

## Prime Minister flagged off Kerala's first Vande Bharat Express between Thiruvananthapuram and Kasaragod

Chennai, April 25, 2023: Narendra Modi, Hon'ble Prime Minister of India flagged off Vande Bharat Express between Thiruvananthapuram and Kasaragod, the first Vande Bharat service in the state of Kerala today, 25th April 2023 from Thiruvananthapuram Central Railway station. Earlier, Hon'ble Prime Minister interacted with the school children onboard Vande Bharat Express. Shri Arif Mohammed Khan, Hon'ble Governor of Kerala, Shri Pinarayi Vijayan, Hon'ble Chief Minister of Kerala, Shri

Ashwini Vaishnaw, Hon'ble Union Minister for Railways, Communications, Electronics & IT, Dr. Sashi Tharoor, Hon'ble Member of Parliament and other dignitaries participated in the above event held at Thiruvananthapuram today.

In order to provide an opportunity to children, rail enthusiasts and general public to get a glimpse of the prestigious train service, the inaugural special of Thiruvananthapuram Central - Kasaragod Vande Bharat Express



was provided stoppages at 14 railway stations enroute. The train is receiving overwhelming reception at the enroute

stations with students, railfans and general public joining the festivities. Special welcome is being

accorded at many of the stations with Kerala's traditional Kathakali, Mohiniyattam performances and

Panchavadyam, an orchestra of five musical instruments.

Further, Souvenir

passes for travel in the inaugural special Vande Bharat Express have been issued to press & media, rail fans and school children, among others. School children from various schools in Kerala who were winners of 'Vande Bharat' essay and painting competitions were given an opportunity to travel in the inaugural service today.

This Vande Bharat Express between the state capital Thiruvananthapuram and historical town Kasaragod is the first Vande Bharat exclusively serving the state of

Kerala. Reaching the destination in about 8 hrs and 5 minutes from both ends, this premium service will reduce the average travel time between Thiruvananthapuram and Kasaragod by almost three hours. The service interlinks almost the entire stretch of Kerala from South to North offering faster connectivity to enroute destinations such as Kollam, Kottayam, Ernakulam Town, Thrissur, Shoranur Junction, Kozhikode and Kannur.

## Prime Minister unveils a host of rail projects worth over Rs.1900 Crores for the state of Kerala today PM dedicated 179 Km Electrified section between Palakkad-Palani-Dindigul completed at a cost of Rs.242 Crore

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## Union Minister of Railways is on a two-day visit to Kerala

### The Minister reviews the master plans for redevelopment of Thiruvananthapuram Central, Varkala Sivagiri and Kozhikode railway stations

Chennai, April 25, 2023: Ashwini Vaishnaw, Hon'ble Union Minister of Railways, Communications, Electronics & Information Technology is on a two-day visit to Kerala. The Minister held a review meeting with Railway officials and later inspected Nemon and Kochuveli terminals proposed to be upgraded as part of comprehensive development of Thiruvananthapuram area.

#### Review Meeting

The Minister conducted a review meeting with Shri R.N. Singh, General Manager, Southern Railway in the presence of Shri Anil Kumar Lahoti, Chairman, Railway Board & Chief Executive Officer (CEO). Principal Heads



of Departments of Southern Railway and Shri S.M. Sharma, Divisional Railway Manager, Thiruvananthapuram participated in the meeting. The Minister urged the officials to fast track the station redevelopment projects of Ernakulam, Ernakulam Town and Kollam Junction and reviewed the proposed blueprint of Station

redevelopment projects of Thiruvananthapuram Central, Varkala Sivagiri and Kozhikode stations. The Minister reviewed the status of various ongoing doubling and new line projects and sought the concerted efforts of all the officials for expeditious implementation. The Minister also scrutinized the proposed speed enhancement projects in the state of Kerala that

will pave the way for operation of trains like Vande Bharat and other Mail/Express services at higher speeds.

#### Inspection of Nemon & Kochuveli Terminals

Followed by the review meeting, the Union Minister inspected Nemon terminal accompanied by Shri Anil Kumar Lahoti, Chairman, Railway Board & Chief

Executive Officer (CEO), Shri R.N. Singh, General Manager, Southern Railway, Principal Heads of Departments of Southern Railway and Shri S.M. Sharma, Divisional Railway Manager, Thiruvananthapuram. The Minister interacted with the passengers at the officials to expedite the project within the time-frame. Later, the Minister visited Kochuveli station and

inspected 'One Station One Product' outlet and the catering unit at the station. The Minister met Shri Kadakampally Surendran, Hon'ble MLA of Kazhakkuttam Constituency at the station and held discussions. Thereafter, the Minister interacted with the passengers at Kochuveli station and received their feedback.

