

SRMPR GROUP MAKES A FORAY INTO RAIL SERVICES

The maiden train to Shirdi was flagged off by Dr. Paarivendhar MP. Dr.Paarivendhar MP and SRM Group Chairman Ravi pachamoothoo inaugurated the first train service from Chennai Egmore to Shirdi

Chennai, April 29 2023: Dr.Paarivendhar MP and SRM Group Chairman Ravi pachamoothoo inaugurated the first train service from Chennai Egmore to Shirdi on behalf of SRMPR Global Railways by offering flowers and waving the flag.

Later, Perambalur Member of Parliament, Dr.Paarivendhar, speaking to the press, said that SRM PR Global train service has started today and that SRM Group is doing well in many fields, and in that way, SRM University has earned a good reputation not only in Tamil Nadu and India, but also across the Globe.

The event was presided over by Dr.Paarivendhar, Member of Parliament from Perambalur, IJK Party leader and founder of SRM Group in the presence of SRM Group Chairman Ravi Pachamoothoo. Southern Railway Commercial Manager Hari Krishnan and others were present.



to run the train service under the Bharat Gaurav Rail Scheme, based on SRM Group's experience in the transport sector.

No matter what industry you are in, you will know that SRM Group will provide quality service to people, said Dr.Paarivendhar. Likewise, SRMR Global Railways will also provide quality service to the people.

He also informed that the SRM Omni bus services which were suspended due to Corona will be resumed.

Today's train to Shirdi will be followed by another service from Nagercoil to Goa on May 15, Tiruchirappalli to Goa on May 21 and Nagercoil to Varanasi on June 6.

Subsequently, trains will be operated to all major tourist attractions, cultural and spiritual Centres in Tamil Nadu and other states. Food, accommodation and transport facilities are well arranged during the trip. Dr.Paarivendhar requested the people to patronise the train service.

"Bankers' key to Regional Economic Development and Successful Implementation of Central Government Schemes" - G Kishan Reddy, Minister of Development for the North Eastern Region at the North East Banking Conclave

Chennai, April 29 2023: The Ministry of Development of North Eastern Region (MDoNER) in collaboration with the North Eastern Development Finance Corporation Limited (NEDFi) on 28th April 2023 organized "The North East Bankers' Conclave 2023" at the Constitution Club of India, New Delhi supported by the State Bank of India and Confederation of Indian Industry (CII) as Industry Partner.

The conclave marked first of its kind leadership event, bringing together various stake holders from the banking and finance sector, policy makers, and regulators to brainstorm the challenges faced by the banking sector in North-East India and to deliberate and come up with some actionable strategies to address issues at various levels, from the policy planning and up to the grass-roots level of implementation, thereby promoting equality and economic growth in the region.

Inaugurating the conclave, Shri G Kishan Reddy, Union Minister of Development for the North Eastern Region (DoNER), said that the North Eastern Region (NER) has unique challenges which require innovative practical solutions. He further stated that, MSMEs are the backbone of the NE economy and are rooted in the greater vision of Atmanirbhar Bharat. Banks should prioritize support and promote Agri-Horti Sector, MSMEs, and Start-Ups in the North East. He further added that under the visionary leadership of Prime Minister Shri Narendra Modiji, Northeast Region is set to become the new growth Engine of India, He added

that the connectivity and transport infrastructure improved in the region, including connectivity by Railways. There has been an increase of 113% in air traffic through 17 airports in the region including 3, which are international airports. The Minister also emphasized the seven strategic priorities, the 'Saptarishis' i.e., inclusive development, reaching the last mile, infrastructure & investment, unleashing the potential of green growth, youth power, and financial sector for holistic development of NER, and said that the banking community has a vital role to play on each of the seven priorities.

The conclave was also graced by Dr. Bhagwat Kishanrao Karad, Minister of State (Finance), and Shri B. L. Verma, Minister of State (DoNER) besides senior bureaucrats from the Government of India, NE States, various leaders

from the banking and financial sector, regulators, industry experts, policy-making organizations and other stake holders.



discussions and find lasting solutions. He said that the North East Region has a huge potential in various sectors like Agri-Horti culture, Tourism, Hospitality, Manufacturing, etc along with a hugely talented workforce. He said that this potential needs to be leveraged and the banking fraternity needs to step up their support in building a robust Start Up ecosystem in the region and generate employment opportunities. There is a need and opportunity for the banking sector to promote industrialization, financial inclusion, and

promoting entrepreneurship across the emerging sectors by increasing credit flow, he added.

Shri G Kishan Reddy also stressed the need to support the entrepreneurs in developing market linkages and value-added support to the entrepreneurs to ensure the success of the MSMEs and startups in the region. He also added that close coordination with State governments is being ensured to maximize the potential of the banking fraternity in the region.

