Platform which is embedded with trading and will empower Indian investors and traders to enhance their investment performance and beat the market benchmark returns.

Through Personal Index, it is actually for the first-time, retail investors will have their Time Weighted Rate of Return (TWRR) at their fingertips. TWRR is most widely accepted method of calculating personal rate of return by Fund Managers, institutional investors and even Regulators. Until now, TWRR was a complex and time-consuming process that was only available to institutional investors such as Mutual Funds (MFs) and Portfolio Management Schemes (PMS) providers. These institutional investors also outsource this computation to multiple agencies like Custodian, RTA, and Fund Accountant. With the availability of Personal Index now, retail investors will be able to measure their performance with ease and accuracy for the first

time and that too for FREE to all the investors on SAMCO's CRP Platform.

Since the launch of Personal Index, over 68,000 people have already taken to the ACE-OUTSOURCE-INDEX pledge and have started tracking their performance through the Personal Index. This is a testament to the power and acceptance of this revolutionary new feature.

Commenting on the launch of CRP Platform, Mr Jimeet Modi, Founder and CEO, SAMCO said, "Even though retail individual investors are their own money managers, their stock market performance measurement is fairly poor. With an intent to overcome this problem, we are thrilled to launch our next-gen CRP Platform on web & app, to empower stock market participants to achieve their best financial performance."

Another India-first feature of the SAMCO CRP Platform is that investors can directly compare their Personal Index returns with leading mutual fund managers, empowering them to make informed decisions. In addition, in case of consistent underperformance, they can invest with outperforming fund managers in one click. This enables investors to easily compare their returns with the mutual fund managers and align their investments with the best-performing funds.

The SAMCO CRP Platform also has yet another India-First feature of smart recommendation that prompts investors and traders to invest in Index Funds or Index ETFs in

case of consistent underperformance. Through this and the comparison with mutual fund manager feature, SAMCO is trying to ensure that the CRP in this Phase itself is equipped to help customers honour the ACE-OUTSOURCE-INDEX pledge.

Phase one of the CRP launch is focused on the 'Measure' aspect of the platform through Personal Index which will be your real rate of return from the stock market. It will be calculated based on your aggregate portfolio, including stock holdings, MF holdings, and derivative positions. Unlike traditional benchmark indices, Personal Index will be unique to each individual, providing him/her with a comprehensive view of their performance and enabling them to track their progress in real-time.

A notable point is that the Personal Index will be updated every minute, unlike MFs and PMs, which get this information calculated at the end of the day. Personal Index also acts as a verified and audited performance report of every retail investor, building trust, transparency, and accurate decision making.

In addition to providing investors with a comprehensive view of their performance, Personal Index also allows them to compare their returns with leading market indices, enabling them to benchmark their performance against the wider market. This is an essential feature that enables seamless comparison of returns as the goal of active traders should be to outperform the market and generate higher returns.

The primary goal of the CRP is to help investors and traders Measure, Analyze, and Improve their stock market performance so that they can outperform the index. The platform is being developed with a focus to provide investors with the tools that will enable them to measure and track their performance, analyze and understand their trading and investing behaviour, and provide insights and recommendations, so that they can improve their performance. With the launch of CRP, SAMCO Securities aims to do for trading and investing businesses what ERPs (Enterprise Resource Planning)

have done for traditional business transformations.

It may be recalled that last week, SAMCO launched 'Mission: Ace The Index' and urged the market participants to take the pledge to prioritize their investment performance. SAMCO urged the investors to outperform the relevant benchmark indices by researching and analysing investment opportunities, manage portfolio actively and adapt strategies according to evolving market conditions.

In case, if one is unable or unwilling to manage his/her portfolio actively, then one will pledge to outsource his/her funds to a professional fund manager, who has a proven track record of delivering superior market returns, or invest in index ETF (Exchange Traded Fund) that tracks the relevant benchmarks to ensure that one is aligned with overall market performance and benefits from its growth.