The Minister met mediapersons at Nemon and Kochuveli and

briefed them about the proposed project for development of Nemon and Kochuveli and the work-in-progress at the terminals with regard to construction of pitlines, stabling lines, Platform extension works, augmentation of coaching facilities and measures to decongest Thiruvananthapuram Central.

Earlier in the morning, Shri Ashwini Vaishnaw participated in

the flagging off ceremony of Thiruvananthapuram Central - Kasaragod Vande Bharat Express by Hon'ble Prime Minister. Later, the Minister joined other dignitaries at the Central Stadium, Palayam in Thiruvananthapuram where various rail, Kochi Water Metro and Kerala state govt. projects were unveiled.

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## Indo-Australian Association honoured Meritorious Service Award 2023 to His Highness Nawab Mohammed Abdul Ali presented by Miss Sara Kirliw & Susan Verghese

Chennai, April 25 2023: Australia or India, who have contributed exemplary work towards building relations between the two countries.

This year, the Nawab of Arcot was considered the worthy recipient for his long-time association to improve communal peace and harmony and patronage of international relations, and he is being bestowed the IAA Award for Meritorious Service at the Amir Mahal on April 24th, 2023 in the presence of the Australian Consul General to South India, Miss Sara Kirliw.

Many Consuls and honorary Consul Generals have been invited for the event followed by His Highness Nawab of



Arcot and the Consul General both greeted with a Ponnadai and flowers.

The welcome address was delivered by Dr Susan Verghese, the President of the Indo Australian Association followed by the Consul General's speech, reading of the Citation

by the Secretary of the Association, Miss Leena Ashok.

The citation and award given to his Highness the Nawab of Arcot followed by his acceptance speech and the vote of thanks given by Miss Bernadine Joseph followed by the

National anthems of both the countries.

It concluded with an entertaining musical evening led by the very talented Nawabzada, Mohammad Asif Ali. This is a much awaited event in the social calendar of the Indo Australian Association.

## Apollo announces expansion of its Genomics Institute

Chennai, April 25 2023: Apollo, the world's largest vertically integrated healthcare provider, today announced the expansion of the Apollo Genomics Institute with the launch of the facility in Chennai. Doubling down on its investments in genomics, Apollo Genomic Institute was earlier launched in Mumbai and Delhi. By the end of 2023, Apollo aims to open three more genomics facilities in Hyderabad, Bangalore and Ahmedabad respectively.

India has made huge progress in terms of combating communicable diseases over the years; however, the increase in the number of genetic disorders in the recent past have been overlooked. With genomics, these diseases can be identified before they manifest; in turn, enabling early intervention and preventive care. The Apollo Genomics Institute aims to transform medical practice by bringing genomic services within the reach of every clinician & patient.

The Apollo Genomic Institute in Chennai will host a range of genomic services including genetic evaluation, clinical diagnostics, obstetric genetics, cancer genomics, prenatal genetic screening capabilities and more, empowering patients with information to manage and prevent genetic disorders.

Dr. Preetha Reddy,



Executive Vice Chairperson of Apollo Hospitals Group, said "India is a highly diverse heterogeneous country, and as a result, genomic medicine could have transformative potential. With decreasing infant mortality rates, genetic disorders are emerging as an important group of diseases. According to a 2021 report by the Ministry of Health and Family Welfare, the number of diseases in India that are globally recognized as rare diseases encompass from around 7,000 to 8,000 disorders. Today, as our population gets more health conscious, we're also seeing increased awareness amongst individuals around the value of genomic tests in the prevention and diagnosis of non-communicable diseases (NCDs) and genetic diseases such as diabetes, cancer, and cardiovascular disorders amongst others. The expansion of the Genomics Institute is a critical step towards the prevention and management of NCDs,

which continues to be a significant public health challenge in India and around the world".