The Conclave served as an opportune platform to bring together some of the distinguished stakeholders as panelists and participants from various commercial banks, development banks, startups, policymakers, think-tank organizations, micro-lending organizations, regulatory authorities, and entrepreneurs to

discuss, debate, and develop ideas on how the Banking Sector in the NER can catalyze accelerating development in the NER.

The four specifically themed panel discussions on credit flow to Agri & Allied Sector, MSMEs & Startups, Implementation of Central Schemes by Banks, and Issues in Banking in the North East minutely assessed the performance, prospects, and challenges faced by the banking and financial services industry in the North Eastern Region.

It was acknowledged that much has already been achieved in the last 9 years and there is a potential to achieve a lot more. Stake holders further highlighted that new initiatives should focus on enhancing the access to credit and financing by the banks, which in turn will help increase the CD ratio in

NER and contribute to the overall growth of the local economy. Future strategies and plans will focus on improving agri-credit, MSME credit, and financial inclusion in all 2200 border villages.

Concluding the deliberations, it was highlighted that the government in collaboration with the banking fraternity will focus on developing a strong banking infrastructure, enhancing financial literacy, and creating a digital ecosystem in NER, for improving financial inclusion. Proactive collaboration of all stakeholders – Policy makers, Bankers, Regulators, Industry experts, entrepreneurs, and the wider business community – was emphasized for implementing the transformational strategies.

to visit private and government hospitals in Delhi.

Adam Abubakar stated that, "we are looking forward to further strengthening the relationship between the Somali and Indian Government, by working on the challenges faced by the citizens seeking healthcare".

Foreign Health Officials Applaud India's Healthcare Infrastructure and Health Professionals

Chennai, April 29 2023: Visiting delegates of the 'One Earth, One Health: Advantage Healthcare India 2023', a G20 co-branded event appreciated and applauded India's quality healthcare infrastructure and human resources as they entered into MoUs for close collaboration with private hospitals in the country. These MoUs include clinic collaboration, clinical research, capacity building, medical travel to India, helping in developing nursing expertise, teaching, and much more.

Prime Minister Shri Narendra Modi had inaugurated the 'One Earth, One Health: Advantage Healthcare India 2023' Summit on 26th April, 2023 through a video message. The Prime Minister highlighted India's strength in holistic healthcare, stating that "we have talent, technology, track record and tradition" further stating that India's tradition of preventive and promotive health with practices such as Yoga and meditation are now becoming global movements. "The world



is looking for solutions to stress and lifestyle diseases. India's traditional healthcare systems hold a lot of answers", he had emphasized.

In recent years, India has emerged as an affordable destination for world-class healthcare and wellness services, leading to the country becoming a major hub for Medical Value Travel. The summit highlighted India's significance in medical potential and provided opportunities for healthcare collaborations between

the participating countries. The visiting health representatives also took the opportunity

to visit private and government hospitals in Delhi.

Somalia's Health Minister, Mr Ali Haji

Adam Abubakar stated that, "we are looking forward to further strengthening the relationship between the

Somali and Indian Government, by working on the challenges faced by the citizens seeking healthcare".

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The 3rd Education Working Group meeting begins in Bhubaneswar

Chennai, April 29 2023: The 3rd Education Working Group meeting scheduled from 26th to 29th April 2023 began in Odisha's capital Bhubaneswar today. On the first day, the meeting saw deliberations on the issue of skill development for lifelong learning in the future of work. It was organized at CSIR-Institute of Minerals and Materials Technology in collaboration with NSDC. Minister of State for Education Dr. Subhash Sarkar also addressed the program. The meeting witnessed participation from G20 member States, guest countries, OECD, UNESCO, and UNICEF.

On the first day, 3 sessions were conducted under the chairmanship of Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship. The first session was on 'Building an Agile Response to the Needs of Labor Markets and Institutional Capacity



Building in the Context of the Future of Work: Enabling High-Quality Technical and Vocational Education'. This session discussed strategies to strengthen human and institutional capacity to provide skills expected in the future, revamping training and curriculum framework for technical and vocational education, integrating vocational courses into educational offerings, and introducing technology-based innovations into the classrooms. Issues such as developing strategies to bridge the skill gap.

The second session of the meeting was on 'Creating a bridge between higher and professional. During this session issues such as strategies to promote industry-academia linkages, strategies to enhance the employability of graduates, and establish parity of qualifications were raised. The third and final session discussed the topic of 'Equipping children with the skills of the future to set them on a lifelong learning course'. The G20 Education Working Group aims to find

solutions to issues related to the "future of work".

On the sidelines of the meeting, a special exhibition was organized in Bhubaneswar before the third session. The exhibition was organized on the theme "Future of Work". This exhibition will be open to the general public from April 27 and 28. Earlier, the second meeting of the

G-20 Education Working Group was held in Amritsar, while the first meeting was held in Chennai earlier this year.