## DISNEY STAR GETS AN OVERWHELMING RESPONSE TO TATA IPL 2023, RATINGS UP BY 29%

Chennai, April 05 2023: Disney Star, the official television broadcaster of TATA IPL 2023, clocked a total of 8.7 billion minutes of consumption on TV\* for the opening match, a massive 47% growth\* in comparison to last year. 140 million\* viewers tuned in for the live broadcast on opening day, which included the Opening Ceremony with 130 million\* watching the first match involving Gujarat Titans and Chennai Super Kings.

"We are humbled with the overwhelming response that #IPLonStar has received from fans across the country. The massive growth in viewing time is testament to the success of our campaign, focus on building virtues of Star Sports' broadcast, continuing dominance of linear Television as the preferred platform for uninterrupted viewing of live Cricket and most of all, the deep relationship we share with Cricket fans. This also reiterates the popularity of TATA IPL as the premier Cricket tournament in the world. We will continue to stay committed in our endeavour of serving fans through the power of storytelling, the best in-

class coverage and customization at scale," said Sanjog Gupta, Head-Sports, Disney Star

Star Sports has been at the forefront of fuelling fandom for sports and nurture viewership. With its fan-centric approach, which includes creating region-specific feeds in nine languages, fine-tuned to socio-cultural nuances and sporting realities of the region, it has grown Cricket viewership in multiple regions. A decorated 'Star Cast' comprising former Cricketers and seasoned broadcasters across languages is presenting Tata IPL 2023. They are joined by Star Sports' IPL sutradhaar - Ranveer Singh - and legendary Telugu actor Nandamuri Balakrishna, who are representing super-fans on the broadcast.

Star Sports is keeping fans in the centre of all their initiatives and providing the most immersive fan experience possible with on-ground experiences like the 'Fan Bus', where fans can join and interact with Star Sports' experts on the way to the stadium and discuss the game with them. The broadcaster is also bringing the joy of 'Watching Together' to the fans doorsteps and

thereby providing the most immersive fan experience possible with 'Har Society Banega Stadium' wherein Star Sports' experts are joining screenings being organised around the country. The broadcaster has also launched the largest school Cricket quiz, 'The Incredible League Quiz', which has seen participation from over 20,000 students. 'Ask Star' returns in a new avatar where fans can pose to commentators, questions which they always wanted answers to. These questions are featured on the live broadcast.

The 'Shor On, Game On!' campaign by Star Sports generated significant excitement and support before the tournament. The campaign captures fans' passion, excitement, and togetherness, driving their favourite cricketers to achieve incredible moments on the field. The campaign films have featured superstars Virat Kohli, Rohit Sharma, Hardik Pandya, Ravindra Jadeja, and KL Rahul and took social media by storm, with fans expressing their delight and rooting for their favourite teams.

Star Sports also launched a special 'Stars

on Star' show that provided viewers with a unique opportunity to get to know their favourite heroes at a personal level. The broadcaster has been consolidating its efforts to celebrate super-fans who make the IPL special, and the response has been overwhelming. Over 200 million\* viewers watched the build-up programming for TATA IPL 2023 even before the tournament began on Friday, which is testament to Star Sports' commitment to widen the coverage of the tournament beyond the live broadcast.

With the tournament expected to provide many thrilling moments, twists, and turns, Star Sports is optimistic that the 'Shor' will continue as fans enjoy the action on television. With a host of exclusive surround programming and technology innovations, the broadcaster is setting a new precedent in how the marquee tournament is watched. The TATA IPL 2023 promises to be an enthralling tournament, and Star Sports' efforts to enhance the viewing experience will undoubtedly make it memorable for viewers and fans across the country.



## SUDHA SHIVKUMAR TAKES OVER AS THE NATIONAL PRESIDENT OF FICCI LADIES ORGANISATION (FLO) FOR 2023-24

Chennai, April 05 2023: Chennai based Ms Sudha Shivkumar took over as the 40th President of FICCI Ladies Organisation (FLO) the oldest women-led and women-centric business chamber of Southeast Asia. at the 39th Annual Session on March 31, 2023.

As the 40th National President of FLO Ms Shivkumar will focus on empowering women by facilitating an enabling environment that promotes entrepreneurship, industry participation and economic development of women. Under her leadership, FLO will carry out many interventions towards fostering larger contributions of women in India's Industrial and economic growth story.