Ms. Suneeta Reddy, MD, Apollo Hospitals Group, said "At Apollo, we believe that patients need to be brought to the forefront of the decision-making process with regard to their health journey. Constantly increasing availability of real-world data sources coupled with patient-centric analytics offer deeper insights into how they are diagnosed, treated and beyond. Genomics is one such area. On the back of increasing NCDs, the greater availability of patient-level data helps practitioners better understand the patient journey. This also enables personalization in medicine by leveraging genetic insights is immensely impacting decisions made regarding the prevention, diagnosis, and treatment of diseases. At Apollo Genomics Institute, our focus on preventive care and personalized medicine underscores our commitment to a

more resilient and healthier society." India has 20 per cent of the world's global population, it only contributes to 0.2 per cent of the global genetic database. Apollo Genomic Network is planning to launch a genomic variant database to collate and secure the genomic data generated in a secure manner. The Pan-Apollo Genomics Network is also actively involved in academics and research activities. AGI holds weekly case discussions, peer-to-peer learning, monthly Grand rounds and Journal club and Healthcare Seminar series. As NCDs continue to be one of the leading causes of death and suffering, contributing to 65 per cent of deaths in India, Apollo is committed to making preventive healthcare a national priority. The Apollo Genomics Institutes ultimate goal is to transform the future of healthcare in India by providing access to precision & personalized medical care.

## HEALTHY HOLIDAYS FOR KIDS Pitchiah Kasinathan, Clinical Dietitian Fortis Malar Hospital

Chennai, April 25 2023: Holidays were always fun when we were kids. Although we enjoy this season after we grow up, there comes a sense of caution about health. The holiday diet and lifestyle of previous generations was inherently healthy. Games always away from home, exclusive grandparents caring, not only physical but also in build emotional well-being, stay with the nature, etc., But the children of today's generation have less opportunities for that. Rural children are much more likely than urban children to spend their holidays in a healthy and natural way. It is our responsibility to introduce healthy and traditional foods and activities. Also encourage them to practice the same in their regular days. This will make this holiday not only happy but also healthy.

### Physical activity

Children are always more interesting in learning by activity, observe and enjoy. Keep your children more active with Yoga, playing in park, seashore games and all other possibility of outdoor games. Always ensure that activities must be from early morning to mid-morning and evenings. This will help the children to get good appetite, deep sleep, proper digestion, psychological well-being and other health benefits.

### Smart food practice during children holidays

The first major step for you have to take for



healthy holiday is strictly stick with homemade food. Avoid or at least completely minimize the processed and canned food. Why? During holidays children will be more on snacking, binge eating. It is parents' or elder's responsibility to ensure that they always include homemade snacks. You must aware that processed food always carry excess sodium, trans fatty acids and preservatives which are harm to health.

Do not force your children eat. Let them eat when they feel hungry. This will help them to eat mindful. Do not allow them to watch TV, mobile phones, or other activities while they are having food.

Let them choose their favorite vegetables, fruits, grains. Give priorities for their food options. Share with them important information such as nutritive value, benefits etc., Invite your little one to witness how the food/snacks are being prepared, allow them to help in cooking or preparations (washing vegetable & fruits, measurement of grains). So they feel happy and enjoy their own preparations.

If your children are going to your relative's



house, tell their food allergy, aversions, and standard food practice to your relatives without a miss. This will help them to avoid getting sick.

Ensure that they must get sufficient liquids like Tender coconut water, sweet toddy, ice apple, melon fruits and fresh juices, buttermilk etc., There are more chances to get dehydrated frequently during summer; even during other season as children will be engaged in more physical activity during holidays. This will keep them hydrated. These beverages will provide sufficient amount of sodium, potassium with other minerals and trace elements.

Weekly once oil bath will really help to reduce their summer complications. Always monitor their food intake and activities. Guide them to include more home preparation food.

### Let see couple of interesting healthy recipes for them.

#### Black channa laddu

#### Ingredients:

Black channa-1 cup,

Powdered brown sugar-1/2 cup, Ghee

Cashew - few, Cardamom - few.

**Preparation method:**  
Dry roast the black channa, grind it into fine, powder and seive it.

In a pan melt the ghee, add powdered channa, and roast for 5 minutes on medium flame, Then add powdered brown sugar, cardamom powder and cashews, Mix it well and make it round balls...

#### Panner popcorn

#### Ingredients:

Panner, Chilli powder, Turmeric powder, Ginger garlic paste, Cornflour, Bread crumbs.

**Preparation method:**  
Cut the panner into small cube sized, In a bowl, add panner, chilli powder, turmeric powder and salt, Ginger garlic paste mix it well. Keep it aside for 5 minutes, In another bowl, add corn flour and water ..dip the marinated panner into the batter

Then coat with bread crumbs, Deep fry in medium flamed oil

## Achieve Comfort and Style This Summer with Sandals from Language

Chennai, April 25 2023: Summer is here, and that means it is time to put away the snow boots and break out the sandals. They are an ideal way to keep your feet cool and comfy while also adding a stylish touch to your outfit. Featuring an array of colours, styles, and designs available, Language has got the perfect sandal to suit your summer wardrobe. With quality materials and craftsmanship, these sandals will let you breeze through the day.