SHATTERING GENDER STEREOTYPES, SAMANTHA RUTH PRABHU SAYS, 'RISE UP, BABY!' WITH PEPSI®

Chennai, April 29 2023: Personifying the youth's unwavering passion and unshakable spirit through its disruptive narratives, Pepsi®



unveiled yet another rendition of its empowering new brand positioning 'Rise Up, Baby!'. The campaign features actress, youth icon and an inspiration for women across the country, Samantha Ruth Prabhu. With this campaign Samantha joins Pepsi®'s star-verse as one of its newest brand ambassadors.

All set to redefine the clichés around gender roles in society, the stirring and inspiring campaign aims to encourage women to follow their passions and irrepressible beliefs to break the societal norms that the world has created for them. Portraying the archetypal situations an Indian woman faces daily, from being questioned for not being married by a certain age, shamed for staying out late for work or taking up a lead action-oriented role, the campaign is a commentary on the

millions of passive comments and pressures that women go through in life.

The gripping campaign through its powerful three words, 'Rise Up, Baby!', pays homage to the free-spirited women who do not let others define their worth, and march to their own rhythm. Samantha Ruth Prabhu is an embodiment of a non-conformist woman who is confident with her personality and lives her life the way she wants to. She is looked up by millions of women across the country as an inspiration for standing up for herself through every challenging situation. Pepsi®'s new campaign, featuring her lively and resilient persona, aims to inspire every woman out there to own their life with unwavering self-confidence, authenticity, and mettle. The campaign reverberates the irrefutable truth that the modern woman is truly

indefatigable and nonchalant in the pursuit of her dreams and callings.

Speaking on the campaign, Saumya Rathor, Category Lead, Pepsi Cola, PepsiCo India, said, "Pepsi has always strived to reflect the synergy of the younger generation. Through our last two campaigns, we aimed to portray the irrepressible spirit of the youth as they rise above societal norms. For this campaign, our focus was to offer an empowering campaign for the woman of India and pay a tribute to their unwavering self-belief and self-confidence. Samantha Ruth Prabhu is the epitome of the independent, bold, and free-spirited modern Indian women, and therefore resonates perfectly with our positioning of 'Rise Up, Baby!'. We welcome Samantha to the Pepsi family and are extremely thrilled to work with her for many

more disruptive campaigns going forward." Commenting on the campaign, actress Samantha Ruth Prabhu, said, "I strongly believe that women should always follow their hearts, shattering the stereotypes that society has set for us. The campaign, was therefore, even more special for me as it exemplifies the unshakable and persistent spirit of the women of this generation while inspiring them to wear their quirks on their sleeves. I am truly excited to be associated with Pepsi and cannot wait for fans to get inspired by the campaign and 'Rise Up, Baby!'"

The new campaign will be amplified with a 360-degree surround across television, digital, outdoor, and social media. Pepsi® is available in single/multi-serve packs across modern and traditional retail outlets as well as on leading e-commerce platforms with its sparkling lemon and lime flavor.

SAIF ALI KHAN LENDS HIS NAWABI TOUCH TO LAY'S PREMIUM RANGE OF CHIPS - LAY'S GOURMET - AS ITS FIRST-EVER BRAND AMBASSADOR

Chennai, April 29 2023: Lay's Gourmet, the premium range of slow-cooked kettle chips from Lay's, is reaching new heights with the superior snacking experience being offered through the royal flavours within the portfolio. The premium experience is all set to be scaled, with the brand announcing the 'Nawab of Bollywood,' Saif Ali Khan, as its brand ambassador.

The partnership aims to magnify the exquisite taste and finesse of Lay's Gourmet chips that are made from carefully selected, high quality potatoes, cooked with care for those perfect golden curls and seasoned with lip-smacking flavours and aromas. The actor will bring his charm and flair, reinforcing that Lay's Gourmet is not just a regular chip, but a delicately crafted snacking experience that deserves to be savoured.

The TV commercial, artfully directed by Vivek Kakkad, begins with Saif walking through a luxuriously decorated corridor to meet journalists Aditi and Anjali, who are waiting to interview him. The grandeur of Saif's home leaves the journalists awestruck. They discuss the possibility of the house having multiple chandeliers in each room, a legion of butlers



at his service, and even a lion as his companion. Oddly enough the things suddenly start emerging around Saif, leaving him confused. Aditi intervenes, reminding Anjali that Saif's exquisite taste should not be judged solely by his opulence. Intrigued, Anjali wants to learn more about his extraordinary taste, and at that moment, he surprises them by placing packs of Lay's Gourmet on the table, giving them a glimpse of his fine taste. Anjali, excitedly exclaims, "Chips! Oh, I love chips." But Aditi corrects her, saying, "These are not chips, Anjali. They are Lay's Gourmet."

Talking about Saif's

just like they've been savouring the well-deserved experience and rich taste of these delightful chips."