"Development of entrepreneurship among women has been central to FLO's philosophy and mission. Taking this vision forward my focus during her tenure would be to transform the power of woman's voices into forward thinking economic initiatives by changing perceptions and influencing policies." Said Ms Sudha Shivkumar, National President, FICCI Ladies Organisation (FLO).

"With the theme for her year "LET'S RISE", the primary objectives will be:

To grow and sustain an effective



organization, inspire and nurture the entrepreneurial spirit and support women's professional and personal development through networking, education, and training to be a catalyst for community development." She said.

Ms Sudha Shivkumar is a lawyer and investment banker by profession. Her prolific career spans over 32 years and includes leading large organizations and mutual funds, managing international portfolios, spearheading non-profit ventures, all while keenly mentoring and inspiring women from all walks of life.

A gold medallist and a state topper in her undergraduate studies, Ms. Shivkumar completed her bachelor's degree in English from the University of Madras. She specialised in Corporate and

Craft Council in its projects, 'Abhushan' and 'Kaivalam'. She is currently Treasurer, Crafts Council of India. In her spare time, Ms. Shivkumar helps run a vocational training centre for the mentally challenged as a trustee of Navajothi Trust.

Ms. Shivkumar has, throughout her student and professional careers, displayed a penchant for leadership in various roles. In her early days, she was a school pupil leader, the president of her college union, and an under officer of the NCC movement at the state level. At the young age of 29, she was not only the CEO of a financial services company, but also pioneered the operations of a mutual fund. Her experience as Managing Director of her family's foundry exposed her to the nuances of leading and motivating people of varied backgrounds.

Ms. Shivkumar also partakes in sports and leisure activities. She has won the All-India Best Shot in Rifle shooting and has undergone advanced training in para-jumping. She also holds the state record for javelin throw.

She was the Chairperson of FLO Chennai Chapter in 2016-17. FLO at present has 19 chapters across India with about 3000 business women as its members.

## Mahindra Auto records highest-ever vehicle sales at 66,091 units with 21% growth; Sells highest-ever SUV volume of 35,976 with 31% growth in March 23

Chennai, April 05 2023: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading automotive companies, today announced that its auto sales for the month of March 2023 stood at 35,976 vehicles, its highest ever, with a growth of 31%. The company also clocked the highest ever annual sales of its SUVs at 356,961 units, with a growth of 60%. In the Passenger Vehicle segment (which includes UVs, Cars and Vans), the company sold 35,997 units (growth of 30%) in March 2023 and recorded an annual sale of 359,253 vehicles (growth of 59%).

The Commercial Vehicle segment



recorded a sale of 22,282 vehicles in March 2023 (growth of 12%) and annual sale of 248,576 vehicles (growth of 40%). The LCV (2 - 3.5T) segment recorded its highest ever annual sales of 198,121 units in F23. Mahindra Truck and Bus Division (LCV > 3.5T + MHCV), also registered good performance with 1,469 units in March

Exports for the month were at 2,115 vehicles, and the company sold 5,697 units of 3-wheelers in March 2023.

According to Veejay Nakra, President, Automotive Division, M&M Ltd., "We are delighted to close the

year with a growth of 50% for the Auto Sector on annual basis and the highest ever numbers, in almost all segments of the business. Our SUV business recorded all-time high numbers, with a growth of 31% in March 2023, while it recorded a 60% overall growth in F23, on the back of good demand across the portfolio. The Pick-up (LCV 2-3.5T) segment recorded highest ever annual volume with a strong 43% growth, consolidating its leadership position. We would like to thank our associates, dealers, partners, suppliers, and customers, who have made this a remarkable year".

## Advanced GloSkin Clinic launched & unveiled new One Pro Machine by Saran Vel

Chennai, April 05 2023: Advanced GloSkinClinic, a leading Hair Regrowth & Skin Treatment brand, launched their latest brand, Advanced GloSkin, on 3rd March 2023 at Radisson Blu Egmore.

The event was Inaugurated by Chief Guest Founder & Managing Director, Advanced Grohair & GloSkin Clinic - Saran Vel J and witnessed the participation of franchisees, the corporate team, and all stakeholders.