The Durant Sandal is a must-have for anyone looking for a modern twist on casual footwear. Their premium metallic leather upper exudes an eye-catching aesthetic, while the soft sheep leather lining ensures comfort throughout the day. Perfect for everyday wear, these sandals are designed to meet modern demands without compromising on their



classy appeal. The Durant Sandals are available in Black.

Price: Rs. 4990

The Clover Sandals

offer a unique blend of luxury, functionality and style. These sandals are ideal for a casual look as they feature a moulded footbed, plush sheep lining and are handcrafted using rich metallic leather. These

sandals, with their minimalist and new-age style, are sure to give your ensemble a distinct edge. They are available in Black.

Price: Rs. 4990

The Hansel Sandal can help you achieve an effortless style. These sandals are designed to perfection with a cork footbed that moulds to the contour of your feet and

matches your everyday outfit with comfort and style. They are available in Black, Brown and White colour options.

Price: Rs. 4,290/-

If you want comfort and support, the Packer Sandals are an excellent choice. These sandals are all about casual and simple elegance, with an adjustable leather strap and a cork footbed that ensures a great fit for happy feet all day long. They are available in Black, Brown and White colour options.

Price: Rs. 3,790/-

Slip into the stylish and incredibly comfortable Holden Sandals. Featuring a cork footbed with adjustable leather straps, these handcrafted sandals are a must-have in your wardrobe. They are available in Black and Brown colour options.

Price: Rs. 4,290/-

## A M Jain college to offer new courses on Artificial Intelligence and Psychology Provides 120+ certificate courses to upskill students

Chennai, April 25 2023: Staying in line with constantly evolving, new trends and approaches in education, Chennai based Agurchand Manmull Jain College has announced four (1 UG and 3 PG) new courses for the new academic year 2023-24. The new courses added to this year include, B.Sc Computer Science with Artificial Intelligence and M.Sc Applied Psychology with specialization in Counselling, M.A Public Administration and M.Com Accounting and Finance.

courses which will help students to upskill themselves. Courses like Import and Export Management, E-Banking, Cryptocurrency, Open Source, Disaster management, Drug less therapy for students and teachers, Income Tax Return filing for individuals, An introduction to Gender, Sex and Sexuality, Stress Management, Traditional Art: Tanjore painting, Event Management, Internet of Things (IoT) For home automation and many more are offered by the college.

B.Sc Computer Science with AI programme will equip the students with both computing and scientific skills to solve real-world problems. M.Sc Applied Psychology with specialization in counselling aims at theoretical understanding of the concepts, knowledge application and skill building," said Ms. Ramya, Dean, Agurchand Manmull Jain College.

Around 120+ certificate courses are identified as value-added and skill-based courses, where the students can pick and choose the area they would like to enhance

themselves. A 30 hour course will be at an affordable cost of Rs 500 and 45 hour course will be offered at Rs 750. "These certificate courses will help the students to be in power with the industry requirements and excel in their career. We have also signed MoUs with ICAI and TCS for competency courses. TCS will offer a Banking and Insurance course at free of cost, while ICAI will offer CMA foundation and intermediate course, which will come at a cost of Rs 6,000 and Rs 23,100, respectively. These courses will be available from June 2023", Ms. Ramya said.

"Through these new courses, students will acquire knowledge that are more relevant to the current scenarios. The

Along with the new graduation courses, the college will also be offering certificate

## Success is a journey continue by defeating the defeats along the road Mumtaj Begam, Counselling Psychologist, Fortis Hospitals, Chennai

Chennai, April 25 2023: "Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will spend its whole life believing that it is stupid" - Albert Einstein



Everyone is brilliant because they each have unique skills; expecting a fish to fly or climb a tree is ridiculous. While waiting for their results, parents and students will be praying to God, asking him to "please help me get good marks," "please do this favour to me just this time," etc. while the test results are about to be released.

Before and after the exam begins, as well as before to the announcement of the exam results, all possible emotions will be practised. Anxiety about exam results is extremely common everywhere, where parents and students often become stressed out over their curiosity about the results.

that you are not the mark you score. We never know the circumstances in which we found ourselves during the examination; occasionally, we tend to get ill, we may be experiencing difficulties, and for a select few, the environment during the examination may have had an impact. Consequently, it may sometimes be about external factors rather than internal factors and vice versa.