Sharing his excitement, celebrated actor and face of fine taste, Saif Ali Khan expressed, "My previous association with Lay's was for many years and is very memorable to me. I am equally thrilled to rejoin the family as the first-ever brand ambassador for Lay's Gourmet. These aren't just chips, they're the perfect accompaniment for moments of finesse. I am sure that the audiences will appreciate the exceptional taste and quality of Lay's Gourmet chips, just as much as I do."

"When we think of royalty, we often associate it with opulence and grandeur. However, true royalty is characterized by a focus on quality and perfection, which is precisely what makes Lay's Gourmet stand out. Crafted from fine ingredients, each chip is a testament to the pursuit of the best flavour and experience. And who better than the Nawab of Pataudi himself, Saif Ali Khan, who embodies the spirit of quality and sophistication, to bring alive the experience of Lays Gourmet," remarked, Rajdeepak Das, CEO & Chief Creative Officer, South Asia, Leo Burnett.

OKINAWA AUTOTECH UPGRADES PRAISE PLATFORM WITH ADVANCED TECHNOLOGY AND IMPROVED ERGONOMICS

Chennai, April 29 2023: In alignment with its aggressive growth strategy, Okinawa Autotech, India's leading electric two-wheeler manufacturer, today announced the launch of all new and advanced version of its best-selling "Praise" platform, the Praise Pro and iPraise+.

Close on the heels of inaugurating the first global R&D centre in collaboration with its JV partner Tacita (Italy), Okinawa had announced an upgrade its entire product line, starting with Praise Pro and iPraise+. The new and progressive, Okinawa Praise platform packs in a host of advanced offerings that represent the ideal combination of style and technology.

The electric scooters now come with a 40mm down frame (chassis) for better foot space, improved ergonomics, that make for a comfortable ride. The new Praise Pro and iPraise+ offer a premium riding experience with its CAN-compatible powertrain and a digital



coloured speedometer.

The deliveries of the new Praise Pro and iPraise+ with the AIS-156 Amendment 3 battery pack and eight new attractive colors have already commenced. Customers can book the e-scooters either from the website or from their nearest Okinawa dealerships across the country.

Jeetender Sharma, MD & Founder, Okinawa Autotech said, "At Okinawa, we have always been focusing on customer satisfaction. We give highest priority to

the feedback that we receive from our customers and incorporate improvements in our products accordingly. After getting into a joint venture with Tacita and setting up our first global R&D centre in Europe, we have decided to upgrade our entire product range with best-in-class technologies. The new Praise platform is our first offering in that direction. The e-scooter now comes with a new platform with improved ergonomics for better riding position that provides additional

comfort to the riders. I am sure that our continuous efforts to develop the electric mobility ecosystem will help us achieve our vision of a sustainable future."

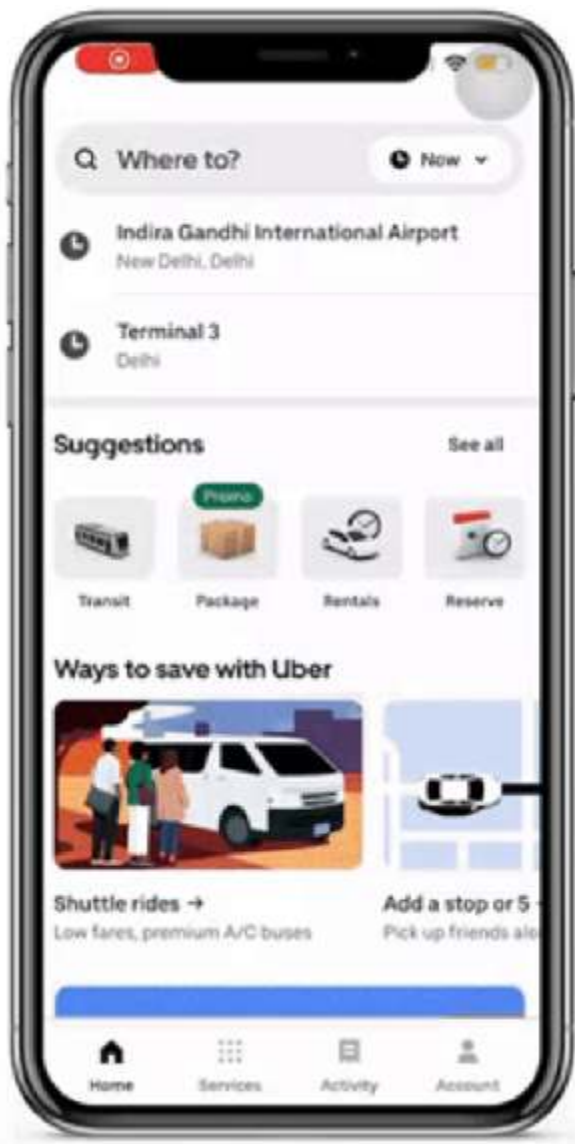
Ever since its launch in India, Praise platform has gained immense popularity among customers who want a reliable electric scooter with advanced technology and a better range. The company has sold 200,000+ units of Praise Pro and iPraise+ till day which is the testament of its success in Indian market.