The clinic offers a complete range of US-FDA approved and advanced skin treatment solutions, including Hydrafacial, Q Switched Laser, Chemical Peel, Botox, Fillers, Thread Lift, Full Body Laser, Face PRP, Warts Removal, and much more.

The clinic is well equipped with patented high-end machineries administered by world-



class experts in the field of aesthetic medicine, which allows them to achieve astonishing results.

As part of the launch, Advanced GroHair & GloSkin Clinic unveiled its latest logo and introduced a new One Pro Machine.

The One Pro Machine demonstration showcased the product's advanced features and capabilities, making it an essential tool for effective skin treatment solutions. The brand also introduced the Sesderma product orientation, Botox & Fillers product orientation, and One Pro Product Home Care Orientation to offer a

complete range of solutions for all skin types.

Furthermore, the clinic showcased its range of commercials for laser, peels, and basic treatments, along with an Enterprises Resource Planning Demo.

The GloSkin Clinic Branding Tour offered an inside look at the clinic's state-of-the-art facilities and expert staff.

The event culminated with an awards ceremony, where the clinic recognized the contributions of its employees and franchise partners.

Additionally, the

clinic distributed skin training manuals, machine brochures, and commercial sheets to ensure that the clinics have all the information to make informed decisions.

Advanced GroHair & GloSkin Clinic is committed to providing its customers with the best possible hair regrowth and skin treatment solutions, and its latest range of products and services is a testament to this commitment. For more information, visit the clinic's website [www.adgloskin.com](http://www.adgloskin.com)

The launch of Advanced GloSkin is an exciting milestone for the clinic, and it further establishes its position as a leader in the hair regrowth and skin treatment industry.

With a focus on providing affordable and innovative solutions, Advanced GloSkin Clinic is set to revolutionize the beauty and wellness industry.

## Mahindra's Farm Equipment Sector Sells 33,622 Units in India during March 2023

Chennai, April 05 2023: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), part of the Mahindra Group, today announced its tractor sales numbers for March 2023.

Domestic sales in March 2023 were at 33,622 units, as against 28,112 units during March 2022.

Total tractor sales (Domestic + Exports) during March 2023 were at 35,014 units, as against 29,763 units for



the same period last year. Exports for the month stood at 1,392 units.

The company clocked its highest ever annual sale of 4,07,545

Units (Domestic + Exports) in FY'23.

Commenting on the performance, Hemant Sikka, President - Farm Equipment Sector, Mahindra & Mahindra

Ltd. said, "We have sold 33,622 tractors in the domestic market during March 2023, a growth of 20% over last year. Increase in crop output, mandi prices staying firm, Government support for increase in MSP for major crops and increase in wages under MGNREGA scheme will help improve the financial security of rural households and boost tractor demand in the coming months. In the exports market, we have sold 1,392 tractors."

## Magadh Foundation forms its district committee in Kanyakumari

Chennai, April 05 2023: Magadh Foundation forms its district committee in Kanyakumari on March 31, 2023. The Kanyakumari District Committee was formed with the approval of the founder and current president of the Magadh Foundation, Mr. KN Tripathi, a former minister of Jharkhand, in the presence of Mr. Venkatesh Ramaraj, Central Committee Member, State Convener of Tamilnadu, and Incharge of Membership for South India, along with Mr. Dharmesh Tanna, Mrs. Bijoya Tanna, and Mr. Namo Govindan. Over 10 residents of Kanyakumari District joined and became members of the



foundation, which formed this committee. Mr. Jose Anand was appointed as the president of the committee. Other members of the committee present were Jeeva, Bijesh, Dinesh Kumar, John Rose, Vasanthakumar, Ravikumar, and Arul Enninin. The roles and responsibilities for all

the members of the Kanyakumari committee have already been assigned. "Our next district committees are scheduled for formation in the Salem and Kallakurichi districts on April 12, 2023. We are scheduled to conduct a free eye check-up and a free orthopaedic check-up camp with the

distribution of medicines at no cost on the 9th and 23rd of April 2023, respectively, to the neediest residents of the North Chennai area", Venkatesh said. "We have planned to organise a medical camp in Nagercoil this month. The date will be announced shortly", Jose Anand said.