? Day before Result Declaration: The day before and a few hours before the result declaration, stress levels are at their strongest. Avoid stimulants like coffee or energy drinks during this period because they can raise stress levels. Also, try to avoid social media and other websites with lively discussions regarding the findings because sometimes reading other people's words may distract you. To get away from the outcomes and unwind, read a book you love, watch a movie, go on a walk, or engage in some physical activity.

yourself!  
Keep in mind that your academic path does not end with your exam scores, and they do not determine your value or potential. Stay positive and believe in yourself.

Tips for parents to Deal with Exam result anxiety:

? Quit worrying about your surroundings: Try not to worry about your surroundings (relatives, neighbours, friends, co-workers, etc.). Always remember that the score an individual receives is not a reflection of who they are; rather, it may have been affected by internal or external factors.

? Don't label them: Always keep in mind that describing your child with demotivating words won't help. Instead, try using alternative words in a positive way, share some inspiring stories with them, and encourage them rather than blocking their path.

First of all, realise that everything you do is a learning experience! Your life is not over. Learn from your failures and aim to do it correctly the next time; put up some effort and anticipate success; it is pointless to anticipate success without making any effort.

Tips for students to deal with Exam result anxiety:

? Acknowledge your anxiety: It's normal to experience anxiety in relation to your results. Accept that feeling anxious is a natural response.

? Focus on the present moment: Rather of thinking about what you could have done differently, concentrate on what you can do right this second to manage your anxiety.

? Stop comparing your child to others: Comparison will make you more stressed and disturb your peace of mind. Assist your child in developing to their full potential rather than comparing them to others.

'DO NOT PANIC' if things don't go as expected. It's not the end of the world if you get poor grades. The next time you take the examinations, you can do better. Find out what to do next by speaking with your parents, instructors, or anybody else you feel like confiding in.

? Make yourself prepared for worst case scenario (Never compare yourself with others): Have a strategy in place for how you will proceed and handle the situation if you receive unsatisfactory grades.

? Talk to someone: Share your concerns with a someone you can trust. Speaking your feelings out loud might sometimes make you feel better. It might be your siblings, parents, teachers, friends, or counsellors, among others.

? Give them some space to share: Make them feel comfortable sharing their opinions with you without fear of being judged and encourage them to do so.

? Make yourself understand that Mark is not end of life: It is also a phase of life, and there is still more yet to come.

? Stop relying on luck and start believing in

? Make sure you're always available to them.  
Keep in mind that while you look for gold, you are losing a diamond! Keep your spirits up and have faith in your kid.

## GSK launches Shingrix in India- A vaccine for the prevention of shingles in adults aged 50 years and above

Chennai, April 25 2023: GlaxoSmithKline Pharmaceuticals Ltd, today, announced the launch of Shingrix (Zoster Vaccine Recombinant, Adjuvanted) in India, for the prevention of shingles (herpes zoster) and post-herpetic neuralgia in adults aged 50 years and above. Shingrix is the world's first non-live, recombinant subunit vaccine to be given intramuscularly in two doses. Shingles is caused by the reactivation of the varicella zoster virus (VZV), the same virus that causes chickenpox.

had this virus in their body and were vulnerable to shingles.[iv] Shingles causes a painful rash. In all cases, the rash disappears, but in a large number of cases, the pain persists for months or years. This pain is known as post-herpetic neuralgia (PHN).[v]

option. We are pleased to add Shingrix to our adult vaccination portfolio and make it available across the nation."

Bhushan Akshikar, Managing Director, GlaxoSmithKline Pharmaceuticals Limited says, "GSK is pleased to bring Shingrix to protect India's 260 million adults above 50 years of age[vi] from shingles and its complications. Existing treatment options may not give complete relief from this pain. Vaccination is the only effective preventive

Adults above 50 years of age and those suffering from chronic conditions such as diabetes, heart disease and kidney diseases are at an increased risk of developing shingles because of weakened immunity. The risk of developing post-herpetic neuralgia is 30% higher and the pain is more debilitating in adults above 50 years of age.[vii] This pain can even cause psychological disturbances and increased dependence on caregivers.[viii] Shingles can also lead to complications such as vision loss and hearing loss in older adults. Since Shingrix is a non-live vaccine it can be offered to those, above the age of 50 years, who are immunocompromised and/or immunosuppressed and who are potentially at a greater risk of Shingles disease.