Uber expands 'Reserve' to six more cities in India, also opens up cash payment option for planned travel seekers

Chennai, April 29 2023: Uber today announced the expansion of Reserve across six more cities in India, providing riders across the option to pre-book their rides - 30 minutes to 90 days ahead of their travel. Uber Reserve will now be available for cash payments offering riders access to reliable, pre-booked rides. The service is now live across 13 cities in India - Mumbai, Bangalore, Delhi-NCR, Kolkata, Chennai, Pune, Hyderabad, Kochi, Chandigarh, Ahmedabad, Jaipur, Lucknow and Guwahati.

The expansion of the Reserve service signals Uber's commitment to India by bringing its latest global offerings best suited to market needs. With the Reserve option in addition to on-demand trips, drivers can select from offers that are best suited for their time on the road. Uber Reserve provides the drivers an added option of accepting trips up to 7 days ahead - helping them lock in their earnings and driving schedule in advance.

Reserve now appears as a new option in the latest version of the Uber app and is available on Uber



Premier, Uber Intercity, Uber Rentals and Uber XL. The new product is developed keeping in mind pre-planned travel needs, including work trips, airport drops, visits to the doctor, and other scheduled appointments. The planned ride options will be available at various attractive price points across product categories.

Commenting on the

launch, Prabhjeet Singh, President, Uber India & South Asia said, "We are excited to expand Uber Reserve to more cities in India. With Reserve, riders can pre-book their rides ensuring peace of mind, certainty and added control over their trip. Reserve also opens up even more options for drivers to choose from between on-demand and pre-booked trips. At Uber, we are always

reimagining mobility in a way that it works for riders, drivers and cities and with Reserve we are unlocking even more certainty when you use our services."

With comprehensive safety measures in place, convenient pick-ups, affordable prices and digital payment options at a touch of a button, Uber hopes to offer a seamless product experience in the new category that riders and drivers enjoy on its other popular products.

How to book an Uber Reserve trip:

1. Tap the Reserve icon in the updated Uber app. Schedule from up to 90 days or at least 30 minutes in advance

2. Review the booking details in the app, including the assigned driver as the time of travel approaches. Cancel free of charge up to 1 hour in advance

3. Wait for the driver-partner, within the waiting time included in the reservation

4. Enjoy the ride

5. Pre-plan your next trip through Uber Reserve and remain stress free!

Croma's Everything Apple Campaign: Upgrade to the Latest Apple Products Now!

Chennai, April 29 2023: Croma is thrilled to announce its latest "Everything Apple Campaign" offering customers an incredible range of deals on Apple products from April 22nd to May 2nd. This is the perfect opportunity to indulge in the latest iPhone models, with the iPhone 13 and 14 available at monthly installments as low as INR 1,708* and INR 2,125, respectively, over 24 months*. Plus, customers can buy the iPhone 13 and 14 for just INR 38,990* and INR 46,990*, respectively, with up to 24 months of no-cost EMI.

Consumers are constantly upgrading to the latest technology. Croma has specially curated these deals and offers to make this easy and convenient for its existing and potential



consumers. With these offers, it's time to stay ahead of the curve with the latest iPhone models and other Apple products. The iPhone 13 and 14 are packed with innovative features, making them the most advanced and powerful smartphones in the market today. From the A15 Bionic chip to the Promotion display, these phones deliver an immersive experience like no other. And with the option of monthly installments, upgrading to the latest iPhone has

never been more accessible.

Customers can also choose from various Apple watches starting at just INR 25,900*. For those seeking a premium experience, there's no reason to wait to upgrade your wristwear.

For music enthusiasts, Croma is also giving a chance to upgrade your music experience with Apple AirPods starting at INR 11,499*. With the latest noise-cancellation technology and superior

sound quality, AirPods are the perfect accessory for music lovers on the go.

Croma is also offering the MacBook starting at INR 54,990*. And if you're looking for an iPad, you can get it for a discounted price of INR 26,900* (including HDFC cashback), with a monthly installment of just INR 1,208*. These devices are perfect for students, professionals, or anyone who needs a portable device for work or play.

Please visit your nearest Croma store or their website today to take advantage of these offers and grab the latest Apple products at amazing prices now! Take advantage of this limited-time opportunity to upgrade your tech game and stay ahead of the curve.

ICICI Bank offers a strong network of Rupee Vostro Accounts, expedites settlement of international trade transactions in INR

Chennai, April 29 2023: ICICI Bank today announced that it offers Rupee Vostro Account to enable Indian exporters and importers to pay and settle export-import transactions in Indian Rupees (INR). The proposition reduces the foreign currency risk borne by Indian exporters and importers as they can use INR for invoicing, payment, and settlement of their transactions.