Shingrix was approved by the U.S. Food and Drug Administration (FDA) for the prevention of shingles in adults 50 years of age or older in 2017. The European Commission gave Shingrix approval for the prevention of shingles in adults 50 years of age or older in 2018.

A seroprevalence study in Indian subjects showed that by the age of 40 years more than 90%

## Trent Ltd. unveils Samoh: a differentiated & elevated occasion wear concept

Chennai, April 25 2023: Trent announces latest addition to its portfolio a differentiated and elevated occasion wear brand, SAMOH.



Samoh focuses on elegant, expressive, modern silhouettes and a new approach to wardrobe that emphasizes versatility. Spread across 1800 sq.ft, Samoh will debut with its first-ever store in Lucknow at Hazratganj and will cater to people who appreciate luxurious and modern take on cherished designs and motifs from the Indian hinterland.

witnessing growing acceptance. Over time, Trent seeks to build out a compelling and future-fit portfolio of lifestyle brands. Leveraging the platform and consistent with the foregoing agenda, Trent is now seeking to pursue the opportunity in the modern and contemporary occasion

wear space with Samoh. Trent plans to expand Samoh to other parts of India by year-end, where customers can experience Samoh's luxe and Indian spirit firsthand. With its premium fabrics, intricate designs, and attention to detail, it is set to become the go-to brand for customers

looking for occasion wear that is both stylish and timeless.

"We are thrilled to announce the launch of Trent's premium occasion wear concept Samoh today" said Mr. Noel Tata, Chairman of Trent Ltd., "Samoh's range draws inspiration from traditional roots and blends it seamlessly with modern aesthetics. Samoh will undoubtedly provide a compelling touch of luxury and sophistication to our customers, while they shop for their special moments in life".

The launch of Samoh marks an exciting new chapter for Trent, as the company continues to expand its portfolio of compelling retail brands.

### What We Do

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#### Projects in Chennai

Projects in Chennai

#### Projects in Chennai

Projects in Chennai

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Projects in Chennai

#### Projects in Chennai

Projects in Chennai

## Mia's latest "Nature's Finest" collection, an ode to the urban forests nurtures the brand's journey towards sustainability ~ the on-trend emerald jewellery is in 100% recycled gold ~

Chennai, April 25 2023: Mia by Tanishq, India's conscious fine jewellery brand, proudly presents its pièce de résistance this Akshaya Tritiya - the "Nature's Finest" collection. Inspired by the beauty of vertical gardens, city parks, and urban forests, this multi-color palette collection made in 100% recycled gold is a true tribute to nature found in cities.

perks, but the hustle and bustle, noise, and pollution can take a toll on our well-being. Gen Zs are always on the lookout for ways to connect with nature and find calm amidst the chaos. Mia's Nature Finest Collection while paying attention to sustainability norms, is also designed in on-trend gems – emeralds! Airy marquise shape arrangements and elegant swinging lines resembling stylized plants from cityscapes make the "Nature's Finest" collection a true masterpiece.



this collection is the thong bracelets and large emerald ear cuffs. Designed in light and elegant lines, these irresistible pieces are size agnostic, chain-based, and immensely popular among Gen-Z and Millennial women. The elongated, baguette-shaped emeralds are reminiscent of summer breezes, making these pieces the perfect addition to any summer outfit.

The jewellery pieces are designed to transport you to a place of tranquility and peace, even if you're stuck in the middle of a city.

Introducing the new collection, Ms. Shyamala Ramanan, Business Head, Mia by Tanishq said, "With the rise in hustle culture and city stress, nature provides the perfect escape to detox and rejuvenate the mind, body and soul. Our latest range of chic nature inspired designs with on-trend natural emeralds is a representation of the current generation who are obsessed with greening up the urban concrete jungle and their surroundings; not only for aesthetic reasons but because they truly believe that connecting & giving back to nature

enhances wellbeing"

By wearing the "Nature's Finest" collection, Mia invites you to take a break and reconnect with nature in your urban settings. Whether it's enjoying a picnic in a local park, tending to indoor plants, or blowing a wish on a dandelion, these activities encapsulate youthfulness, joy, and the beauty of nature.

The brand film on this latest collection - <https://www.youtube.com/watch?v=mdyz6FwG57g> showcases

Mia's respect for nature aligning with the values of the younger generation, who are known for their passion for the environment

Mia by Tanishq is excited to showcase this stunning collection, which pays tribute to the beauty of our cities and the importance of sustainability. Visit online or in-store to shop this range, and join the brand in celebrating nature's finest creation, YOU.

## Nykaa Welcomes New Senior Leaders to Drive Its Next Phase of Growth

Chennai, April 25 2023: Nykaa, India's leading beauty and fashion destination, welcomes several new senior leaders across technology, finance, business, and marketing to spearhead its next phase of growth. The new leaders will join existing leadership, now comprising over 50 leaders, and will be instrumental in driving the company's growth agenda forward. Each leader has been carefully selected for their maturity, wealth of experience, industry expertise, and passion for innovation and growth.

Falguni Nayar, Founder & CEO, Nykaa, "We are excited to welcome each of these new leaders in key roles that drive the company's important businesses and functions. With a common entrepreneurial ethos and mindset, this leadership team is well poised for success as the Nykaa ecosystem expands in scope and scale."

### Technology & Product

Rajesh Uppalapati has joined as the Chief Technology Officer. Having worked for Amazon for 20 years across different roles and geographies and more recently at Intuit, he has a proven track record of

delivering successful, world-class, large-scale, performance critical technology projects while leading large teams.

Abhishek Awasthi, Eswar Perla, Dhruv Mathur and Amit Kulshrestha have joined the existing technology leadership team. With a collective experience of over 60 years between them across organizations such as Walmart, Amazon, Magicpin and LBB, they take on key roles in product and engineering, helping to drive innovation and growth across the company's digital platforms.

### Finance, Legal & Regulatory

As Nykaa's diverse businesses carve out their own path, there is growing opportunity and complexity in the finance, legal and regulatory functions.

Leading finance is P. Ganesh, as Nykaa's Chief Financial Officer. He brings with him over 27 years of diverse experience in Financial Reporting, Business Finance, Taxation, Investor Relations, Banking, M&A and Corporate Law, serving as the CFO across companies such as TAFE Group, Pidilite Industries, Godrej Group, Glenmark

Pharmaceuticals.

With over 25 years of experience across diversified sectors, at organizations such as Vodafone Idea, Shaadi.com, Ultratech Cement, Viacom18, Sujeet Jain is the company's Chief Legal & Regulatory Officer. He leads the legal, company secretarial, compliance & regulatory functions.

T.V. Venkataraman, with over 25 years of experience across companies such as Ashok Leyland, Flipkart, & Aditya Birla Group, joins the team, responsible for the Internal Audit & Risk Management charter.

### Business & Revenue

Vishal Gupta, a seasoned veteran, with over 27 years of experience at Unilever has extensive experience across geographies and BPC categories. In his role as the head of Beauty Consumer business at Nykaa, he leads innovation, brand building, growth and profitability for the business. He will also lead Superstore By Nykaa, the eB2B distribution business. He will spearhead the next leg of growth for these two strategic and high growth businesses.

Dr. Sudhakar Y

Mhaskar leads innovation at Nykaa's Consumer Business as the Chief R&D and Quality Officer. He brings rich experience of over 30 years across Unilever and Marico, with expertise in new product development including packaging, consumer insights, quality, and technical regulations.

Shailendra Singh, with over 16 years of experience at Unilever, supports the beauty ecommerce business in the category and brand management function.

### Marketing & Customer Growth

Marketing leadership at Nykaa is strengthened with new leaders joining the charter; Sudhansh Kumar, leading performance marketing, Priya Bellubbi, leading customer lifecycle management and Suchita Salwan, leading the content charter.

They bring with them diverse knowledge and experiences of over 40 years between them across digitally led organizations, including Amazon, Myntra, Livspace, Hotstar and LBB. These new roles reflect Nykaa's commitment to customer-centric marketing strategies that drive growth and loyalty.

## Tata Tea Chakra Gold, the Tea for Tamilians, unveils its new campaign this Tamil New year ~The new campaign is a tribute to the Tamizh way of life~

Chennai, April 25 2023: Tamilians are proud of their rich culture that has many claims to fame; that of a rich literary legacy, iconic architecture, of Tamil being the longest surviving language, vibrant cinematic culture and most importantly their contributions across all spheres such as art, science, and corporate world. The driving principle of all such achievements of both individuals and a collective has been the principles of great discipline and deep respect for tried and tested processes.

This Tamil New Year, Tata Tea Chakra Gold is back with a refreshed communication celebrating the 'Tamizh way' of life based on this insight. Driven by a quest for perfection, Tamilians take great pride in their methodical approach to all things in life and an eye for detail. The new Chakra Gold campaign for Tamil Nadu is a celebration of this very uniquely Tamilian code of life that is evident even in day-to-day situations.