This initiative is in line with India's Foreign Trade Policy 2023 and

RBI's framework for invoicing, payment, and settlement of exports/imports in INR, in addition to US Dollar, Euro and other currencies.

The Authorised Dealer (AD) banks in India can open Rupee Vostro Accounts of correspondent bank/s of a partner trading country to facilitate trade transactions in INR. ICICI Bank has a wide array of over 100 Rupee Vostro Accounts of correspondent banks across 29 countries including USA, Canada,

UAE, Saudi Arabia, UK, Germany, and Malaysia.

Speaking about the initiative, Mr. Sumit Sanghai, Head - Large Clients Group, ICICI Bank said, "In line with the Government of India and Reserve Bank of India's move to boost foreign trade in rupees, ICICI Bank is offering Rupee Vostro Account to Indian exporters and importers to settle their international trade transactions in INR. ICICI Bank has a strong footprint of over 100 Rupee Vostro Accounts of banks located across 29 countries. As these

countries cover most of India's export/import corridors, Indian exporters and importers can easily settle their trade transactions in INR, and help to promote the growth of Indian global trade and increase international trade in Indian Rupees. Export-import is one of the biggest contributors to India's economic growth. We believe our initiative will reduce the foreign currency exchange risk borne by our exporters and importers and will expedite international trade settlements."

Fortis and SRL Diagnostics Group contribute INR 6 crore to IIT Madras (Sudha Gopalakrishnan Brain Centre) to promote research and innovation in the country

Chennai, April 29 2023: The Fortis and SRL Group of Companies, leading integrated healthcare services providers in India, contributed a sum of nearly INR 6 crores in FY'23 to the Sudha Gopalakrishnan Brain Centre at IIT, Madras, as a part of their Corporate Social Responsibility (CSR) mandate.

The Brain Centre, launched in March 2022 at IIT-M focuses on mapping the human brain at cellular and connectivity levels and developing innovative technological solutions that will provide extraordinary and significant insights into the brain's neural networks and take the country to the world's centre stage.

Fortis and SRL Group aspire to advance healthcare technology through its social development initiatives to improve community health outcomes while focusing on the sustainable

development of society. Contribution to the Brain Centre is a potent way of fostering and promoting research and development (& innovation) to benefit society's current and future generations.

"As a donor to the Sudha Gopalakrishnan Brain Centre, we are delighted to support their ground-breaking brain mapping project for the advancement of modern medicine. This pioneering research perfectly aligns with our commitment to promote and fund innovation in medical sciences. As a healthcare services provider, our aim in this collaboration is to foster revolutionary solutions that will pave the way for the future of healthcare innovation for decades to come." said Dr Ashutosh Raghuvanshi, Managing Director and Chief Executive Officer of Fortis Healthcare.

"At SRL, we remain steadfast in our objective to enhance and

uphold human health and well-being, and we believe that supporting pioneering research institutions like the Sudha Gopalakrishnan Brain Centre is key to achieving this goal. We take immense pride in being a part of the progress of the global healthcare industry by contributing to the revolutionary research that will pave the way for the future of healthcare" added Anand K., Chief Executive Officer of SRL Diagnostics.

Fortis & SRL are committed to improving and preserving people's health and well-being, and we believe funding cutting-edge research centres like the Sudha Gopalakrishnan Brain Centre is essential to achieving this. As a healthcare services provider, our goal in this cooperation is to generate new solutions that will pave the way for the future of healthcare innovation for decades to come.

Mr K r i s

Gopalakrishnan, Co-founder of Infosys and Distinguished Alumnus of IIT-M, said "The trust and confidence demonstrated by the Fortis Group of Companies towards the Brain Centre through their generous contribution is invaluable. It displays the exemplary commitment of the Company to support cutting-edge research in the country. I hope that this contribution will inspire other organizations to come forward to support such research efforts at IIT Madras."

Professor Mohanasankar Sivaprakasam who heads the IIT Madras Brain Centre said, "This support by Fortis Group of Companies is timely and essential towards achieving the vision of the Brain Centre of becoming a globally leading brain research Centre that produces highly sought after human brain data and technology tools."

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Who We Are

Our Clients

JMR

Alice Blue Initiates Rural educational developmental program in Tamil Nadu

Coimbatore, April 29 2023: Alice Blue, the Erode registered, brokerage firm has announced that it has initiated its rural education development programme for the year 2022-2023 in Tamil Nadu. The company has taken up the initiative of offering developmental initiatives that aims to increasing the quality of education by upgradation of school infrastructure as part of their CSR outreach.

The Company had committed to enriching the quality of education in Rural Schools by committing a sum of Rs. 1 Crore at the beginning of the FY 2022. With this Alice Blue has impacted the lives of over 1200 students through its partnership with over 32 Rural Schools in Erode district in Tamilnadu over the last year.

Previous years Alice Blue has contributed fund of Rs.50 lacs to PM



cares for COVID relief fund

As part of this programme, Alice Blue had partnered with rural schools in Erode to provide infrastructure and financial support. The company provided modern teaching aids, books, Smart Boards, Computers and other necessary arrangements including providing physical infrastructure like painting the school structures, building stages and podiums where necessary in order to ensure that students have access to quality education. Parents have observed that the Modern Educational

Aids like smartboards and computers have encouraged better attendance in these schools, gradually motivated them to send their kids to school and better learning among their kids.

Additionally, the company also facilitated the conduct of regular teacher training programs with the aim of improving the teaching methodologies and skills of the faculty across these rural schools.

The company also promotes extracurricular activities like sports and cultural events in rural schools to

provide students with a well-rounded education. Alice Blue had also introduced the 'Alice Blue Digital Learning Program' that focuses on promoting digital education in rural schools. The program provides students with access to digital classrooms, which makes learning more engaging and effective.

Additionally, the company has also taken up environmental initiatives in regions around the Schools it has been supporting. It has launched 'Aliceblue Green Initiative' that focuses on promoting environmental sustainability through initiatives like tree-planting drives where nearly 20000 trees were planted over the last year, and other eco-friendly activities like infrastructure & furniture's for the schools in these rural areas.

Conversational commerce platform Gallabox reports strong growth as SMBs leverage whatsapp to increase sales & offer better customer experience

Chennai, April 29 2023: Gallabox, a conversational commerce platform which helps Small and Medium Businesses (SMBs) increase their sales through WhatsApp reported phenomenal growth in the last 6 months. Gallabox is being used by over 1,000 organizations in various sectors such as travel, education, healthcare, product commerce, and real estate. Gallabox's customers include companies such as Pickyourtrail, Gokireland, Gokilsearch, Zupay, Kauvery Meds, NxtWave, ShipRocket, and Illusion Aligners. The company is currently operational in Mumbai, Chennai, Hyderabad, Delhi, Kolkata and plans to expand to tier-2 cities by the end of 2023. Gallabox has customers from over 20 countries apart from India and is focused on expanding to Brazil, MiddleEast, and APAC in the next 6 months.

Gallabox enables businesses to interact with their customers instantly on WhatsApp, understand their requirements and offer a collaborative experience. The multi-agent team inbox and campaign features are layered with a sophisticated but

simple-to-use, no-code bot, thereby marrying the ease of messaging with the power of automation. The company has recently introduced several game-changing features, including WhatsApp Drip Campaigns, WhatsApp Marketing Automation, a No-Code WhatsApp Bot Builder, and WhatsApp Catalog & Orders. It is also currently beta testing WhatsApp Payments, which is sure to make a deep impact for businesses looking to streamline their payment processes. In addition to its new features, Gallabox has also introduced several new tools to help businesses streamline their customer engagement efforts. These include WhatsApp Reminders, a WhatsApp Widget, a QR Code Generator, and a WhatsApp Link Generator. These tools are designed to make it easier than ever for businesses to engage with customers on WhatsApp, driving increased engagement and sales.

Founded by Karthik Jagannathan, Yogesh Narayanan & Yathin Panchanathan, Gallabox empowers SMBs to manage their sales conversions on WhatsApp, putting an end to poor conversions and broken customer

experience using legacy tools. The no-code conversational commerce platform leverages WhatsApp Business API to help SMBs improve their sales conversions and offer a full mobile experience to their customers without the need for a mobile app.

India is home to 75 million SMBs with 20 million of them digitally influenced, according to a report by Zinnov. With more than two billion users on WhatsApp and more than 500 million in India alone, coupled with SMS becoming increasingly spam-prone, businesses are fast discovering WhatsApp to be the best way to connect with their customers. While enterprises have the resources to build interactive tools to communicate and transact with their customers on WhatsApp, small & medium-sized businesses do not have the budget or skill-sets to build these sophisticated tools. Gallabox makes it easy for such businesses to be up and running in a matter of minutes and leverage a pre-built library of templates to deliver a world class experience to clients, turning customer conversations into sales.

Karthik Jagannathan, CEO & Co-founder, Gallabox

"Small and mid-sized companies face challenges in converting prospects into customers using traditional tools like SMS, email, and call centers. Sophisticated conversational commerce tools used by larger companies can improve conversion rates, but they are too expensive or complex for smaller businesses to build. In our mission to 'democratize' such tools, Gallabox leverages WhatsApp to help fast-growing businesses overcome these obstacles and experience rapid growth in their sales. Our endeavor is to ensure such tools are made available to businesses at an affordable cost and are a delight to use."

Iliya Bharathi, Founder, Golreland

"Ever Since we started using Gallabox. The conversion rate for whatsapp has increased by nearly 20%. It has helped us interact with customers at a faster pace which in turn helps in lead generation. We are now able to interact with students quickly and efficiently without any hassle.