Conceptualized by Mullen Lintas and directed by V. K. Prakash, one of the most celebrated South Indian directors, the TVC depicts everyday scenarios of a Tamilian's life. In the TVC, we see a girl, late for her college, rushing downstairs to leave home but cannot step



out of home until her mother finishes drawing the kolam (traditional rangoli) in front of the door. Once her mother completes the Kolam, only then does the daughter get a green signal to step out. The film captures more such beautiful scenarios including the practice involving the thoran, a welcoming garland made out of Mango leaves that is hung at house entrance, that needs to be made the right way. In the scene, the Grandfather makes it incorrectly, and unaware of his error, proudly displays his art to the Pati (grandmother) who teaches him the 'right' way to do it. The film features multiple other Murais followed like ensuring the Pandhaka stands straight during auspicious occasions, ladies of the house being fully ready only when jasmine flowers adorn her hair, the right way of closing a banana leaf during a meal that shows satisfaction & delight at having the meal - all of which demonstrate

the importance of discipline, culture, and processes in Tamilian life. Towards the end of the TVC, we see the protagonists choose the Kolam, only then made with the best of processes.

Talking about the launch, Puneet Das, President Packaged Beverages (India and South Asia), Tata Consumer Products said, "Tata Tea Chakra Gold is a blend specially crafted for Tamilians and celebrates the Tamil way of life. Its refreshed campaign continues to evoke regional pride of Tamil Nadu that is rooted in understanding the importance of discipline and processes in the life of a Tamilian. By delving deeper into the vibrant culture of Tamil Nadu, we have unearthed newer situations that are celebrated in our new TVC that showcase this penchant for following processes. Similarly, Tata Tea Chakra Gold, also is crafted using

rigorous process to deliver a blend that enables consumers to enjoy their cup of tea. We also felt that the Tamil New Year was the best time to launch the new campaign that celebrates the unique Tamil Way of Life."

Sharing his thoughts on the uniqueness of the campaign, Hari Krishnan, CEO, Mullen Lintas said "Tata Tea Chakra Gold is not just any tea it embodies the very essence of Tamilian culture. Just like the many traditional rituals that define the Tamil way of life. This marriage between the product and insight was what led us to craft a campaign that celebrates not these rituals but also the immense pride that Tamilians take in following them. Tata Tea Chakra Gold is already synonymous with excellence and authenticity. And we're sure that the people of Tamil Nadu will resonate with this campaign".

## Maruti Suzuki announces BS6 Phase II upgrade for entire fleet

Chennai, April 25 2023: Maruti Suzuki announces the upgrade of its entire range of vehicles to meet the updated Bharat Stage 6 Phase II emissions regulations. All Maruti Suzuki hatchbacks, sedans, MPVs, SUVs and commercial vehicles are now compliant with the new BS6 Phase-II Real Driving Emissions (RDE) regulations, alongside being compatible with E20 fuel as well. The new RDE compliant Maruti Suzuki cars feature an enhanced On-board Diagnostics (OBD) system to monitor emission control systems of the car in real-time and will notify drivers in case of any malfunction.

The new Maruti Suzuki BS6 Phase II compliant cars have also



been given a significant safety update\* as the Company has equipped them with Electronic Stability Control (ESC) system. ESC is an advanced safety system, which is capable of detecting when a driver is losing vehicle control under challenging driving conditions. ESC assists driver in maintaining traction with road by optimally controlling engine output and braking force to each wheel to bring vehicle under control. ESC is offered across range of products in

Hatchbacks, Sedans, MPVs and SUVs.

Commenting on the rollout of the updated Maruti Suzuki range, Mr. C V Raman, Chief Technical Officer, Maruti Suzuki India Limited, said, "At Maruti Suzuki, we are always finding new and innovative ways to reduce emissions from our vehicles. Be it with the Advanced Dual Jet, Dual VVT technology, Progressive Smart Hybrid or Intelligent Electric Hybrid system. The Government of India's drive to

incorporate the new BS6 Phase II norms will go a long way in controlling emissions from vehicles over their entire lifespan. During this upgrade, Maruti Suzuki also took the opportunity to delight customers even more by equipping our cars with ESC, a leading safety feature globally. With this, Maruti Suzuki cars and SUVs are now safer than ever before and better for the environment, as well."

Maruti Suzuki has a comprehensive offering of 15 vehicles ranging from Hatchbacks, Sedans, SUVs, MUVs and commercial vehicle. The company recently launched its sporty SUV FRONX and will also soon be launching the true blue off-roader Jimny SUV in the country.