Studie'o7 a chain of salon, celebrated its 100+ salon



Chennai, April 29 2023: Studie'o7 a chain of salon, celebrated its 100+ salon on 25th April 2023 at ITC chennai along with their existing, new franchise partners and honorary chief guests. Rajeshkumar (founder and Managing Director - Studie'o7) started with 1 salon in 2017 from Udumalpet, today Studie'o7 stands proudly with 100+ salon in their franchise portfolio.

In the august presence of Chief guests - Sudha Rajan (Director indcon manufacturing pvt ltd and tekpak) Kalyananthi Sachithanathan (Educationist,

Tamilnadu Widows and Destitute Women welfare Board, Government of Tamilnadu) D Vijayalakshmi Vice President - Uniter techno, top 100 women of India awarded by ministry of WCD

Prof. Ranganathan J Honorary Consul of Myanmar, Chennai, India. V.Nandhakumar I R S A d d l . Commissioner of Income Tax, Dept of Revenue, Ministry of Finance, Govt of India. AVM K Shanmugam Joint Managing Director AVM Productions (P) Ltd Correspondent and secretary- Avichi college of Arts and Science. Dr.S Gogulan

Advisory Panel Member Central board of Film Certification (CBFC) Ministry of Information and Broadcasting Government of India. Dr.Deepa Sathyan IPS Superintendent of Police Master control Room.

Studie'o7 and it's Studieo7 training academy together work in building new skill based job for men and women who like to pursue their career in Beauty industry. Studie'o7 has more number of women entrepreneurs and it's making way to make further more women entrepreneurs. Studie'o7 has a well

framed business model, using this a person who has no knowledge but would like to start a business in beauty salon can approach for taking franchise of Studie'o7 salon. With Studieo expertise Franchise partners will be guided for better growth in business.

On the event, studieo7 honoured their franchise partner and their best of the employees with awards and recognition. Rajeshkumar founder and Managing director or studieo7 have gifted an Toyota Innova car to the business head Prabakaran.

Takeda Certified as Great Place to Work® in India For Second Year in A Row

Chennai, April 29 2023: Takeda Biopharmaceuticals India Private Limited (formerly known as Baxalta Bioscience India Pvt. Ltd.), a global values-based, R&D-driven biopharmaceutical leader, has been certified as a Great Place To Work® in India (March 2023 - March 2024). This certification has been awarded second time in a row to Takeda. The acknowledgment serves as evidence of the exceptional culture that the organization has nurtured by prioritizing the key values of Integrity, Fairness, Honesty and Perseverance.

Commenting on the recognition, Mrs. Serina Fischer, General Manager, Takeda Biopharmaceuticals India Private Limited said, "This is the second year we have been recognized; it's an acknowledgment of our unwavering commitment to creating a work culture where our employees feel heard, included, valued and empowered. We remain steadfast in providing a fair, equitable, and non-discriminatory workplace where our people can be their own true selves and contribute meaningfully to solving complex challenges as we seek to improve



healthcare in India. We also understand that growth for our people means growth for our business, and we are constantly improving our ways of working to ensure agility and provide our employees the space to share and implement innovative ideas while developing their skill sets. What we do and how we do it has the power to influence our culture. We, therefore, encourage our employees to adopt Takeda Leadership Behaviors to foster an environment that enables us to fulfill our purpose while always remaining committed to our value system."

Adding to the same, Mr. Anoop Kamat, Head of Human Resources, Takeda Biopharmaceuticals India Private Limited said, "At Takeda, we have always placed a strong emphasis on our employees and their well-being. This achievement is a testament of our commitment to fostering a workplace culture of inclusivity and growth.

As an equal opportunity employer, we have strived to nurture our employees' talents by providing them with the necessary support to help them reach their full potential as we work towards fulfilling our vision for India. We remain committed to creating an environment where all our employees feel welcomed, understood, and encouraged."

Great Place To Work® is the global authority on workplace culture. Since 1992, they have surveyed more than 100 million employees worldwide and used those deep insights to define what makes a great workplace: trust. Their employee survey platform empowers leaders with the feedback, real-time reporting, and insights they need to make strategic people decisions. The Institute serves businesses, non-profits and government agencies in more than 60 countries and has conducted pioneering research on the characteristics of great

workplaces for over three decades.

In India, the institute partners with more than 1400 organizations annually across over 22 industries to help them build High-Trust, High-Performance Cultures designed to deliver sustained business results. Hundreds of CEOs and CXOs from India Inc. are part of the great place community that is committed to the vision of making India a great place to work for all.

The Institute's research shows that great workplaces are characterized by great leadership, consistent employee experience, and sustainable financial performance. These organizations can deliver a consistent experience to all their employees irrespective of their role, gender, tenure, or level. Their leaders believe in the vision of creating and sustaining a great place to work for all and role models being for all leaders.